

December 9-10, 2020

National Association of State Park Directors National Virtual Conference



Silver Falls State Park
Oregon

WELCOME

Poe Valley State Park
Pennsylvania



What a difference a year makes. What a difference COVID-19 has made in 2020!

Each year, the National Association of State Park Directors comes together

to share innovations and challenges, celebrate achievements, and explore the future of outdoor recreation. We had the best of well laid plans for a September meeting in western Pennsylvania, but it was not to be this year!

Annual visitation to state parks has been at record levels exceeding 800 million in recent years. In the spring and early summer, all of America's State Parks were seriously impacted by the pandemic. The state park systems in 12 states were totally closed; 30 more states closed all overnight accommodations. With nearly 230K campsites – America's State Parks provide the most camping opportunities – plus hundreds of lodges, and thousands of cabins and cottages, the impact was substantial.

The staff and volunteers of America's State Parks are resourceful and resilient! Incredible efforts have been made to reopen parks in the most accommodating and safe manner. Some limitations remain in most states. However, the public demand and appreciation for parks and open space continue at record levels. In fact, one state announced record annual visitation at the end of September despite having been closed entirely or opened with restricted access for several weeks; another state announced they had exceeded their record number of campers for a year with still a few weeks left in the season.

Parks staff and advocates remain passionate about providing quality outdoor recreation experiences and conserving the unique natural and cultural resources for future generations. With the support and participation provided by the vendor community, we know you share in the commitment, and we know you have been impacted also. State parks budgets exceeded \$2.8 billion in operational expenditures and nearly \$900 million in capital spending last year. Parks continue to need your products and services.

Thus, it is important for parks management, advocates and exhibitors to again come together, even if in a virtual, teleconference setting, to explore how we best provide quality services and resolve our challenges to adapt and respond in the future.

This year we invite you to join us on December 9 and 10 for our virtual conference, *Relevance and Essential Service in America's State Parks*. The agenda, conference registration information, and sponsorship opportunities are attached.

Whether it will be your first time “attending” or you are a veteran of our conference, we thank you for your service with the **essential** America's State Parks.

Sincerely,

Lewis R. Ledford
Executive Director

AGENDA

Maybury State Park
Michigan

Day One, December 9th * Central Time

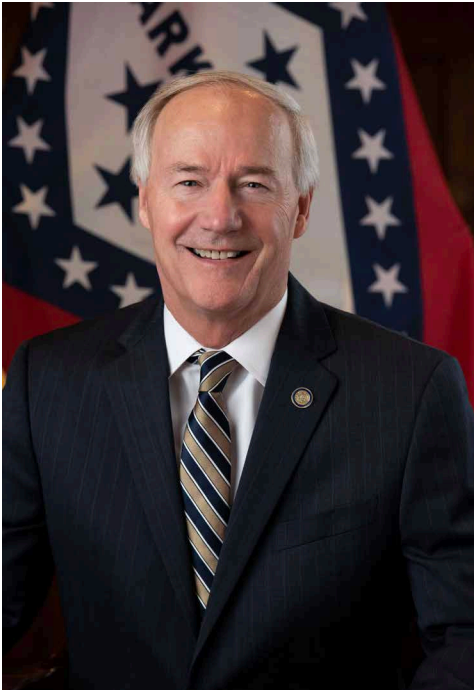
- 10:00 – 12:00 Virtual Trade Show: Visit with Exhibitors & Sponsors**
- 10:00 – 10:45 New Director's Orientation**
(By invitation)
- 12:00 – 12:55 Directors' Welcome & Business Meeting**
Welcome and Introductions, President
Roll Call of the States, Secretary
Special Welcome from Governor
Asa Hutchinson, Arkansas
Annual Review, Executive Director
- 1:00 – 1:55 Keynote on the future of COVID-19**
Dr. Mike Osterholm, University of
Minnesota Center for Infectious Disease
Research and Policy
- 2:00 – 5:20 Concurrent Sessions**
Session 1: Navigating a New Normal
2:05 – 3:30 a. Visitation Trends and Organizational Responses to COVID
4:00 – 5:20 b. Design, Development & Infrastructure: Best Practices for a New Time
Session 2: Important Partnerships During Crisis
2:05 – 3:30 a. Retail and Concession Operations: Engaging in New Ways
4:00 – 5:20 b. OREC & Other Collaborations
- 5:30 – 6:30 Concurrent Discussion Sessions**
a. Leave No Trace & Responsible Recreation
b. Managing First Amendment Rights & Demonstrations in Parks
c. Measuring Visitation – New Approaches and Technologies

