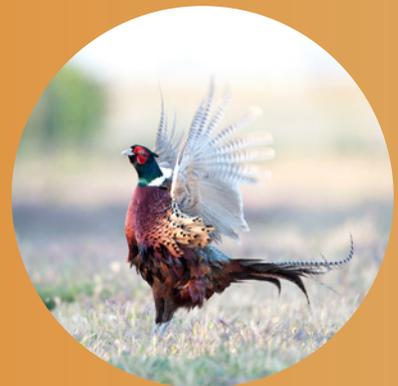
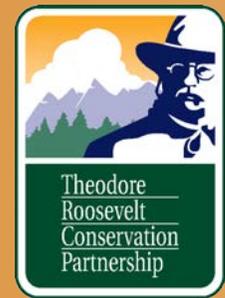


2017
TROP
Western
Media Summit

August 27 - 29, 2017
Minneapolis, Minnesota



2017 TRCP
Western Media Summit
Minneapolis, Minnesota
Welcome



THE TRCP

In the political arena, Theodore Roosevelt succeeded in making conservation a top-tier national issue. Roosevelt understood that in order to ensure a bright future for the fish, wildlife, hunters, and anglers of tomorrow, we must plan carefully today.

In 2002, the Theodore Roosevelt Conservation Partnership was formed with a clear and uncompromising vision: to unite and amplify the voices of hunters and anglers around the most critical federal conservation issues facing the sporting community.

THE TRCP MEDIA SUMMITS

In 2003, the TRCP held the first of our annual media summits to bring together the nation's most influential voices for a discussion of conservation policy—and to go hunting and fishing. A tradition was born.

We are proud to bring our 15th annual Western Media Summit to the Midwest and host attendees in Minneapolis at a unique moment for conservation and rural America. Educating sportsmen and women on the challenges we face is a critical component in creating stronger long-term conservation policies. You can help us tell these stories.



THE 2017 WESTERN MEDIA SUMMIT

From our basecamp right in downtown Minneapolis, we'll travel to private and public lands that showcase the most critical opportunities for federal policy solutions to conservation challenges, including:

- Enhancing habitat and water quality benefits in the next Farm Bill
- The critical role of the outdoor recreation economy in revitalizing rural America
- The possible impacts of Trump administration priorities, including a massive infrastructure package and executive reviews of sage grouse conservation plans and 27 national monuments

These issues have the potential to irrevocably alter invaluable habitat and change forever our ability to fish, hunt, and otherwise have quality recreation experiences.

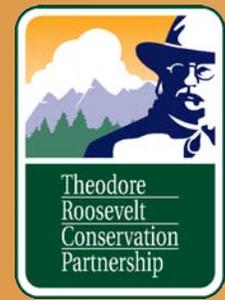
We hope you enjoy your time with us.

Sincerely,



Whit Fosburgh
TRCP President and CEO

2017 TRCP Western Media Summit Minneapolis, Minnesota Location



Where We'll Be

Downtown Minneapolis



Join the conversation with
@theTRCP on Twitter and Instagram!
Tag your photos and updates with
#TRCPsummit throughout the week.



Field tour to Pelican Lake



Contact Kristyn Brady with any general questions about the summit at 617-501-6352 or kbrady@trcp.org.

Travel and Lodging

Transportation to and from the Minneapolis/St. Paul International Airport is available via Light Rail (approximately 25 minutes, \$1.75-\$2.25 each way), via taxi (approximately 25 minutes, \$55-\$60) or via Super Shuttle (1-800-258-3826 shared van, multiple stops, \$16 per person one way or \$31 round trip).

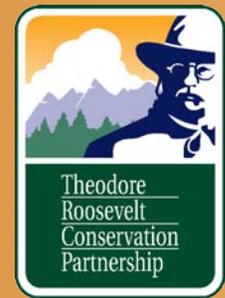
Weather

Late-August temperatures in Minneapolis are usually quite warm and sometimes humid, but afternoon thunderstorms are common, so come prepared. We will be making multiple stops outside on our Monday field tour.

Dress Code

Dress code is conservation casual and business casual for Sunday night dinner. On Monday, we'll be disembarking from a tour bus and walking outside at several farm operations. Comfortable walking shoes are suggested. Additionally, closed toed shoes are required for the Federal Premium Ammunition tour on Monday.

