

— AGENDA —



WYOMING OUTDOOR RECREATION *Summit*



Jay Kemmerer
WORTH Institute



MAY 1-2, 2025

MARIAN H. ROCHELLE GATEWAY CENTER
LARAMIE, WYOMING

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Welcome to the 2025 Wyoming Outdoor Recreation Summit.

Convened by the Jay Kemmerer WORTH Institute and the Wyoming Office of Outdoor Recreation, this event brings the outdoor recreation community together to share experiences, highlight updates from across the state, and develop relationships between and among agencies and organizations. This two-day event will include sessions about public lands, outdoor recreation, legislative integration, community economic development, and more. Through relevant, representative, and engaging programming across sectors, the WORS aims to provide a space for Wyoming's outdoor recreation community to come together and create synergy and support for outdoor recreation.

GOALS:

1. Foster collaboration and partnerships among Wyoming's outdoor recreation stakeholders to strengthen community connections and shared initiatives.
2. Support workforce development in the outdoor recreation sector by exploring education, training, and career opportunities.
3. Enhance access to resources—including funding, tools, and information—that help communities grow and sustain outdoor recreation efforts.

About Us



The mission of Jay Kemmerer WORTH Institute is to support, expand, and diversify Wyoming's economy through outdoor recreation, tourism, and hospitality industries.



The Wyoming Office of Outdoor Recreation champions responsible outdoor recreation to improve communities and diversify Wyoming's economy.

Our Sponsors

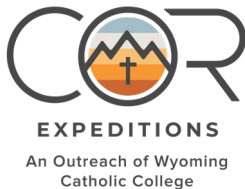
Peak Partner



Discover Carbon County

Are you seeking adventure and escape from the hustle and bustle of city life? Look no further than Carbon County, Wyoming! Nestled between the Snowy Range and Sierra Madre Mountains, Carbon County offers breathtaking natural beauty and outdoor activities year-round. Adventure Out!

Canyon Champions



COR Expeditions

Founded in 2016, COR aims to share transformative encounters with Christ through backcountry experiences. The founding team, having experienced personal conversion in nature, seeks to invite others into similar spiritual journeys through professionally guided outdoor activities and wilderness experiences.



Pointe Strategies

A nationwide outdoor recreation planning and design firm dedicated to safely connecting community from their front door to nature and recreation.



SE Group

Formed in 1958 in New Hampshire as the first company established for the sole purpose of designing ski resorts, SE Group has evolved to include comprehensive community planning, environmental and land-use planning, multi-season recreation and trails planning, community planning and design, parks and open space planning, and public lands cooperative planning for natural areas, rural communities, and recreational development.



Wagners

Founded in 2002, Wagners CFT pioneered a unique pull-winding process for composite materials. Our products, including pedestrian trail bridges, road bridges, boardwalks, stairs, viewing platforms, light poles, and crossarms, offer superior strength-to-weight ratios, ensuring cost-effective, sustainable solutions for civil infrastructure. Committed to quality and customer satisfaction, we provide extensive design capabilities, pre-fabrication, and a variety of color options.



Spur Supporters



AllTrails

AllTrails was founded on the idea that we're all made better by spending time in nature. Today, AllTrails continues to be driven by the desire to share the outdoors with as many people in as many places as possible—and to do so responsibly and respectfully.



Kate's Real Food

Born in the Rocky Mountains, Kate's Real Food creates healthy snacks to fuel adventures. Starting with homemade energy bars for outdoor activities, the brand has grown into a nationally recognized name, committed to crafting delicious, organic snacks that enhance connection to nature and experiences.



NOLS

Headquartered in Lander, Wyoming, NOLS, the National Outdoor Leadership School, is a nonprofit global wilderness school that believes in the transformative power of leadership through wilderness education.



Wyoming Business Council

The Wyoming Business Council (WBC), established in 1998, focuses on recruitment, development, and investment services to foster economic growth for Wyoming businesses and communities.

Thanks to our steering committee members

- Addi Jenkins, Wyoming Outdoor Recreation Business Alliance
- Brendan Kelley, United States Forest Service
- Dan McCoy, Jay Kemmerer WORTH Institute
- Frances Schaez, Wyoming Office of Outdoor Recreation
- Laurel Stephens, Wyoming State Parks and Cultural Resources
- Mark Tesoro, Wyoming Office of Outdoor Recreation
- Michael Kusiek, Wyoming Pathways
- Blaine Potts, Bureau of Land Management
- Rachel Spear, Platte River Trails

Agenda

Thursday, May 1

8:00 am: Check-in and breakfast

8:30 am: Welcome

Dan McCoy, Director, Jay Kemmerer WORTH Institute

8:40 am: Opening remarks

Dave Glenn, Director, Wyoming State Parks and Cultural Resources

9:00 am: Keynote: Can Outdoor Recreation Save the World?

Luis Benitez, Vice President of Global Government Affairs, Lululemon

10:00 am: Break

10:30 am: The EXPLORE Act: All You Need to Know

Aaron Bannon, Executive Director, America Outdoors

11:30 am: Lunch

12:15 pm: Corner Crossing Panel

Jim Magagna (Wyoming Stockgrowers's Association), Ryan Semerad (attorney), Dan McCoy (Jay Kemmerer WORTH Institute, moderator)

This lunch panel will explore what the 10th circuit decision means for recreational corner crossing in Wyoming, how recreationalists can corner cross responsibly (and legally), and what the future may hold for this issue.

1:00 pm: Break



1:20 pm: Breakout Sessions

Grand Ballroom A:

Backcountry Discovery Routes:
Building on the success of an
established route in Wyoming

*Bill Whitacre (Backcountry
Discovery Routes)*

Discover how Wyoming's outdoor recreation economy is thriving through the development of dual-sport and adventure motorcycle routes. This session will showcase the success of the established 2-day loop route in the Red Desert, and the Wyoming Backcountry Discovery Route (WYBDR), a 1,000-mile route which spans the state and supports small-town economies. Learn how these routes enhance tourism, outdoor access, and community engagement while increasing Wyoming's visibility as a motorcycle destination. Built and maintained by volunteers, using public roads, in partnership with local organizations, these routes follow a proven model that sustains backcountry access while benefiting rural communities. Whether you're a trail advocate, business owner, or policymaker, this session will offer insights into how dual-sport route expansion can support local economies and outdoor recreation.

Grand Ballroom B:

Beyond the Gear: Navigating
Challenges and Opportunities in
Wyoming's Outdoor Retail Industry

*Addi Jenkins (Wyoming Outdoor
Recreation Business Alliance), Joan
Chase (Wild Iris Mountain Sports),
Patrick Coffey (Fast Haus Ski and
Bike), and Pete Leibee (Rocky
Mountain Powersports)*

Outdoor retailers are integral to Wyoming's thriving recreation industry, connecting adventurers with the gear, services, and expertise they need to explore the state's diverse landscapes. As a key driver of the state's economy, outdoor retail faces unique opportunities and challenges—from navigating rising tariffs and evolving consumer expectations to recruiting employees in a rural market. This panel brings together leaders from outdoor sectors across the state to discuss strategies for building consumer trust, strengthening workforce development, and leveraging partnerships to foster sustainable business growth. Attendees will gain valuable insights into how Wyoming's outdoor retail community can adapt to policy shifts, collaborate with industry stakeholders, and contribute to the vitality of their local communities.