Day Two, December 10th * Central Time

- 9:00 – 11:00 NASPD Board Meeting**
(By invitation)
- 10:00 – 12:00 Virtual Trade Show: Visit with Exhibitors & Sponsors**
- 11:30 – 12:50 Directors' Membership Meeting**
(By invitation)
Annual Presentation of the Bear Trap
- 1:00 – 1:55 Keynote on creating anti-racist outdoor recreation spaces**
James Edward Mills, author of *The Adventure Gap* and founder of *The Joy Trip Project*
- 2:00 – 5:20 Concurrent Sessions**
Session 3: Welcoming New Visitors in New Ways
2:05 – 3:30 a. Equity, Diversity and Inclusion (E-D-I) in America's State Parks
4:00 – 5:20 b. Virtual Education and Interpretation: Case Studies & Discussion
Session 4: Managing through Crisis: Lessons Learned
2:05 – 3:30 a. Camping Trends and Reservations
4:00 – 5:20 b. COVID-19 Practices in Management & Operations
- 5:30 – 6:30 NASPD Awards and Recognitions**
• America's State Parks 2020 Photo Contest Winners
• Survivor Awards
• Innovation Award
• Park History Award
• President's Awards
• Distinguished Service Award

Speaker Biographies

Governor Asa Hutchinson



Asa Hutchinson is the 46th governor of the State of Arkansas. In 2018, he was re-elected with 65% of the vote, having received more votes than any other candidate for governor in the state's history.

He has won recognition for the state as a leader in computer science education, cut taxes by \$150 million, and signed a law that exempts the retirement pay of veterans from state income tax.

President Ronald Reagan appointed Governor Hutchinson as U.S. Attorney for the Western District of Arkansas. In 1996, he won the first of three successive terms in the U.S. House of Representatives. During his third term in Congress, President George W. Bush appointed him director of the Drug Enforcement Administration and later as an undersecretary in the newly created Department of Homeland Security.

His experience has established him as a national resource for his expertise on trade, energy, national security, and education. The governor has been invited to the White House several times to join discussions about health care, Medicaid, and education issues.

The Governor is the current Vice Chair of the National Governors Association. He is the former co-chair of the Council of Governors and the former chairman of the Interstate Oil and Gas Compact Commission (IOGCC), Southern States Energy Board (SSEB), and the Southern Regional Education Board.

Governor Hutchinson grew up on a small farm in Gravette. He is a graduate of the University of Arkansas law school. He and his wife, Susan, have been married 47 years. They have four children and six grandchildren.

Speaker Biographies

Dr. Michael Osterholm, PhD, MPH



Dr. Osterholm is the director of the Center for Infectious Disease Research and Policy (CIDRAP) at the University of Minnesota and author of the New York Times best-selling books, *Deadliest Enemy: Our War Against Killer Germs* and *Living Terrors: What America Needs to Know to Survive the Coming Bioterrorist Catastrophe*. The author of more than 315 papers and book chapters, Dr. Osterholm is a frequently invited guest lecturer on the topic of epidemiology of infectious diseases and is a frequent contributor and commentator on national television networks and print media, where he is known for his plain language and straight talk about how infectious disease spreads and its public health impacts communities.