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Agenda



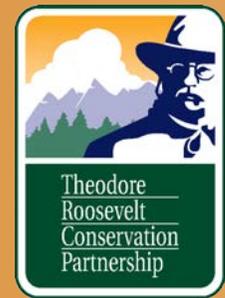
Sunday, August 27

- Afternoon** Attendees arrive, check in at Hotel Minneapolis (215 Fourth Street South)
- 4:00 p.m.** Attendees coming from the Boundary Waters trip arrive at the hotel
- 4:45 p.m.** Meet in lobby to depart Hotel Minneapolis for Filson retail store (228 N. Washington Avenue)
- 5:00 p.m.** Cocktails
- 6:30 p.m.** **Introductions and welcome from the TRCP**
- Whit Fosburgh, TRCP President & CEO
 - Weldon Baird, Chairman of the Board
- 7:00 p.m.** Dinner
- Guest Speaker: Mark Johnson, Executive Director, Lessard Sams Outdoor Heritage Council**
- Johnson will discuss the significance of Minnesota's Outdoor Heritage Fund and the impacts it has on habitat conservation, clean water, and sportsmen's access in the state.
- 8:30 p.m.** Return to Hotel Minneapolis

Monday, August 28

- 8:00 a.m.** Meet in lobby to depart for the Mill City Museum (704 South 2nd Street)
- 8:15 a.m.** Breakfast (Video welcome message from Senator Al Franken)
- 8:45 a.m.** **Getting it Right: A Unique Moment for Rural America**
- Ariel Wiegard, TRCP Agriculture and Private Lands Director
- Welcome to TRCP's 15th annual Western Media Summit. We've chosen to convene in Minneapolis, Minnesota, at a unique moment for rural America. Politicians on both sides of the aisle view the upcoming five-year Farm Bill as a vehicle to support U.S. jobs, food security, conservation, and the outdoor recreation economy. The Farm Bill represents the largest single pot of federal conservation funding, and sportsmen have a history of helping to broker bipartisan deals in previous Farm Bills. With commodity prices down compared to five years ago, and water quality challenges escalating, landowners need conservation as part of their business portfolios.

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Agenda (cont.)



9:00 a.m.

Farm Bill programs mean partnerships for clean water, habitat conservation, and access

The five-year federal Farm Bill is a complex piece of legislation. It's more than 1,000 pages long and accounts for nearly a trilliondollars in spending, including about \$6 billion per year to help farmers, ranchers, foresters, and other private landowners implement conservation. But that money and the conservation it supports doesn't just appear on the ground—it arrives thanks to a small army of USDA staff and state-level partners who leverage D.C. resources to achieve regional goals. Panelists will discuss some of the key federal, state, and local partnerships here in Minnesota that translate funding into cleaner water, better habitat, and more profitable agriculture businesses.

- **LeAnn Buck**, Executive Director, MN Association of Soil & Water Conservation Districts
- **John Jaschke**, Executive Director, MN Board of Water and Soil Resources
- **Scott Roemhildt**, Coordinator, MN DNR Walk-In Access and Roadsides for Wildlife
- **Kevin Wickey**, USDA Natural Resources Conservation Service, Regional Conservationist
- **Moderator: Tom Landwehr**, Commissioner, MN Department of Natural Resources

10:15 a.m.

Farm Bill Collaboration on the Ground: Farm Tour Overview

- **Greg Hoch**, Prairie Habitat Team Supervisor, MN Department of Natural Resources

83 percent of farmers hunt at least once per year, and 87 percent agree that it's important to conserve habitat to improve hunting opportunities. So it's no wonder that, when it comes to on-farm conservation goals, landowners sometimes turn to trusted messengers from the sportsmen's community to help write and execute their conservation plans. Greg Hoch from Minnesota DNR will tee up a farm tour that showcases how partners, including Ducks Unlimited and Pheasants Forever, help agricultural producers use federal funding to bring fish and wildlife back to our rural working landscapes.

10:20 a.m.

Break

10:30 a.m.

Load bus for afternoon conservation field tours

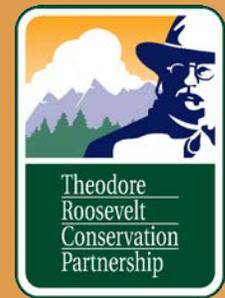
Pelican Lake Waterfowl Production Area - Montgomery Tract

This WPA parcel addition was purchased and transferred to the USFWS Litchfield Wetland District by Ducks Unlimited in 2010 using Outdoor Heritage Funding and funds from Ducks Unlimited donors. This tract buffers a half mile of lakeshore and provides excellent nesting and brood rearing habitat for dozens of species of migratory and resident birds and provides good habitat for deer, furbearers, reptiles, amphibians and pollinating insects. This WPA is open to public hiking, bird watching, hunting, and trapping year around.

Pelican Lake Enhancement Project - Gravity and Pumping Water Conveyance Structures

Constructed from 2014-2017 via a \$2 million Outdoor Heritage Fund grant to MN-DNR and Ducks Unlimited, the Pelican Lake gravity water control structure and pumping facility, using Ducks Unlimited engineering assistance, has allowed the MN-DNR to begin lake enhancement through a planned drawdown of the lake over the next 2-3 years. Pelican Lake is a 3,500 acre MN-DNR designated wildlife lake that has experienced persistent flooding and water quality issues over the past 30 years due to increased agricultural drainage and higher precipitation rates. Pelican Lake, arguably, is of national importance as a spring and fall migration lake for waterfowl including special concern species such as canvasbacks, scaup, redheads and other wetland bird species. Pelican Lake remains a very popular birding and waterfowl hunting destination and is only 1/2 hour from the Minneapolis/St. Paul metropolitan area.