Grand Ballroom C:

Funding Your Outdoor Vision:
Updates & Strategies for Grant
Success

*Brynn Hirschman (Wyoming
Office of Outdoor Recreation)
and Louisa Lopez (Wyoming State
Parks and Cultural Resources)*

Securing funding is key to turning outdoor recreation projects into reality. This workshop, led by grant experts from Wyoming State Parks and Cultural Resources, will provide the latest updates on federal grants, the Wyoming Outdoor Recreation and Tourism Trust Fund, and other critical funding opportunities. Attendees will gain insights into new grant programs, application strategies, and best practices for maximizing funding success. Whether you're a community leader, nonprofit, or outdoor business, this session will equip you with the knowledge and resources to navigate the grant landscape and bring your recreation initiatives to life. Don't miss this opportunity to connect with experts and position your projects for success!

2:20 pm: Break

2:40 pm: Breakout Sessions

Grand Ballroom A:

The Bridger-Teton Avalanche Center: A Public/Private Partnership in Winter Safety

Forrest Kamminga organization (Wyoming State Trails Program), Frank Carus (Bridger Teton Avalanche Center), and Dwayne Meadows (Bridger Teton Avalanche Center)

This session will provide an overview of the history, evolution, and common practices of avalanche forecasting in the state. Frank Carus, Director of the USFS Bridger-Teton Avalanche Center, will present on the services the center provides each winter in Western Wyoming and how US Forest Service Avalanche Centers operate. Dwayne Meadows of the Bridger-Teton Avalanche Center Foundation will speak about how public need and diverse funding have built the current Bridger-Teton Avalanche Center.

Grand Ballroom B:

Opportunities and Challenges for Manufacturing and Distribution in WY's Outdoor Recreation Industry

Rocky Case (Manufacturing Works), Lauren Heerschap (Brunton), Ross Hinschberger (Magpul Industries), Mike Lilygren (MAVEN Optics), Shane True (WYld Gear), and Luke Thorkildsen (Weatherby)

This panel discussion with industry leaders will discuss the opportunities and challenges facing the manufacturing and distribution sectors of the outdoor recreation industry in Wyoming. This sector is an important part of Wyoming's economy, and to grow, Wyoming will need to address the challenges facing the manufacturing and distribution businesses. By working together, industry, government, and stakeholders can ensure that Wyoming remains a leader in the outdoor recreation manufacturing industry.

Grand Ballroom C:

Breaking Barriers: Expanding Accessibility in Wyoming's Outdoor Recreation Communities

Shelby Kappler and Terri Wofford (Wyoming Institute for Disabilities)

In Wyoming's outdoor recreation landscape, people with disabilities are too often overlooked when it comes to activities, infrastructure, and programming. This presentation will address the pressing need for greater inclusivity in outdoor recreation and demonstrate how removing barriers can strengthen community ties and create opportunities for all. Attendees will also experience a hands-on demonstration of adaptive recreational equipment, showcasing tools that empower individuals with disabilities to participate in both summer and winter activities such as hiking, fishing, skiing, and cycling. Join us to learn how prioritizing accessibility can transform Wyoming communities, enhancing tourism, recreation, and hospitality while ensuring that the beauty of the outdoors is accessible to everyone.

3:40 pm: Break



4:00 pm: Breakout Sessions

Grand Ballroom A:

Land Health and Recreational Sustainability through Partnerships

Olivia Maxwell (Fremont County Weed and Pest)

Caring for Wyoming's outdoor spaces is essential to sustaining recreation opportunities. This session will explore the tools and partnerships needed to educate, detect, and control invasive species, ensuring the long-term health of our landscapes. Learn how outdoor industry leaders, agencies, and communities can work together to safeguard the land we rely on.

4:30 pm - AllTrails & Friends of the Bridger-Teton: Better visitor education and increased capacity through partnerships

Pitt Grewe (All Trails) and Jennifer Ricupero (Friends of the Bridger-Teton)

Learn how the Friends of the Bridger-Teton and AllTrails are enhancing trail safety and preparedness. This session covers their partnership to provide visitors with accurate, accessible trail information through AllTrails' free Public Lands program, helping ensure responsible recreation while protecting the forest and wildlife.

Grand Ballroom B:

Bridging the Gap: Workforce Challenges and Opportunities in Wyoming's Outdoor Recreation Industry

Dan McCoy (Jay Kemmerer WORTH Institute), Annalee Galley (University of Wyoming), and Katie Magana (University of Wyoming)

This panel, led by Jay Kemmerer WORTH Institute Director Dan McCoy, will dive into workforce issues in Wyoming and invite students to share their perspectives on finding jobs in the outdoor recreation, tourism, and hospitality fields.

Gand Ballroom C:

Economic Diversification Through Outdoor Recreation

Paul Huberty (Wind River Development Fund)

Outdoor recreation is a potential driver for sustainable economic development on the Wind River Indian Reservation, but this potential extends beyond visitor spending. This session will explore the evolving relationship between land stewardship, conservation-driven business models, and economic diversification in rural and Native communities. Attendees will gain insight into how outdoor recreation can serve as a foundation for long-term economic resilience.

6:00 pm: Wyoming Outdoor Recreation Business Alliance (WYORBA) mixer

Bond's Brewing, 411 S. 2nd Street, Laramie, Wyoming

Special thanks to our in-kind sponsors: Stio, Pinebeach, and Atmosphere Mountainworks

- Join us on Friday at 1:30 pm for a raffle featuring items from these Wyoming companies
- Your ticket is in your name tag
- Must be present to win!



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Friday, May 2

8:00 am: Check-in and breakfast

8:30 am: Welcome

Laurel Stephens, Communications and Marketing Manager, Wyoming State Parks and Cultural Resources

8:45 am: Working with Elected Officials: Integrating Outdoor Recreation into Wyoming's Legislative Agenda

Mike Kusiek (Executive Director, Wyoming Pathways), Addi Jenkins (Executive Director, WYORBA), Andrew Byron (Wyoming House Representative, District 22), Jeremy Haroldson (Wyoming House Representative, District 4), Sandy Newsome (former Wyoming House Representative, District 24), and Mike Jones (Fremont County Commissioner)

Advocating for outdoor recreation requires strategic engagement with policymakers to influence legislation, secure funding, and drive meaningful change. This panel discussion will explore how outdoor industry leaders can effectively work with elected officials to shape Wyoming's legislative agenda, navigate policy processes, and build strong advocacy networks. Learn proven strategies for communicating with decision makers, mobilizing support, and ensuring outdoor recreation remains a priority in state and local policy.

