






IDAHO CONFERENCE ON RECREATION & TOURISM

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OCTOBER 21 - 23, 2019

SUN VALLEY INN
SUN VALLEY, IDAHO

#ICORT2019

Download the smart phone app:

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Wireless Network: Sun Valley Conference | Passcode: 2019SunValley

OCT 21

MONDAY

12:00pm - 5:30pm Registration desk is open

1:30pm - 2:00pm Meet your Activity or Tour Leader in Sun Valley Inn Lobby

Activities and Tours (*pre-registration required*)

Tour Times: 2:00 pm - 4:00 pm

Trip 1: **Bicycle Tour:** The Sun Valley area offers more than 30 miles of paved bike paths with no cars as well as hundreds of miles of single-track mountain bike trails.
\$35.00 *Tour Leader - Ray Gadd, Visit Sun Valley*

Trip 2: **Hiking Tour:** Idaho has four million acres of designated wilderness, the wildest state of all, with the exception of Alaska. Take a walk on the wild side with a beginner hiking adventure. *Tour Leader - Sara Sheehy*
no charge

Trip 2: **History Tour—Sun Valley:** Set deep in the heart of Idaho's Sawtooth Mountains, Sun Valley is North America's first ski resort, dating all the way back to 1936 with the unveiling of the first chairlift on Dollar Mountain. History seeps from every corner of this proud mountain jewel, calling out to ski bums and A-List Hollywood stars alike. With icons including Ernest Hemingway, Arnold Schwarzenegger, Warren Miller, Picabo Street and many others calling Sun Valley home at some point.
no charge *Tour Leader - Wendy Jaquet*

Open evening to explore Sun Valley

OCT 22

TUESDAY

8:00am - 6:00pm Registration desk is open

8:00am - 9:00am **Breakfast with Exhibitors**, *Limelight Conference Room in the Sun Valley Inn*

9:00am - 9:30am **Video Welcome from the Governor**, *Limelight Conference Room in the Sun Valley Inn*

9:30am - 10:45am **Roger Brooks—Economic Development in small communities**
Sponsored by Trip Advisor

10:45am - 11:15am **Coffee Break with Exhibitors**, *Limelight Conference Room in the Sun Valley Inn*
Sponsored by Miles Partnership

11:15am - 12:15pm **Breakout 1:** Laura Powell—Wellness Travel, *Continental*
Breakout Sessions

Breakout 2: Panel—Greg Randolph, Mike Herlinger, Ross Copperman
Tested in Idaho, Statewide Outdoor Recreation Industry, *Opera House*

Breakout 3: Wade Vagias—The Complexities of Managing National Parks
in the 21st Century: Where Are We Headed From Here?, *Columbine Room*

12:30pm - 1:00pm **Lunch**, *Limelight Conference Room in the Sun Valley Inn*

1:00pm - 2:10pm **Dave Bratton—The Future Idaho Traveler**
Limelight Conference Room in the Sun Valley Inn

2:15pm - 3:15pm **Panel—Where they are and how they got there;** Lonnie Allen, Rick Shaffer,
Aaron Hunsaker, Kate McAlister, *Limelight Conference Room in the Sun Valley Inn*

3:15pm - 3:45pm **Coffee Break with Exhibitors**, *Limelight Conference Room in the Sun Valley Inn*
Sponsored by Rocky Mountain International (RMI)

3:45pm - 4:45pm

Breakout Sessions

Breakout 1: Steve Botti—A Collaborative Model: Central Idaho Dark Sky, *Continental*

Breakout 2: Lisa McGrath—GDPR and California 2020 Law, *Opera House*

Breakout 3: (repeat session) Wade Vagias—The Complexities of Managing National Parks in the 21st Century: Where Are We Headed From Here?, *Columbine Room*

7:30pm - 10:00pm

ILRA Reception and Dark Skies STAR PARTY

Limelight Conference Room in the Sun Valley Inn

Sponsored by Madden Media

OCT 23

WEDNESDAY

8:00am - 4:30pm

Registration desk is open

8:00am - 9:00am

Breakfast with Exhibitors, *Limelight Conference Room in the Sun Valley Inn*

Sponsored by Adara

9:00am - 9:30am

Welcome, *Limelight Conference Room in the Sun Valley Inn*

9:30am - 10:00am

David Langhorst—Idaho Parks and Recreation

Limelight Conference Room in the Sun Valley Inn

10:00am - 10:45am

Patricia Rojas-Ungar—Outdoor Industry Association

Limelight Conference Room in the Sun Valley Inn

10:45am - 11:15am

Coffee Break with Exhibitors, *Limelight Conference Room in the Sun Valley Inn*

11:15am - 12:15pm

Breakout Sessions

Breakout 1: Bob Ratcliffe—Community Assistance Programs, *Continental*

Breakout 2: Karen Bubb—Leveraging Authentic Culture for Tourism, *Opera House*

Breakout 3: Maria Walker—Data and Analytics in Action, *Columbine Room*

12:30pm - 1:00pm

Lunch, *Limelight Conference Room in the Sun Valley Inn*

Sponsored by Sojern

1:00pm - 2:10pm

Daniel Janes—Collective Impact, *Limelight Conference Room in the Sun Valley Inn*

2:10pm - 2:15pm

Announcement of 2020 ICORT location

Limelight Conference Room in the Sun Valley Inn

2:15pm - 3:15pm

Jade Broadus—From Outdoor Digital Influencers to Lifelong Ambassadors Utilizing Amazing Content Creators with Dedicated Audiences

Limelight Conference Room in the Sun Valley Inn

3:15pm - 3:45pm

Coffee Break with Exhibitors, *Limelight Conference Room in the Sun Valley Inn*

3:45pm - 4:45pm

Breakout Sessions

Breakout 1: Kathy Muir—State Parks Granting Opportunities, *Continental*

Breakout 2: (repeat session) Karen Bubb—Leveraging Authentic Culture for Tourism
Opera House

Breakout 3: (repeat session) Maria Walker—Data and Analytics in Action, *Columbine Room*

5:00pm - 7:00pm

Idaho Small Bites Reception, *Limelight Conference Room in the Sun Valley Inn*

Governor's Lifetime Achievement Award in Recreation and Tourism

OCT 24

THURSDAY

9:00am - 4:00pm

Idaho Travel Council Meeting, *Continental*



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