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Agenda (cont.)



Rodger and Karen Marschel Farm - Restored Native Prairie CRP land (picnic lunch)

Rodger and Karen Marschel have worked tirelessly, transforming their farm into a showcase example of proper land stewardship. Their diverse 100 acre native prairie CRP field that borders and buffers Pelican Lake stands out as a good example of this. Roger is a long time duck hunter who has watched Pelican Lake deteriorate through the years and both Karen and Roger have assisted and supported Ducks Unlimited and MN-DNR in efforts to return the lake to its former glory. They have also united other lake landowners in this cause which has greatly helped the Pelican Lake Enhancement Project move forward.

Roger and Linda Paulson Farm / Ronn Denn

The Paulson Farm highlights the value of CRP habitat and its complement to conservation efforts on adjacent restored and managed public lands. The wetlands on the now-public land to the north that extend into Roger's property were once drained. In order to fully restore them, the U.S. Fish and Wildlife Service needed Roger's cooperation. An example of neighbors helping neighbors, Roger routinely picks up trash and keeps the USFWS informed of issues out on the Waterfowl Protection Areas.

Green Waves Dairy Farm - Berning Family

This stop will focus on nutrient management issues and innovations at a multi-generation dairy operation, especially as they relate to local and regional water quality issues. Green Waves' robotic feeding and milking system guarantees a healthy herd, and manure processing and storage equipment ensure that excess nutrients stay at the dairy and out of Pelican Lake. Outside the barns, the Bernings have also implemented practices to improve wildlife populations, including buffer strips and food plots.

3:15 p.m.

Conclude field tour and depart for Anoka

4:00 p.m.

Arrive at Vista Outdoor/Federal Premium® Ammunition (1101 E Main St, Anoka MN 55303)

Media attendees will experience a behind-the-scenes tour of the Federal Premium Ammunition manufacturing facilities. Headquartered in Anoka, Minn., the company is located on 175 acres with half-a-million square feet of manufacturing space and employs nearly 1,500 people. Parent company Vista Outdoor, Inc. is a leading global designer, manufacturer, and marketer of consumer products in the growing outdoor sports and recreation markets. **Note:** all photography, video, and recording are prohibited during the tour of the factory.

5:00 p.m.

Guest Speaker: Senator Amy Klobuchar - The Farm Bill is a Jobs Bill—for Farmers and Outdoor Businesses

5:30 p.m.

Dinner

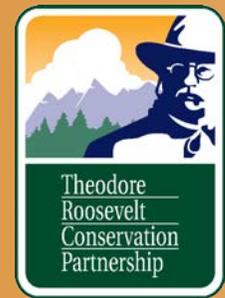
6:15 p.m.

Roundtable Discussion: Conservation, Farming, and Outdoor Recreation - Connecting the dots for a strong rural economy

Privately owned land comprises 70 percent of the country and roughly 50 percent of the land in the lower 48 states is in agriculture and forestry. There is no doubt that the balance between agriculture and conservation on these lands has a tremendous impact on outdoor recreation access and opportunities that contribute to the \$887-billion outdoor recreation economy. Investing in and incentivizing conservation as part of balanced policy-making decisions provides economic stability to rural economies. Panelists will discuss the direct connection between conservation of natural resources and the bottom-line impact it has on economic growth, and job creation, and their ability to write paychecks in rural communities.

- **Ryan Bronson, Director of Conservation and Public Policy, Vista Outdoor**
- **Lukas Leaf, Sporting Outreach Coordinator, Sportsmen for the Boundary Waters**
- **Darin Rahm, Director, Marshall Convention & Visitors Bureau**
- **Moderator: Amy Roberts, President, Outdoor Industry Association**

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Agenda (cont.)



- 7:00 p.m. Depart Anoka to return to Minneapolis
- 7:45 p.m. Optional cocktails and networking (Hotel Minneapolis hospitality suite)

Tuesday, August 29

7:45 a.m. Depart for the Mill City Museum (704 South 2nd Street)

8:00 a.m. Breakfast

8:30 a.m. **Media Roundtable: Writing About Conservation in the Era of Trump Tweets, Trolls, and AItNPS**

This unique moment for rural America coincides with a challenging chapter for media companies and a rapidly shifting political landscape. Considering the current state of newsrooms, Capitol Hill, and our dependence on social media, how do we talk about conservation issues in a way that's approachable, clickable, and meaningful for today's readers? What are our responsibilities as members of the media and sporting community to educate and mobilize audiences or hold lawmakers accountable?