10:15 am: Break

10:45 am: Breakout Sessions



Grand Ballroom A:**The Role of Outdoor Recreation in Local Economic Development**

Jon Conrad (Tata Chemicals), Brett Kahler (Wyoming Economic Development Association), Renny Mackay (Wyoming Business Alliance), Luther Propst (Teton County Commissioner), Justin Schilling (Wyoming Association of Municipalities), and Missy White (Wyoming Association of Municipalities)

Outdoor recreation is more than just a pastime—it's a powerful economic driver for Wyoming's communities. This session will bring together representatives from the Wyoming Business Association, Wyoming Economic Development Association, the Wyoming Association of Municipalities, the County Commissioners Association, and Tata Chemicals to explore how outdoor recreation fuels local economies, attracts businesses, and enhances quality of life. Panelists will discuss strategies for developing recreation assets to support economic growth, infrastructure investment, and workforce development, offering insights for policymakers, businesses, and community leaders looking to maximize the benefits of outdoor recreation to achieve specific economic development goals.

Grand Ballroom B:**Challenges and Opportunities for Wyoming's Guiding Community**

Taylor Phillips (EcoTour Adventures), Olivia Lane (Togwotee Mountain Lodge), Zach Lentsch (Wyoming Mountain Guides), Lee Livingston (Wyoming Outfitters and Guides Association), Sarah Martin (National Outdoor Leadership School), Paul Ulrich (Two Rivers Guide Service)

Wyoming's guiding community plays a crucial role in the state's outdoor recreation economy, offering visitors world-class experiences in hunting, fishing, climbing, rafting, and more. However, guides and outfitters face unique challenges, including workforce shortages, permitting complexities, changing regulations, and the impacts of shifting visitor and customer trends. This session will bring together industry experts and guiding professionals to discuss key obstacles and emerging opportunities for Wyoming's guiding community. Panelists will take a storytelling approach as they explore strategies for business sustainability, workforce development, advocacy efforts, and collaboration with land management agencies to ensure a thriving future for this vital sector.

Grand Ballroom C:**Volunteer Trail Crews: A Grassroots Approach to Trail Stewardship in Wyoming**

Richard Vercoe (Wyoming Trail FAIRIES), Bruce Burrows (Recreation Trails Consultant and Contractor), Sarah Brown Mathews (Pilot Hill Inc.), Austin Burgess (Central Wyoming Trails Alliance), Evan Ely (Speedgoat Trail Co.), Grace Templeton (Wyoming Pathways), and John Westenhoff (Lander Cycling Club)

This panel brings representatives from active volunteer trail crews in Wyoming to share and discuss the process of developing and operating a local trail crew to assist local, county, state, and federal land managers in maintaining and improving trails. The panel will highlight citizen crews' opportunities, challenges, and benefits for creating more dynamic, engaged, and diversified relationships with land managers to better meet communities' needs.

11:45 am: Lunch

12:30 pm: Supporting Public Land Management Agencies Through Partnerships

Jennifer Fleuret-McConchie (Wyoming Deputy State Director, Bureau of Land Management), Chris Ham (Deputy Director of Recreation, Rocky Mountain Region, US Forest Service), Tyler Ashcroft (Deputy Director of Recreation, Intermountain Region, US Forest Service), and Mark Tesoro (Manager, Wyoming Office of Outdoor Recreation, moderator)

Collaboration between public land management agencies and the outdoor recreation community is essential for maintaining access, sustainability, and stewardship of Wyoming's public lands. This session will explore how partnerships with recreation organizations, nonprofits, and local communities can enhance resource management, improve trail and infrastructure maintenance, and support conservation efforts. Panelists from federal land management agencies will share successful partnership models, discuss challenges and opportunities, and provide actionable strategies for fostering collaboration that benefits both land managers and outdoor enthusiasts. Attendees will gain insights on how to engage with agencies, contribute to land stewardship efforts, and support responsible recreation to ensure the long-term health of Wyoming's public lands.

1:30 pm: Closing remarks

Laurel Stephens, Communications and Marketing Manager, Wyoming State Parks and Cultural Resources

2:00 pm: Optional field trips depart

Pilot Hill mountain bike adventure with Dan McCoy: Meet at Pilot Hill Recreation Area Trailhead (3765-3799 E Willett Dr, Laramie, WY 82070) at 2:30 pm, bring your own gear!

Tour of the American Heritage Center: Meet at 2111 E Willett Dr at 2:30 pm



Speaker Information

Tyler Ashcroft: A native of Logan, UT, Tyler Ashcroft has been Deputy Director of Recreation in the Forest Service Intermountain Region since February 2025. Prior to joining the region's Recreation Heritage and Wilderness Resources team, Tyler served as a Policy Advisor in USDA Natural Resources and Environment and as Chief of Staff, Shared Stewardship Coordinator, and State Liaison for the Forest Service Intermountain Region. Tyler also worked for the BLM for 10 years in various positions, including Special Assistant to the State Director and National Project Manager. Tyler is a graduate of Utah State University. He and his wife, Jacque, have three children and a yellow lab named Harvey. Tyler is proud to call the Wasatch mountains home and enjoys backcountry skiing, trail running, hiking, cycling, and traveling.

Aaron Bannon is a Casper, Wyoming native. He spent two years in the Peace Corps and ten years in conservation advocacy before he settled in Lander, Wyoming to work with the National Outdoor Leadership School (NOLS) where he dedicated 13 years, most recently as the Environmental Stewardship and Sustainability Director. Aaron serves on the Wyoming State Parks and Cultural Resources Commission. He tirelessly endeavors to find time to get into Wyoming's exceptional outdoor spaces with his son Sebastian and his daughter Fiona.

Luis Benitez is the emerging face of the outdoor industry's political movement. The son of an Ecuadorian aerospace engineer and an American primary school art teacher, Benitez is a former international mountaineering guide. In 2001, he guided famed blind mountaineer Erik Weihe to the summit of Mount Everest and has led more than 30 expeditions to the highest peaks on every continent. In 2015, Benitez was appointed director of the Colorado Outdoor Recreation Industry Office by Colorado governor John Hickenlooper — a significant step toward a future political career in Colorado and beyond. In 2019, he became vice president of governmental affairs and global impact for VF Corp. To support his effort toward the protection of wild places, Luis then served as the Chief Impact Officer for the Trust for Public Lands, a nonprofit organization that works across sectors to ensure that everyone has access to the benefits and joys of the outdoors for generations to come. In 2024, Luis was named vice president of global government affairs for Lululemon.

Austin Burgess was born and raised in Wyoming and currently serves as the Executive Director of Central Wyoming Trails Alliance (CWTA), a Wyoming-based nonprofit dedicated to advocating, educating, and constructing non-motorized, multi-use trails in central Wyoming. With a lifelong passion for outdoor recreation since the mid-90s, Austin has been an active and influential force within CWTA since 2020, transitioning from board member to Executive Board member, and now Executive Director. Austin is deeply committed to fostering collaboration and community partnerships, exemplified by his role as a steering committee member for the Natrona/Converse Outdoor Recreation Collaborative—a state-led initiative to enhance outdoor recreation opportunities across Wyoming. He also brings 24 years of experience in the public safety industry, where he excelled in instruction and leadership roles. Fun fact: Austin has held roles in Federal, State, City (municipal),



and volunteer firefighting for the past 24 years! Under Austin's leadership, CWTA has embarked on numerous impactful projects, including the expansion of the Casper Mountain trail system and the development of the Cedar Draw Bike Park.