Over the course of the past two decades, Dr. Osterholm has held many distinguished memberships on national government panels and science advisory boards addressing pandemics, biosecurity, and public health preparedness. As Minnesota's state epidemiologist for 15 years, he led numerous investigations on outbreaks of international importance, including foodborne diseases, hepatitis B and HIV. Dr. Osterholm was the principal investigator of an NIH-supported Minnesota Center of Excellence for Influenza Research and Surveillance (2007-2014) and has been an international leader on the critical concern regarding preparedness for influenza and other pandemics.

James Edward Mills



James Edward Mills is a freelance journalist, independent media producer and author of *The Adventure Gap: Changing the Face of the Outdoors*, which Outside Magazine named one of the "Ten Outdoor Books that Shaped the Last Decade" in 2020. Mills specializes in telling stories about outdoor recreation, environmental conservation, acts of charitable giving, and practices of sustainable living. Working in the outdoor industry since 1989 as a guide, outfitter, independent sales representative, writer and photographer, his experience includes a broad range of expeditions that include mountaineering, rock climbing, backcountry skiing and kayaking.

Mills has written for several publications, including *The Wisconsin State Journal*, *The Capital Region Business Journal*, *Madison Magazine*, *Madison Sports Monthly* and *Wisconsin Trails*. He currently is a contributor to several outdoor-focused print and online publications that include *National Geographic Adventure*, *Rock & Ice*, *Alpinist*, *SUP Magazine*, *Paddle*

Sports Business, *Sporting Goods Business*, *Elevation Outdoors*, *Women's Adventure*, *WEND Magazine*, *The Clymb*, *High Country News* and *Roots Rated*. His most recent endeavor, The Joy Trip Project, is a blog and podcast series that focuses on adventure culture through news gathering and reporting on people and initiatives that strive to achieve a more full human potential through outdoor recreation and conservation.



Spring Mill State Park
Indiana

Online Registration (Preferred)

whova.com/portal/registration/naosp_202109/

If you have registration questions,
contact **Monika Rued** at 501-412-0954
or monika.rued@arkansas.gov.

You may also make payment by check and filling out
the form. Please make checks payable to NASPD.

Include **"2020 Conference"** in the memo line.

Return to:

NASPD, P.O. Box 91567, Raleigh, NC 27675

Termination or Interruption of Virtual Conference

In the event the virtual conference is substantially
interfered with by reason of picketing; strike; embargo;
injunction; act of war; act of God; fire, emergency
declared by any government agency by virtue of any
ordinance or law or any act beyond the control of the
NASPD, this contract may be terminated by the NASPD.
The determination required by this paragraph shall be
within the sole, reasonable discretion of the NASPD. In
the event the trade show is interrupted for any reason
including, but not limited to, emergencies of any type,
failure of utilities or other public services, the exhibitor
waives any and all claims against the NASPD.

Refund deadline: December 1, 2020

Registration by Mail

Contact Name: _____

Company: _____

Company Address: _____

Phone: _____

Email: _____

Registration Type

☐ State Park Director \$150

☐ Additional State Park Team Member \$75

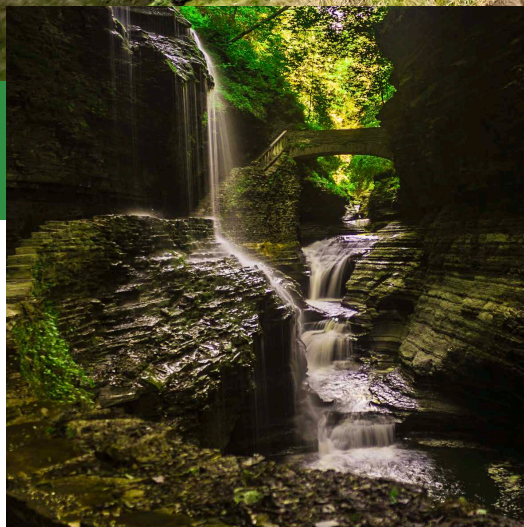
☐ Associates and Affiliates \$150

Signature: _____

Date: _____



**Nā Pali Coast State Wilderness Park
Hawaii**



**Watkins Glen State Park
New York**

Officers and Board of Directors

NASPD 2020

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President	Grady Spann, Arkansas
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