- **Tony Kennedy**, Outdoors Editor, Minneapolis Star-Tribune
- **Gary Streiker**, Executive Producer, This American Land
- **Keith Negrin**, Practice Leader, Exponent Public Relations
- **Moderator: Rob Drieslein**, Managing Editor/President, Outdoor News

9:30 a.m. **Walk to Mississippi River for tour of lock and dam infrastructure**

Please note there are limits on photography during the tour.

- **Nanette Bischoff**, Project Manager, U.S. Army Corps of Engineers
- **Mike DeRusha**, Lockmaster, U.S. Army Corps of Engineers
- **George Stringham**, Public Affairs Specialist, U.S. Army Corps of Engineers

10:45 a.m. Break

11:00 a.m. **TEDDY Talk Pitch-a-thon**

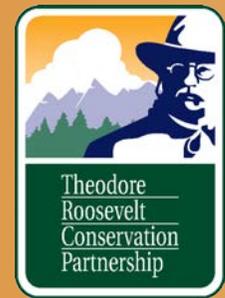
Working Against Time in Restoring Natural Ecosystems on the Mighty Mississippi

- **Kirsten Mickelsen**, Executive Director, Upper Mississippi River Basin Association

Farming, Fishing and Hope for America's Everglades

- **Dawn Shirreffs**, Senior Policy Advisor, Everglades Foundation

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Agenda (cont.)



Get Smart - Modern agriculture requires modern conservation and funding solutions

- Alex Echols, Team Leader - Heartland Waters Initiative, Max McGraw Wildlife Foundation

Market-Based Approaches to Improving Sustainability

- Jason Weller, Senior Director for Sustainability, Land O'Lakes

12:20 p.m.

Lunch

TEDDY Talk Pitch-a-thon continues:

Hole in the Bucket: Accelerated Prairie Pothole Wetland Loss

- Eric Lindstrom, Managing Director of Development, Ducks Unlimited

Production Agriculture or Conservation? A False Choice

- Jim Nichols, Owner and Operator, JW Nichols Farm

Deer Management Challenges and the Battle Against Chronic Wasting Disease

- Lou Cornicelli, Wildlife Research Manager, MN Department of Natural Resources

Sage Grouse Conservation Plans Should Focus on Habitat, Not Population Numbers

- Howard Vincent, President & CEO, Pheasants Forever

Secretary Zinke's Report on 27 National Monuments Is In-What Now?

- Corey Fisher, Senior Policy Director, Trout Unlimited

Public Land Transfer is Dead in the West, But Attacks on Public Lands Have Moved to D.C.

- Joel Webster, Center for Western Lands Director, TRCP

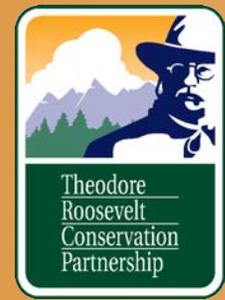
3:00 p.m.

Closing remarks and adjourn

5:30 p.m.

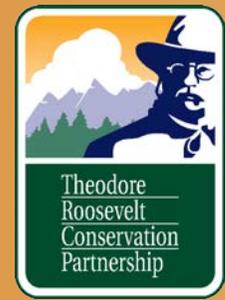
Cocktails and dinner (location TBD)

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Resources Mentioned



- Lessard Sams Outdoor Heritage Council project map (<https://www.lsohcprojectmgmt.leg.mn/map/>)
- TRCP's Sportsmen's Poll (<http://www.trcp.org/trcp-national-sportsmens-survey/>)
- "A Sportsmen's Perspective on National Monuments," a joint report from Trout Unlimited, Backcountry Hunters & Anglers, and TRCP with support from 25 other hunting and fishing groups and businesses (http://www.trcp.org/wp-content/uploads/2017/05/national_monuments_report_final.pdf)
- Outdoor Industry Association's Outdoor Recreation Economy Report (<https://outdoorindustry.org/advocacy/>)

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Dave Buchanan has spent more than three decades as an outdoors writer and photographer for daily newspapers in western Colorado, covering everything from fishing and hunting to skiing and backcountry travel. Buchanan also does occasional freelance writing for regional and national magazines. In earlier years and careers he was a full-time ski patroller, fly-fishing guide, and backcountry experiential education instructor in Colorado, Utah, and Wyoming. Buchanan is also a member of Outdoors Writers Association of America and several national conservation organizations. dave.buchanan1948@gmail.com



An avid hunter and accomplished writer, **David Draper** has traveled the globe in search of good stories and good food, yet his roots remain firmly planted in the soil of his family's farm on the High Plains of Nebraska. Draper serves as Editor-in-Chief of *Petersen's Hunting* magazine, where he also writes the Fare Game column covering all aspects of processing and cooking wild game. David.Draper@OutdoorSG.com | [@feralfork](https://twitter.com/feralfork)