Andrew Byron was born and raised in Wyoming and is fortunate to currently live in Hoback Junction with his wife, two kids, two dogs, two horses, a few cows, and a revolving door of chickens. After graduating from Jackson Hole High School, Andrew attended the University of Wyoming, where he earned a BS in Political Science in 2008. In 2022, Andrew was elected to serve House District 22 in the Wyoming House of Representatives. During his first term, he served on the Revenue Committee, the Travel, Recreation, Wildlife, and Cultural Resources Committee, and the Select Natural Resource Funding Committee. In his second term, Andrew was appointed chairman of the Travel, Recreation, Wildlife, and Cultural Resources Committee. He has been fortunate to pass multiple pieces of legislation related to wildlife and conservation, as well as property tax reform. Professionally, Andrew works as a real estate agent in western Wyoming and was a fly-fishing outfitter from 2003-2023. Andrew has devoted much of his free time to public service, having proudly served on numerous volunteer and appointed boards over the past two decades. He is a volunteer firefighter for Jackson Hole Fire/EMS and serves as a first responder in Teton County. These personal and professional experiences have shaped many of Andrew's strongly held beliefs about life in Wyoming, including his passion for conservation, the protection of public lands for future generations, and the importance of Wyoming's precious wildlife.



Frank Carus is the director of the Bridger Teton Avalanche Center. Frank started with the US Forest Service at the Mount Washington Avalanche Center in 2011 and has been the Director of BTAC since 2021. Frank worked as SAR team leader or Incident Commander for many avalanche and mountain rescues and has investigated more avalanche incidents and fatalities than he would like. He has an obvious passion for learning and has taken the AMGA Alpine, Ski, and Ski Mountaineering guide courses and has been a certified Rock Instructor since 1996. Working vacations take him around the country to teach technical rope rescue, fight wildland fires, or work as a mountain guide. The human relationship to risk-taking is an endless source of fascination for Frank.

Rocky Case, a fifth-generation Wyomingite, serves as the Director of Manufacturing Works, a partnership between the University of Wyoming, the National Institute of Standards and Technology, and the Wyoming Business Council. Born and raised in Cheyenne, Case holds a bachelor's degree in political science from the University of Wyoming and is a 2006 graduate of Leadership Cheyenne. He also served on the Cheyenne City Council from 2017-2020. Before joining Manufacturing Works, Case was employed by GlaxoSmithKline Pharmaceuticals, where he was a regional business development trainer for a team that successfully launched a new portfolio of pulmonary products that achieved \$1 billion in sales within a year. He also worked for Reynolds Polymer Technology, leading a team of independent business development representatives and collaborating with multinational corporations on highly visible thick gauge acrylic architectural projects throughout the US. Under Case's leadership, Manufacturing Works has achieved significant milestones, including a perfect score on the National Institute of Standards and Technology's impact metrics report,



reflecting the program's excellence in serving Wyoming manufacturers. In recognition of his contributions to the manufacturing sector, Case was appointed to the Foundation for Manufacturing Excellence's Board of Directors, amplifying Wyoming's influence in shaping advanced manufacturing on a national level.

Joan Brandenberger Chase is the owner and manager of Wild Iris Mountain Sports. One of those transplants we always talk about, Joan was raised on the Chesapeake Bay and made the decision in 2011 to move to Wyoming for no other reason than loving the outdoor recreation opportunities the state has to offer. Living in Fremont County, she attended Central Wyoming College to obtain her Outdoor Education & Leadership Degree. She joined the Wild Iris staff in the summer of 2013 as "seasonal help" but finds herself accidentally still working there 12 years later. In 2023, she bought the business from the original owners with her two business partners, Jake & Austin. Wild Iris was founded in 1990 as an outdoor store specializing in rock climbing but has grown to include backpacking and outdoor lifestyle. Joan's passions include everything about being cozy, traveling, and paying people a liveable wage.

Patrick Coffey is the manager of Fast Haus Ski and Bike in Laramie, Wyoming. An East coast transplant from Vermont, he made his way to Laramie a year and a half ago by way of the state of Utah. Needing a change of scenery from the city, Coffey found a wonderful community in Wyoming. He is currently the manager and buyer at Fast Haus Ski & Bike, a shop that arrived in Laramie in 2023. During his time in Utah, Coffey worked as a buyer for Skimo Company, and before that for White Pine Touring in Park City, UT. He also has experience running a Nordic ski center and a summer guiding services that covered hiking, rock climbing, road biking and mountain biking trips. He has a passion for the outdoors and believes deeply in the benefits of open space and the solitude that can be found in nature. Coffey spends his winters cross-country skiing and his summers backpacking and mountain biking, aiming to explore as much of Wyoming as possible!

Jon Conrad is the Director of Governmental Affairs for Tata Chemicals Soda Ash Partners LLC, in Green River Wyoming. He has 30 years in various leadership positions within the Soda Ash industry. Jon also served in the State of Wyoming Legislature (HD19) with multiple assignments including House Minerals, Business & Economic Development Committee and Select Water Committee. He also serves as the Chairman of the WMA Regulatory Affairs Committee, Chairman of the Essential Minerals Association – North America Environmental Affairs Committee, Board member of the Wyoming Economic Development Association, Uinta County Economic Development Commission and appointed by the Governor as a Commissioner with the Wyoming Veterans Committee. Jon is a past recipient of the WMA Peck Award and this year a recipient of 2025 Tata North America Sustainability Award for his work on the deployment of small modular nuclear reactors (SMRs) for Tata Chemicals in Green River and his work championing mental health awareness/suicide prevention throughout the State of Wyoming. Jon is also a Veteran for Foreign Wars and a retired Master Sergeant with 21 years of service. He resides in Mountain View with his wife Lorie, and they are proud parents of five children. He holds degrees in Aircraft Avionics, Mechanical Engineering and master's in business administration.

Jennifer Fleuret-McConchie started her career in public service with the Peace Corps as a volunteer in the remote West African country of The Gambia. Upon returning from the Peace Corps, she joined the BLM as a Hydrologist in the Rawlins Field Office. In 2023 Jennifer was promoted to the position of Deputy State Director for Resources and Planning for BLM Wyoming. Jennifer holds a master's degree in Forest Hydrology and

Engineering from Oregon State University and a bachelor's degree in natural resource management from the State University of New York. She enjoys spending time outside with her husband, a firefighter with BLM Wyoming, and her two young daughters.

Dave Glenn is the Director of Wyoming State Parks, Historic Sites, and Trails. He also oversees the newly created Wyoming Office of Outdoor Recreation. He has over 37 years' experience working in fast paced conservation organizations and businesses, all of which have been based around outdoor recreation and outdoor education. Some of this experience includes directing university outdoor programs, managing remote destination angling/hunting lodges in Alaska, being a sales manager for an outdoor products manufacturing company, and running 30–90-day expeditions world-wide. Dave's passion is helping inexperienced people get outdoors and ensure they have the tools/education to not only survive, but to thrive. Dave loves to take his horses to the mountains and is a fanatical fly fisherman and backcountry hunter. He lives with his very patient wife, 2 mules, 3 horses, a gun dog, and a stray barn cat just outside of Casper, WY.