Rob Drieslein has been a Minnesota-based professional newspaper and magazine outdoors scribe since 1992. In addition to his editorial and general manager duties at the Outdoor News Publications, Drieslein hosts the syndicated Outdoor News Radio show, writes a conservation blog at outdoornews.com/Minnesota, and has written for several national and regional magazines, including *Pheasants Forever*, *American Rifleman*, and *Northern Wilds*. Living in the Twin Cities, Drieslein and his wife of 21 years, Annette, raise three sons and a daughter, all of whom enjoy canoe camping trips in the Boundary Waters, hiking, recreational shooting, and fishing Minnesota's lakes and streams. editor@outdoornews.com | [@ODN_Editor](https://twitter.com/ODN_Editor)

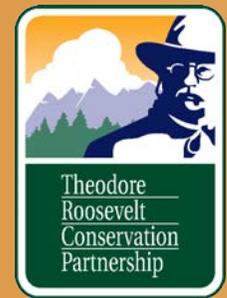


John Hayes is a hunter, angler, camper and lifelong conservationist, and he has the best job at the *Pittsburgh Post-Gazette*. As outdoors editor he leaves the office to go fishing and the paper pays him anyway (and buys the gas). hayes@post-gazette.com



Will Jenkins owns and runs TheWilltoHunt.com and is the Great Lakes Outreach Coordinator for Backcountry Hunters & Anglers. He also works in business development for Sicmanta Multimedia, which specializes in commercial photo and film production in the outdoors industry. willejenkins@gmail.com | [@TheWilltoHunt](https://twitter.com/TheWilltoHunt)

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Tyler Jones is creator and co-host of The Element Podcast. He's also was a former standout safety at Southern Methodist University and lead singer of the band 'Tyler and the Tribe.' Jones is a guy who brags on his kids and wife long before he tells you about how many mature bucks he has arrowed. A Christ follower and creative thinker, Tyler is developing his newest endeavor, The Element lifestyle brand.

tylerandthetribe@gmail.com | [@theelementpodcast](https://www.instagram.com/theelementpodcast)



Zach Kayser covers state and national politics for the *Brainerd Dispatch* and its parent wire service, Forum News Service. He has written about environmental policy at the state legislature, conservation efforts at Camp Ripley—one of the largest National Guard bases in the country—and ongoing impacts of a walleye population shortage on Lake Mille Lacs, the premier walleye lake in Minnesota.

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Tony Kennedy has been a *Star Tribune* outdoors writer since 2015. He was formerly an investigative reporter and covered the I-35 W bridge collapse; Sen. Paul Wellstone's fatal plane crash, water pollution in Minnesota farm country, and America's secret war in southeast Asia. Born in St. Paul, Minn., Kennedy attended the Journalism College at Marquette University and served as an Associated Press newsman from 1986-1991. He just completed a two-part in-depth series on zebra mussels. Kennedy is a hockey dad who loves to fish, hunt, and camp.

Tony.Kennedy@startribune.com



Brian Koch is a storytelling bird hunter following wild-eyed dogs in wild places. Founder of Ultimate Upland, vocal proponent of public lands, a Federal Upland Stamp and finding success afield beyond the heft of the game bag.

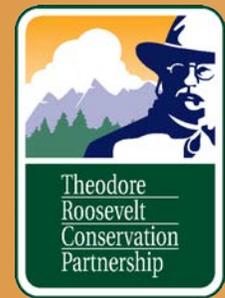
info@ultimateupland.com | [@ultimateupland](https://www.instagram.com/ultimateupland)



Andy McGlashen is editorial fellow at Audubon and a graduate of the Knight Center for Environmental Journalism at Michigan State University.

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Keith Negrin is part of the leadership team at Exponent PR, where he creates and executes programs designed to generate awareness and action around conservation and sustainability topics. His award-winning efforts have helped clients such as the Recreational Boating and Fishing Foundation, Land O' Lakes, Daugherty Water for Food Institute, and WinField United, among others. Negrin proves that with a unique background comes a unique perspective. After spending five years as a practicing attorney, he has devoted the last 14 years to helping an array of clients achieve public relations success through thoughtful, strategic, and practical media relations, plus social media, community outreach, and experiential programs.

keith.negrin@exponentpr.com



Bryce Oates writes about rural issues and politics with a focus on conservation and the public sector. He has worked as a community organizer, farmer, policy wonk, carpenter, grantwriter, local food delivery driver, number cruncher, entrepreneur, and dishwasher. Bryce resides in western Washington, where he is attempting to perfect a recipe for foraged oyster and clam chowder. He is conversant with West Missouri crappie, Ozark trout, and Appalachian ramps. He has never learned to fly fish, but there's always time. He writes for *Daily Yonder*, *Civil Eats*, *New Food Economy* and *Ourfuture.org*. bryce@rocketship.com



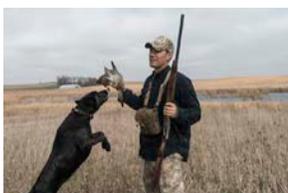
Shawn Perich is publisher of *Northern Wilds Magazine*, which he co-founded with business partner Amber Pratt in 2004. He is the author of eight books and many magazine stories. His weekly column, Points North, has appeared in *Minnesota Outdoor News* for over 25 years. An avid hunter and angler, he lives with his two yellow Labs on the North Shore of Lake Superior in Hovland, Minnesota.

editor@northernwilds.com | [@Northern_Wilds](https://twitter.com/Northern_Wilds)



Scott Rall has been a weekly outdoor writer for the *Worthington Globe*, and is the current president of Nobles County Pheasants Forever. Rall is a lifetime member of the NRA, Pheasants Forever, Round Lake Sportsman's Club and the southwest Minnesota Fishing Club, The Wild Turkey Federation, and Ducks Unlimited. Rall was recognized as a *Field and Stream* Hero of Conservation finalist in 2014. He is an avid dog trainer, hunting mentor, wounded warrior guide, prairie educator and spends many volunteer hours doing private lands habitat work including 20 prescribed fires in the spring of 2017. Native prairies and restored native species grasslands are Rall's passion.

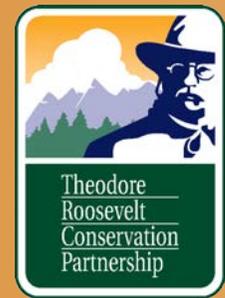
scottarall@gmail.com



Alex Robinson is the online content editor for *Outdoor Life* and *Field & Stream*. Robinson likes duck dogs, bowhunting for whitetails, and good social media videos.

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K.C. Smith is a passionate outdoorsman, conservationist, husband, and Christian. Smith operates a construction company and is the youth minister at Point Church of Christ. His quick mind, assertive reactions, and decades of experience hunting and working in the outdoors make him a great co-host for The Element Podcast with Tyler Jones. kalebcsmith@yahoo.com | [@theelementpodcast](https://twitter.com/theelementpodcast)



Gary Strieker is the founder and executive director of Environment News Trust, the nonprofit producer of “This American Land,” the conservation newsmagazine series, now in its seventh season on public television stations nationwide. In his 19 years as Nairobi bureau chief and global environment correspondent, he covered the African continent and a wide range of stories about endangered species, threatened habitats and pollution. His work was awarded the National Press Club’s top prize for environmental reporting. Now, in association with production partners, he and his team search for compelling stories that can reach a broad television audience with important conservation messaging. strieker@newstrust.org



Jared Sullivan is the associate editor for *Field & Stream*, where he heads the magazine’s conservation coverage, among other things. He also written for *The New Yorker*, *Garden & Gun*, and *Outside*. He lives in New York with his wife. jared.sullivan@bonniercorp.com | [@jrsullivan90](https://twitter.com/jrsullivan90)

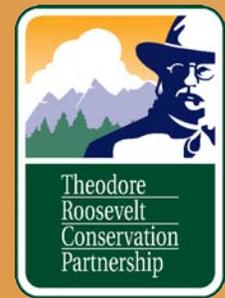


Dave Timko is an award-winning documentary filmmaker with over three decades of visual story-telling experience. In his combined roles of producer, shooter, and editor, Timko co-produced over 40 documentaries for CNN, specializing in first-person narratives of some of the most relevant stories of our time. Since departing CNN in 2012, Dave has teamed up with fellow-journalist Gary Strieker to produce the nationally syndicated programs “This American Land” and “Global Health Frontiers,” which can be seen on public television stations across the USA. timkotv@hotmail.com



Elliott Woods is a freelance writer and photographer based in Bozeman, Montana. He is a correspondent at *Outside Magazine* and contributes to numerous publications, including *Men’s Journal*, *The Guardian*, and *Texas Monthly*. His work focuses on the intersection of environmental and human conflict, from the fight over the future of public land in the United States to the battle against poaching in central Africa. He has won top awards, including the Overseas Press Club of America Award for Best International Environmental Reporting and the National Magazine Award. When he’s not chasing stories, he’s usually hiding from them somewhere in the Montana back-country. woods.elliott@gmail.com | [@elliottwoods](https://twitter.com/elliottwoods)

2017 TRCP
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Featured Speakers



Nanette Bischoff

Project Manager, U.S. Army Corps of Engineers
nanette.m.bischoff@usace.army.mil

Ryan Bronson

Director of Conservation and Public Policy, Vista Outdoor
Ryan.Bronson@VistaOutdoor.com

LeAnn Buck

Executive Director, MN Association of Soil & Water Conservation Districts
leann.buck@maswcd.org

Lou Cornicelli

Wildlife Research Manager, MN Department of Natural Resources
Lou.cornicelli@state.mn.us

Michael DeRusha

Lockmaster, U.S. Army Corps of Engineers
michael.e.derusha@usace.army.mil

Alex Echols

Team Leader - Heartland Waters Initiative, Max McGraw Wildlife Foundation
alex@ecoexch.com