Pitt Grewe is the head of Social and Environmental Impact for AllTrails. He has been working in the outdoor industry for 20 years. From resort operations to public service, he has always focused on helping people get outside and find a connection with our public lands. In this role, he drives the strategy behind AllTrails' mission to help protect trails, protect the planet, and ensure safety for everyone outdoors. Before joining AllTrails, Pitt served as the Director of the Division of Outdoor Recreation in the state of Utah. He loves working with the many outdoor recreation stakeholders to increase funding, harbor collaboration and educate communities on the benefits of getting outside. He is always up for an adventure on a trail, a river, a cliff face, or in the snow.

Chris Ham has served as the Deputy Director of Recreation, Lands, Minerals & Volunteers for the Forest Service Rocky Mountain Region since 2023. He began his career as a recreation technician at Colorado's Pike National Forest (NF) in 2000. He then moved on to the Bureau of Land Management as an Outdoor Recreation Planner, Staff Supervisor and Recreation Program manager in western Colorado for 13 years. Chris returned to the Forest Service in 2011 on the Ouachita NF in Arkansas as the Forest Recreation Program Manager. He then served as the Forest Service Southern Region's Wilderness and Wild & Scenic Rivers program manager in Atlanta but eventually found his way back to the Ouachita NF as the Recreation, Planning, and Heritage Staff Officer from 2017 to 2023. While not working, Chris and his wife Jess spend their free time mountain biking, trail running, backpacking, travelling on public lands and occasionally partaking in a competitive event or two. He has a CSU alumna daughter that resides in NYC, NY.



Jeremy Haroldson is a Wyoming Representative for House District 04. Born and raised in Wheatland, Haroldson is a pastor, legislator, and lifelong outdoorsman dedicated to preserving the Wyoming way of life. He currently serves as House Speaker Pro Tempore (2025-2026) and has represented House District 04 since 2021. A former diesel mechanic and Journeyman at Laramie River Station,



Haroldson holds degrees in Power Plant Technology and Biblical Theology. He now serves as senior pastor at Impact Ministries and is active in civic leadership, including roles as Chairman of the Platte County Chamber of Commerce and former President of the Ministerial Association. Haroldson lives in Platte County with his wife, Lori, and their two children.

Lauren Heerschap is the majority owner and CEO of Brunton, the renowned compass manufacturer that has been based in Riverton, WY for over 50 years. Lauren's background as a geologist and educator led to the invention of a new type of Brunton compass that takes geological measurements in a novel way. This invention brought her and her husband, David, up to Wyoming where they fell in love with the rock climbing and other uncrowded outdoor recreational opportunities around Lander. Lauren takes on a mission-focused approach to running Brunton and is proud of the brand's long heritage of quality U.S.-made compasses.

Ross Hirschberger is the Senior Manufacturing Engineer for Magpul Industries. Raised in Dubois, WY, Ross spent his early years hunting, fishing, shooting, and camping in the mountains before attending the University of Wyoming and earning his B.S. in Mechanical Engineering. This led to 8 years as a Design/Project Engineer for Easton Archery. 8 years ago, the opportunity with Magpul allowed him to move back to Wyoming while remaining in the Sporting Goods/Outdoor Recreation Industries. In his free time, spring and summers are spent with his wife whitewater rafting and shooting sporting clays. Falls are spent chasing big game and attending UW football games, while winters are spent skiing and following Llewellyn Setters up steep hills or through wide open grasslands after upland game.

Brynn Hirschman is the Grant Coordinator for the Wyoming Office of Outdoor Recreation. Raised in the rolling hills of Northeast Ohio, Brynn has always had a passion for the outdoors and animals. She attended the University of Wyoming, where she earned a B.S. in Animal Science in 2018 and a B.S. in Outdoor Recreation and Tourism Management in 2020. She began her career with the State of Wyoming's Outdoor Recreation Office in 2020 as an OREC Specialist. Currently, she serves as the Grants Coordinator, collaborating with partners across the state to manage both federal and state grant funds. In the Fall of 2024, Brynn joined the Board of Directors for the Wyoming Community Foundation. Fun fact- Brynn participated in pageants throughout middle school and high school.

Paul F. Huberty is the Executive Director of the Wind River Development Fund (WRDF) in Fort Washakie, WY. He is an enrolled member of the White Earth Ojibwe in Minnesota. Prior to joining WRDF, Paul held executive roles at nonprofit healthcare organizations ranging in size from \$300 million to \$3 billion in revenue. Paul received his Bachelor of Science degree from Pennsylvania State University. He also completed a dual-degree master's program at Drexel University in Philadelphia earning his Master of Business Administration with a focus in investment markets and Master of Science degree in corporate finance.

Addi Jenkins is the Executive Director of the Wyoming Outdoor Recreation Business Alliance (WYORBA), where she works to elevate and advocate for the outdoor recreation economy in Wyoming—an industry rooted in community and access to public lands. With a background in PR and marketing and an MBA focused on the outdoor industry, she brings a strategic mindset and a collaborative spirit to supporting businesses that connect people with place. Before stepping into



leadership with WYORBA, Addi spent years working with outdoor brands large and small, as well as nonprofits focused on community health and environmental action. Her work has spanned coalition building, policy shaping, and storytelling—tools she continues to use to strengthen Wyoming’s outdoor recreation landscape.

Mike Jones is currently serving as a Fremont County Commissioner, a position held since 2018. His career spans manufacturing, global supply chain, and new product development, with a significant portion spent in the sporting goods industry. Jones and his family enjoy a wide range of outdoor activities, including hiking, horseback riding, four-wheeling, cross-country skiing, biking (now e-biking), bird watching, hunting, fly fishing, and more. Throughout his tenure as a commissioner, Jones has made outdoor recreation advocacy a top priority and has been actively involved in economic development efforts in Lander for several years. Jones played a key role in convening the Wind River Outdoor Recreation Collaborative and continues to support the initiative. Recently, Jones was appointed to the Wyoming Outdoor Recreation and Tourism Trust Fund, where he looks forward to contributing to the enhancement of Wyoming’s natural resource assets.



Brett Kahler began his role as Executive Director of the Wyoming Economic Development Association in 2024, having most recently worked at the University of Wyoming’s Business Incubator. Prior to that, Brett worked in development for UW and held various roles in state and federal agencies. A Wyoming native, Brett earned his bachelor’s degree in communication and a master’s degree in business administration from the University of Wyoming. He is passionate about enhancing this great state and expanding the opportunities it provides.

Forrest Kamminga is the Wyoming State Trails Program Manager. As a Lander Native Forrest Kamminga joined the state parks and cultural resources team in 2009 as a trail crew member working on both winter and summer trails. In 2013, he was promoted to Regional Trails Supervisor in charge of snowmobile and ORV trails across western Wyoming. In 2019 interviewing and accepting the position as Trails Program Manager. He has a passion for outdoor adventures which include fishing, hunting, and dirt bike riding, along with his favorite activity – snowmobiling. Prior to coming to work for the Trails Program, he worked in the construction industry building log homes, framing houses, doing road construction, working in the oil fields, and then eventually started his own construction business. For the past 5 years he has helped lead the Trails Program down the path of success. “I take a huge amount of pride in managing the State’s high-quality non-motorized and motorized trail opportunities and will continue working with land managers across the state to perfect and expand the trails system where feasible and manageable, while also promoting responsible motorized recreation” he said.

Shelby Kappler, BA, is an Assistive Technology Program Specialist at the Wyoming Institute for Disabilities, where she coordinates the Wyoming Accessible Educational Materials Clearinghouse (AEM) project. The AEM project works with school districts throughout Wyoming to provide classroom materials to students with print disabilities in accessible formats. A print disability may be blindness or visual impairment, physical limitation,



or learning difficulty, and accessible formats include Braille, large print, audio, or digital texts. Shelby also works closely with the Wyoming Assistive Technology Resources (WATR), which is Wyoming's Assistive Technology Act program and carries out tasks including device loans, demonstrations, trainings, reuse, technical assistance, and a financial loan program for device acquisition. Shelby graduated from the University of Wyoming with her Bachelor of Arts degree in International Studies, with a minor in disability studies. During her undergraduate career, Shelby focused on universal design in learning and in public spaces. While studying abroad, she conducted research on inclusive education in the Netherlands, and upon her return to Wyoming, completed her disability studies practicum in a middle school special education classroom. Shelby also participated in and led a student organization that advocated for the rights of students with disabilities on the University of Wyoming campus. Her work was instrumental in developing inclusive events and activities for all students at the university.

Michael Kusiek has over twenty years of experience in project management for health care, education, conservation, and public lands concerns. He has worked with South Dakota, Wyoming, Montana, New York, and Colorado groups in performance improvement and organizational development. Michael is currently the Chair of the Lander Community Foundation and is a past member of the Lander City Council. He has also coached the University of Wyoming Women's Rugby Team and several collegiate select-side teams. He has taken his collegiate side to the round of 16 national playoffs and won a national championship in 2006 with his West Collegiate All-Star team. He currently coaches the local Speed-goat Rugby Team in Lander. Michael earned a B.A. in multicultural studies/history and a master's in education focused on total quality management.



Olivia Lane is a backcountry snowmobile guide for Togwotee Mountain Lodge. Originally from Erie, Pennsylvania, Olivia moved to Wyoming after pursuing a professional ballet career in Chicago. Olivia came to Wyoming initially to guide horseback rides and work on a dude ranch; she fell in love with snowmobiling during her first winter here and is now a snowmobile guide for Togwotee Mountain Lodge. One of her main goals is to get more women snowmobiling and has started clinics specifically designed to get more women on sleds and comfortable making decisions in the backcountry.

Pete Leibee is the owner and manager of Rocky Mountain Powersports in Rock Springs, WY. He has been in the auto repair business for 26 years. About 20 years ago, Leibee started selling Ski-doo snowmobiles and Bombardier ATV (renamed Can-Am in 2006) which introduced him to the Powersports dealership world. Since then, he has gained more brands (Kawasaki, Mahindra Roxor & tractor, SSR, several trailer lines and more). Prior to Covid, Rocky Mountain Powersports branched out to include a location in Pinedale, Wyoming as well as a Bobcat Equipment store in Rock Springs. At present, all 3 dealerships are operating full-time with over 30 employees, and everything is solely owned, with the exception of having a managing partner in the Pinedale Powersports store. Leibee is an automotive tech by trade.

Zach Lentsch is an avid climber, guide, and owner of Wyoming Mountain Guides, a professional climbing guiding service that operates across the state of Wyoming. A Bighorn Basin native, Zach has been exploring wild parts of northern Wyoming for as long as he can remember. In addition to running the business and

designing Wyoming Mountain Guides' suite of climbing programs operating across the state, Zach works extensively in the field and guides a wide range of trips ranging from introductory programs to advanced rock, ice, and alpine trips on challenging terrain. Zach is also a passionate developer of new climbing routes with over 100 first ascents across Wyoming, including the longest ice climb in the state in the Wind River Mountains, the longest sandstone rock climb in the state in the Bighorn Mountains, and a high concentration of rock, ice, and mixed climbs in the Cody area up to 5.12+, WI6+, and M10 in difficulty. Zach is an experienced teacher and works to integrate as much technical and environmental education into the climbing experience as possible while prioritizing safety and having a great time together. Zach holds degrees from the University of Wyoming and Harvard University in anthropology, is certified and teaches courses for the Professional Climbing Guides Institute and is a guide ambassador for CAMP-USA and Beartooth Alpine Equipment.

Mike Lilygren is the founder and CEO of Maven Optics. Growing up in an Army family took him and his family to all parts of the world. At nine, Mike joined Cub Scouts and started his love of outdoor adventure. At 14, he moved from New Jersey to Rapid City, SD, where he was exposed to rock climbing on a troop outing. This changed his life, as climbing was the perfect combination of mental and physical challenge. For nearly 16 years, rock climbing was how he spent all his spare time, discovering that he loved the teamwork involved. In 1995, rock climbing brought him to Lander, WY, to join an expedition heading to Pakistan to climb the Trango Tower, which was profiled in National Geographic and featured in the business book *Beyond the Summit*. In Lander, Mike met his soon-to-be wife and found a strong community to live and raise a family. He turned his enthusiasm to the outdoor industry, working at Wild Iris Mountain Sports and Brunton, where he led new product development teams. In 2008, Mike and two partners started Bridge Outdoors, leading to the creation of MAVEN in 2013, a brand focused on direct-to-consumer optics sales. Mike continues to climb and push himself, sharing his passions with his family and friends while being actively involved in the Lander community.

Lee Livingston is a two-time past president and current board member of Wyoming Outfitter and Guides Association. He currently serves on the Wyoming State Board of Outfitters and Professional Guides after being appointed by Governor Mead and re-appointed twice by Governor Gordon. Lee was a member of Governor Gordon's Wyoming Wildlife Task Force as well as Governor Mead's Wyoming Outdoor Recreation Task Force. Lee was born in Cody, Wyoming under the shadow of the Rocky Mountains. Shortly after high school he combined his two passions, horses and the outdoors, and began a career as a professional wilderness guide. In addition to working in the mountains of Northwest Wyoming he was fortunate to be able to guide for four years in central Alaska. In 1995, he established Livingston Outfitting, which continues to thrive under his leadership alongside his daughter and son. Livingston Outfitting holds permits on Shoshone National Forest, Bridger Teton National Forest, and BLM lands. Lee was elected to the office of Park County Commissioner in 2012 and recently retired after completing his third term at the end of 2024.

Louisa Lopez is the Grants Manager for Wyoming State Parks and Cultural Resources. For the past 15 years, she has managed two federally funded and two state-funded grant programs that distributed more than five million dollars in 2024. Growing up in Laramie gave Louisa the opportunity to work with the Wyoming Youth Conservation Corp as a teenager, one of the most fun jobs of her life. She relocated to Cheyenne for her current job. Louisa has five adult children and lives with her husband and two dogs. Her goal is to award recreation grants to all Wyoming cities, towns, and communities so that current and future recreation enthusiasts can enjoy the state's beautiful outdoors.