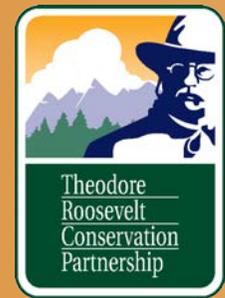
Corey Fisher

Senior Policy Director, Trout Unlimited
CFisher@tu.org

Greg Hoch

Minnesota Department of Natural Resources
greg.hoch@state.mn.us

2017 TRCP
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Minneapolis, Minnesota
Featured Speakers



John Jaschke

Executive Director, MN Board of Water & Soil Resources
john.jaschke@state.mn.us

Mark Johnson

Executive Director, Lessard Sams Outdoor Heritage Council
mark.johnson@lsohc.leg.mn

The Honorable Amy Klobuchar

United States Senator
@amyklobuchar

Tom Landwehr

Commissioner, MN Department of Natural Resources
tom.landwehr@state.mn.us

Lukas Leaf

Sporting Outreach Coordinator, Sportsmen for the Boundary Waters
lukas@sportsmenfortheboundarywaters.org

Eric Lindstrom

Managing Director of Development, Ducks Unlimited
elindstrom@ducks.org

Kristen Mickelsen

Executive Director, Upper Mississippi River Basin Association
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Jim Nichols

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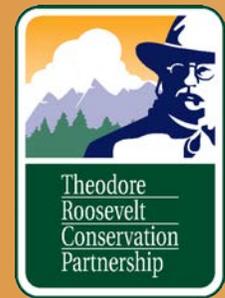
Darin Rahm

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Amy Roberts

President, Outdoor Industry Association
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Featured Speakers



Scott Roemhildt

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Dawn Shireffs

Senior Policy Advisor, Everglades Foundation
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George Stringham

Public Affairs Specialist, U.S. Army Corps of Engineers
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Howard Vincent

President & CEO, Pheasants Forever
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Jason Weller

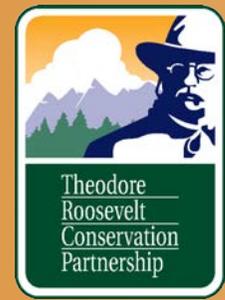
Senior Director for Sustainability, Land O' Lakes
jweller@landolakes.com

Kevin Wickey

Regional Conservationist, USDA Natural Resources Conservation Service
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*To get in touch with the landowners from the farm tours, please reach out to Greg Hoch.

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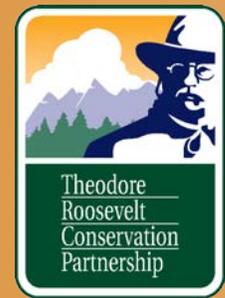
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Peter Vandergrift - Costa
Eric Eikenberg - Everglades Foundation
Monica Sanchez - Everglades Foundation
Dawn Shirreffs - Everglades Foundation
Amy Terai - Filson
Alex Echols - Max McGraw Wildlife Foundation
Amy Roberts- Outdoor Industry Association
Jessica Wahl - Outdoor Industry Association
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Gold



In 1971, Johnny Morris, frustrated by the lack of tackle in local stores, created Bass Pro Shops in Springfield, Missouri. Now, Bass Pro Shops has become America's leading outdoor retailer with stores across America and Canada. Every Bass Pro Shops store still offers an incredible array of fishing and boating equipment.

Bass Pro Shops is more than a retail mecca for sportsmen, though. It is also known as the outdoor industry's corporate conservation leader. Bass Pro Shops conservation efforts include partnering with and supporting the efforts of many organizations that work to conserve and manage the nation's natural resources. The company's key conservation initiatives include fish and wildlife habitat improvements, conservation and outdoor skills education, improving water quality and quality of our lakes and springs, and conservation advocacy.



As the leading manufacturer of the world's most clear polarized performance sunglasses, **Costa** offers superior lens technology, unparalleled fit and durability, and a lifetime warranty against manufacturer's defects. Still handcrafted today in Florida, Costa has created the highest quality, best performing sunglasses and Rx sunglasses for outdoor enthusiasts since 1983. For Costa, conservation is all about sustainable fishing. Costa works with partners around the world to help increase awareness and influence policy so that both the fish and fishermen of tomorrow will have healthy waters to enjoy.



The Everglades Foundation is dedicated to protecting and restoring America's Everglades. This unique ecosystem provides economic, recreational and life-sustaining benefits to the millions of people in Florida who depend on its future health. Through the advancement of scientifically sound and achievable solutions, the Foundation seeks to reverse the damage inflicted on the ecosystem and provide policymakers and the public with an honest and credible resource to help guide decision-making on complex restoration issue.

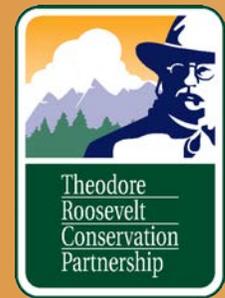


The **Max McGraw Wildlife Foundation** was created more than 50 years ago by the visionary conservationist Max McGraw, founder of McGraw-Edison Co. The Foundation, headquartered on 1,250 acres in Dundee, Illinois, aims to secure the future of hunting, fishing and land management through science, demonstration, education and communication. Its Center for Conservation Leadership is a leading advocate for creative and entrepreneurial thought in conservation. Nonpartisan and not for profit, the Center works to enable informed strategic decisions rooted in economic efficiency and science.