Renny MacKay is the 4th President of the Wyoming Business Alliance in its 45-year history. He has a passion for Wyoming and knowledge that growing businesses is what makes the state and its communities more resilient. Prior to joining the talented team at the Wyoming Business Alliance, Renny was Governor Mark Gordon's Policy Director for nearly 5 years. He also worked for Governor Gordon's 2008 Congressional campaign. Renny also has communications and journalism experience working for Governor Matt Mead as Communications Director, the Wyoming Game and Fish Department and Wyoming Public Radio.

Jim Magagna is the Executive Vice President of the Wyoming Stock Growers Association (WSGA). Jim is a native of Rock Springs and a lifelong sheep rancher in southwestern Wyoming. He has served as President of the American Sheep Industry Association and the National Public Lands Council and has represented agriculture on numerous national, state, and local councils and advisory boards. Before assuming the position of Executive Vice President of WSGA, he served as Director of the Wyoming Office of State Lands and Investments. Jim took over the reins at WSGA in December 1998.



Katie Magaña is a senior at the University of Wyoming majoring in Outdoor Recreation and Tourism Management. Originally from Holtville, CA, she is getting an additional certificate in Remote Sensing.

Sarah Brown Mathews has served as the Executive Director for the Pilot Hill Recreation & Wildlife Habitat Management Area since the non-profit was established in 2019. Sarah has a Master's Degree in Natural Science and Education from UW, and over 40 years of non-profit management with various organizations including natural history museums, land trust, and human services organizations. She is a member of the Laramie Parks, Trees and Recreation Advisory Board, and is Chair of the Albany County Tourism Board. A Laramie native, Sarah has two sons and enjoys spending time skiing, hiking and enjoying a family cabin in the Snowy Range. She is passionate about contributing to quality of life for the Laramie community and conserving open space landscapes so that all can experience the treasures of Wyoming's wild places.

Sarah Martin is the director of the National Outdoor Leadership School (NOLS) Rocky Mountain in Lander, Wyoming. Sarah has been with NOLS since 2012 and worked as a mountaineering, horse packing, and climbing instructor. She is passionate about introducing people to the outdoors and doing hard things together in a team. When she is not working for NOLS, she likes to spend time with her dog, Blue, hiking in Sinks Canyon State Park and getting stamps on her passport.

Olivia Maxwell wanted a big backyard, so she moved from Texas to Lander to explore Wyoming's wild public lands. She now protects Wyoming's natural resources at Fremont County Weed & Pest leading the Early Detection Rapid Response Program. She has enjoyed every recreational opportunity so far, but her dog's favorite is antler hunting in the Absaroka Range!

Dwayne Meadows is the executive director of the Bridger Teton Avalanche Center. Meadows was raised in Saratoga, WY, and he received a Master's in American Studies from the University of Wyoming. Since that time, he has worked in the non-profit sector, primarily in fish and wildlife conservation. He worked as the

Pacific Northwest Outreach Coordinator for Trout Unlimited for seven years. His work was focused on anadromous fish protection in Bristol Bay, AK and Steelhead restoration on the West Coast. He returned to his wife's home of Wilson, Wyoming where he served as the Executive Director of the Wyoming Wildlife Federation for 5 years. In an effort to be closer to home and work closer to his passion of skiing, he became the first Executive Director of the BTAC Foundation in 2022.

Dan McCoy has been the Director of the Jay Kemmerer WORTH Institute since March 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. He has extensive experience in the fields of outdoor leadership, education, and recreation. He 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. As Assistant Director of Campus Recreation, starting in 2008, Dan oversaw aquatics, safety training, fitness programs, personal training, and facility operations. In addition, he was part of the planning team for an award winning \$31.5 million renovation and addition to Half Acre Recreation and Wellness Center. Dan helped create the Outdoor Leadership Minor and the Outdoor Recreation and Tourism Management Degree in the Haub School.



Sandy Newsome is a former District 12 representative for the Wyoming State Legislature, serving from 2019 - 2024. During this time, she served as the Chairwoman of the House Travel, Recreation, Wildlife and Cultural Resources Committee (2023 – 2024). In her time in the legislature, Newsome prioritized creating a long-term funding source for the Office of Outdoor Recreation and was instrumental in passing the Outdoor Recreation and Tourism Trust Fund legislation in 2024. Before her service in the House, Newsome and her husband, Bob, owned and operated Cody's premier outdoor store, Sunlight Sports. They sold the business in 2010 but have remained active in promoting outdoor recreation. As a Park County Outdoor Collaborative member, Newsome works to find funding for projects that are important to the county. Finding a sustainable funding model for the Office of Outdoor Recreation remains a priority for Newsome.



Taylor Phillips is the founder of EcoTour Adventures. Taylor grew up exploring the forests and natural areas outside of Richmond, Virginia. While attending boarding school in Pennsylvania, his love of the outdoors led to planning and organizing adventures for the school's outdoor program. After receiving a degree in Environmental Studies and Philosophy, Taylor moved to Jackson Hole, working as a naturalist and science educator. Taylor is a PSIA certified Cross Country Ski instructor and a certified Wilderness First Responder. Taylor Founded EcoTour Adventures in 2008 with the goal of offering visitors a more meaningful experience than the standard sightseeing tour. By connecting guests directly to the diverse wildlife and wild places of the Greater Yellowstone Ecosystem, it is Taylor's hope that they will be inspired to steward the natural world around them. In 2021 Taylor, along with the EcoTour Adventures Team and other partners, founded WYldlife



for Tomorrow, an initiative that inspires businesses and individuals who depend upon Wyoming's wildlife to help fund on-the-ground conservation projects that make a difference. Taylor is currently a board member for the fiscal sponsor of WYldlife for Tomorrow, The WYldlife Fund.

Luther Propst is the County Commissioner of Teton County, Wyoming. First elected as a County Commissioner in 2018 in Teton County, Wyoming, Luther Propst has worked to balance smart growth in rural and mountain communities around the North American West for more than 35 years. In 1991, Luther established the Sonoran Institute and served as executive director until 2012. Luther also serves on the board of directors of the Outdoor Alliance, a national coalition of ten conservation groups working to protect America's public lands and waters and the human-powered outdoor recreation experience. He also serves on the board for George B. Storer Foundation, a Jackson-based foundation that deploys grants for conservation, civic engagement, and early childhood education. Luther received his law degree, masters in regional planning, and undergraduate degree from the University of North Carolina at Chapel Hill. Luther enjoys exploring the wild country of Wyoming, the West, and beyond – on foot, ski, bicycle, with a fly rod, or in a kayak or pack raft – often with his wife, Wyoming State Representative Liz Storer.

Jennifer Ricupero is the Partnership Manager at Friends of the Bridger-Teton. Jennifer lives in Pinedale, WY. The mountains are her sanctuary and a place of healing. She enjoys hiking, trail running, fishing and snowmobiling in the Bridger-Teton National Forest. Jennifer has a 3-year old Yellow Labrador Retriever, Otto. Fun fact: Otto was trained to pick up littered bottles and cans in the wild and on the trails. He brings them to Jennifer for proper disposal. As a retriever, he feels like he is doing his part to keep our forests "forever wild".