Based in Boulder, CO, with offices in Washington, D.C., **Outdoor Industry Association (OIA)** is the leading trade association for the outdoor industry and the title sponsor of Outdoor Retailer. OIA unites and serves over 1200 manufacturer, supplier, sales representative and retailer members through its focus on trade and recreation policy, sustainable business, market & consumer insights and industry trends. For more information, visit outdoorindustry.org or call 303.444.3353.

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Pheasants Forever is dedicated to the conservation of pheasants, quail and other wildlife through habitat improvements, public awareness, education and land management policies and programs. At the heart of Pheasants Forever is the unique grassroots system of fundraising and project development that allows members to see the direct result of their contributions. Pheasants Forever and its quail division, Quail Forever, empower county and local chapters with the responsibility to determine how 100 percent of their locally raised conservation funds will be spent - the only national conservation organization that operates through this truly grassroots structure. As a result, chapter volunteers are able to see the fruits of their efforts locally, while belonging to a larger national organization with a voice on federal and state conservation policy.



Founded in Austin, Texas in 2006, **YETI** is a leading premium outdoor brand. The world's top hunters, anglers, outdoor adventurers, BBQ pitmasters, and ranch and rodeo professionals trust YETI to stand up to the world's harshest conditions. For more on the company and its full line of products and accessories, visit yeti.com.

Silver



Born in the Rocky Mountains of Montana, **MYSTERY RANCH** - a backpack company built on a heritage of function, comfort, quality, and durability - is committed to building the finest load carriage equipment in the world. Designing for the highest level customers in mountaineering, hunting, wildland firefighting and military special ops, MYSTERY RANCH continues to innovate and push the boundaries of what is possible in building paragon backpacks. MYSTERY RANCH - BUILT FOR THE MISSION.



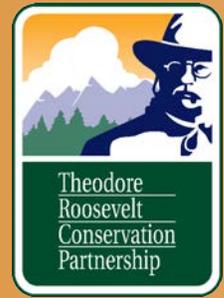
Established in 1889, **Carhartt** is a global premium workwear brand with a rich heritage of developing rugged products for workers on and off the job. Headquartered in Dearborn, Michigan, with more than 5,000 associates worldwide, Carhartt is family-owned and managed by the descendants of the company's founder, Hamilton Carhartt. For more information, visit www.carhartt.com.



Peak Design is the leader in carry. We make products that keep your creative and everyday gear organized, protected, and accessible, so you are free to adventure, commute, and create. We pride ourselves in creating true utility through elegant, thoughtful design. We are a company of backpackers, skiers, climbers, surfers, and backcountry enthusiasts. We believe strongly in protecting our natural world, and that the health of our planet and people must not be compromised for the growth of our business.

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Established in 1980, **Simms** is the preeminent manufacturer of waders, outerwear and technical apparel in fishing, including expertly crafted outerwear, footwear and sportswear that gives all anglers a choice in top-end, premium products. Simms is proud to be the sole wader manufacturer in the US, bringing American-made goods to market. Today all Simms' GORE-TEX® waders are handcrafted by skilled professionals and stitched one seam at a time in Bozeman, MT. The full line of Simms gear is available at specialty and large format retailers nationwide as well as simmsfishing.com.

Simms. Connecting anglers to their best days on the water.

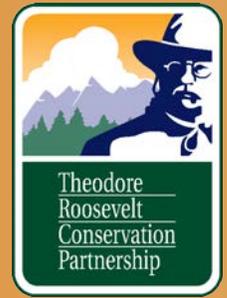


Founded in 2005, **SITKA® Gear** was an idea spawned by necessity. Like many stories, this one started out as an epic journey that culminated with a clear vision. After 3000 vertical feet in the dark, with intermittent snow flurries and driving sleet, the morning climb ended behind a gnarled White Bark Pine to get some reprieve from the elements and a little food in the bellies. Cold and wet with sweat from that climb, it was more than obvious that discomfort like this was unnecessary. So, on that September morning, at timberline, surrounded by bugling bulls, the vision that became Sitka was realized. Drawing on strong backgrounds in the climbing, mountaineering, and general head strong assaults of the backcountry, expertise and experience were focused on bridging the gaps that existed between these endeavors. Sitka's driving goal is to not only bridge the technology gaps that existed from a fabric, construction, and product form perspective, but to fully immerse ourselves in driving new technologies and solutions for the modern outdoorsman.

In-Kind



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Session Notes



A large, empty area with horizontal blue lines, resembling a notepad or a space for taking notes. A vertical red line is positioned on the left side of this area.