Ryan Semerad is a trial lawyer and owner of Fuller & Semerad, LLC, a law firm in Casper. He is the lead attorney representing four hunters from Missouri in the "corner crossing" case. He has represented the four men through the criminal and civil proceedings since late 2021. Semerad is a graduate of Union College (NY) and the Ohio State University Moritz College of Law. He resides in Casper with his wife and two children.



Laurel Stephens: Born and raised in the heart of Georgia, Laurel Stephens fell in love with the Rocky Mountain West many years ago and has called Colorado and Wyoming home since 2016. After receiving her Bachelor of Arts in English from Middle Georgia State University, Laurel has assumed various roles focusing on communications and marketing in the hospitality, tourism, and outdoor recreation industries. As the Communications and Marketing Manager for Wyoming State Parks and Cultural Resources, Laurel is responsible for developing and overseeing the agency's communications and marketing strategies and initiatives. Before being named Communications and Marketing Manager in November 2024, she had been the agency's outreach coordinator for the Wyoming Office of Outdoor Recreation since August 2021. Laurel and her husband live in the Bighorn Basin in north-central Wyoming. They spend most of their free time outdoors fishing, hiking, horseback riding, hunting, and rafting.



Grace Templeton is the community engagement coordinator for Wyoming Pathways and brings several years of professional experience in social media, marketing, communications, fundraising, and event planning. Her primary focus is strengthening their reach across the state by engaging with citizens on issues related to human-powered transportation and recreational activities. Before working with Wyoming Pathways, Grace was the Event & Marketing Coordinator and Festival Director for the International Climbers' Festival, a four-day celebration and fundraiser for the Central Wyoming Climbers' Alliance (CWCA). Grace has a fantastic ability to build partnerships and constituency groups by communicating across all sectors. Grace is excited to use her talents and experience to support our mission to make Wyoming more connected, safe, and enjoyable.

Mark Tesoro has spent 52 of his 54 years in Wyoming, primarily in Evanston, where he developed a deep love for the outdoors through skiing, fishing, and riding motorbikes. After college, he taught English in Japan and continued his outdoor pursuits with his wife and children. Mark managed a lodge and then spent over 20 years in the newspaper industry, eventually becoming the publisher of five papers in southwest Wyoming. In 2020, he launched the Southwest Wyoming Off-road Trails (SWOT) initiative, which aims to connect communities through motorized trails. Mark lives in Evanston with his wife, who has taught in the local school system for nearly 30 years, and their golden retriever. Their two grown children are graduates of the University of Wyoming. In 2024, Mark was named the Manager of the Wyoming Office of Outdoor Recreation.



Luke Thorkildsen is the Chief Operating Officer at Weatherby in Sheridan. After spending 3 college summers as a whitewater rafting guide in Colorado, Luke has spent the majority of his career in the outdoor industry working at Coleman, The Outdoor Company, Bear Archery, and Walther Arms. He's also the owner of Moto Coffee, a direct-to-consumer coffee company that gives back to the motorcycle community. He's an avid outdoorsman and loves getting out with his wife of 21 years and 5 kids.

Shane True is a third generation Wyomingite from Casper, Wyoming. He graduated from the University of Wyoming in 2003, and went to work as a petroleum geologist. He married JoAnn Skeim-True in 2005, and they have six children. Shane joined Wyld Gear as an investor in early 2021, and helped found American Rotomolding LLC a few months later. All of Wyld Gear's hard coolers are manufactured in Casper, Wyoming by American Rotomolding LLC. We are looking to provide outdoor enthusiasts with the hard-working coolers and drinkware they need and want.

Paul Ulrich currently serves as Vice President of Jonah Energy LLC, Co-Owner of Ulrich's Fossil Gallery and Quarry and is a professional flyfishing guide for Two Rivers Fishing Company. He is the founder and President of Wyoming Sportsmanship, a grassroots coalition of Wyoming hunters, ranchers, and everyday Wyomingites dedicated to preserving the traditions of our outdoor heritage. Paul is on the University of Wyoming Board of Trustees and the Enhanced Oil Recovery Commission and Energy Resource Council. Prior to his career in oil and gas Paul served in the United States Navy in the intelligence community and served on the staff of a Wyoming Governor and Wyoming Congressman.



Richard Vercoe is the co-founder and director of Wyoming Trail FAIRIES. The Trail FAIRES are a volunteer, community-based trail stewardship organization serving communities, land managers, and trails in S.E. Wyoming. The FAIRIES (Fast Acting Initial Response Indefatigable Environmental Stewards) was born out of the desire to increase citizen engagement and responsibility for our surrounding public lands while meeting the need to support land managers in maintaining and repairing trails for public access. Richard (Rico) enjoys stopping as many times as possible on any given outing to photograph, study, or contemplate any and all manifestations of nature.

Bill J. Whitacre is the President and Chief Executive Officer of the J. R. Simplot Company, one of the largest privately held agribusiness firms in the nation. He joined the Company in March 2000 as President, Turf & Horticulture Group and became President of the AgriBusiness Group in 2002. Whitacre has over 30 years' experience in the agriculture industry. Prior to joining Simplot, Whitacre was President & CEO of Research Seeds, Inc., a Land O'Lakes subsidiary. Mr. Whitacre currently serves as a board member of St. Luke's Health System and is a former board member of The Fertilizer Institute, International Plant Nutrition Institute, Nutrients for Life Foundation, and the Farm Foundation. He is also a past president of the American Seed Trade Association, Western Seed Association and North American Seed Institute.

Missy White is the current Mayor of Lander. Lander has been Missy's home for almost 40 years, and with easy access to outdoor recreation is a compelling draw. Being "mountain adjacent", Lander is home to climbers, skiers, hikers, snow machiners, anglers, trail runners, and lots of other outdoor enthusiasts. While only recently serving as mayor, Missy has served on Lander Council since fall of 2018. She's also wearing the hat of Director for Lander Nordic Ski Association, a community based non-profit that grooms trails on the Lander golf course, and develops, maintains and grooms trails at Beaver Creek Nordic Ski Area. She also has the honor of coaching the mighty Sabers middle school Nordic ski team for the last several years.

Terri Wofford is an Associate Lecturer and Speech Language Pathologist with the Wyoming Institute for Disabilities (WIND) and manager for the Wyoming Assistive Technology Resources (WATR). Terri obtained a Master of Science in Communication Disorders from East Tennessee State University and has 27 years of experience working with individuals with complex communication needs. Terri provides professional development in the areas of Augmentative Alternative Communication (AAC) and Assistive Technology (AT) for the community, early intervention teams, Speech Language Pathologists, and K-12 educators. She assists with content development, delivery, and case consultations within the UW Project ECHO in Assistive Technology and ECHO Autism networks. As manager for the Wyoming Assistive Technology Resources (WATR), Terri provides information/assistance, device demonstrations, device loans, trainings, technical assistance, funding information, and supports AAC/AT assessments through team collaboration and consultation. She is passionate about developing a functional communication system using a multi-disciplinary team approach and believes that everyone has the ability and the right to communicate. Terri is a member of the American Speech and Hearing Association (ASHA), Special Interest Group 12 for AAC, and the American Hippotherapy Association (AHA). In her free time, Terri enjoys horseback riding and fishing.



WYOMING OUTDOOR RECREATION
Summit



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