

2017 CPW Partners in the Outdoors Conference

Conference Goals:

1. Networking
 - a. Provide a platform for our partners across the industry to network and collaborate on projects and programs.
2. Professional Development
 - a. Host keynote speakers and sessions that address current issues relevant to the outdoor industry.
3. Partner Grant Program
 - a. Nearly all registration fees go back out to our partners through our Partners in the Outdoors Grant program. To be eligible, organizations need to attend the conference and collaborate with other organizations on projects related to conservation, outdoor education
4. Partner Awards
 - a. The highlight of the conference is our evening banquet where we recognize the great work our partners do.

Location: Beaver Run Resort, Breckenridge, CO

Dates: May 10-12, 2017

- Conference officially kicks off with lunch on May 11 and runs through lunch on May 12
- May 10th is a pre-conference day that includes:
 - Next meeting of the Executive Summit group (invitation only)
 - Gateway/Momentum workshop hosted by the National Parks Conservation Association
 - Forever Colorado Social - evening networking event sponsored by the Colorado Cattlemen's Agricultural Land Trust (CCALT) and Colorado Trappers and Predator Hunters Association.

Theme: How will your organization stay relevant amidst Colorado's changing demographics and growing population?

- At this year's conference we'll be looking ahead to Colorado's future, specifically how to best balance outdoor recreation and sustainable management of habitat and wildlife in Colorado amidst the demographic and population growth trends that our state is experiencing.
- Considering this theme and the importance of R3 to sportsmen's groups, our conference is pertinent to their work!

Keynote Addresses:

- **Elizabeth Garner**, Colorado's State Demographer with the Department of Local Affairs. She leads the State Demography Office, which produces population and economic estimates and forecasts for use by state agencies and local governments.
 - Colorado is changing. Colorado is growing and attracting people from out of state. Colorado is also aging and becoming more racially and ethnically diverse. The economy is growing but we are also seeing downward pressure on household income. Growth, income, racial diversity, and aging will all impact the demand and use of outdoor recreation in the state. What are the demographic trends impacting Colorado and how will they impact the mission of your organization?
- **CPW Director Bob Broscheid** will discuss the work that CPW is doing to address the key issue of the conference theme including our adoption of the SHIFT principles and the work of the Executive Summit group.
- Lt. Governor, Donna Lynne, **will speak on the importance of the outdoor industry including hunting, fishing and recreation to Colorado's economy. See her recent editorial in the Denver Post [Colorado's outdoor infrastructure is crucial](#)**
- **Tovar Cerruli** will speak about Catalyzing Insights for Conservation.
 - The landscape of environmental and wildlife conservation is in rapid transition: ecological, cultural, political, and fiscal. To succeed, we need to be more agile and innovative. We need to step outside our habitual silos. We need to engage in conversations with the unfamiliar. As

a vegan-turned-hunter and a student of culture and communication, Tovar offers a unique bridge across diverse ways of thinking about human relationships with nature and wildlife.
(Tentative)

Sessions:

- We will have 4 sessions tracks during the conference with several options during each track
- All sessions support the conference theme and include the following topics:

Sessions that will have distinct value for sportsmen's/women's groups include:

- SHIFT – CPW has recently adopted the Principles for Advancing Outdoor Recreation and Conservation – the first state in the nation to do so. This educational session will explore SHIFT and underscore that it recognizes and builds upon the success of the North American Model.
- Matt Dunfee will present "The Fight for the Outdoor-Sapien: We Want You!" that addresses the relevancy of hunting among a changing population. See the following article link:
<http://m.startribune.com/hunting-s-future-rests-with-recruiting-from-new-audiences/391506061/?section=/>
- Meet Them Where They Are - this session is designed to connect program providers with youth serving organizations. Here sportsmen's groups that have developed outreach programs can connect with organizations that have connections to diverse youth like the YMCA, Boys & Girls Club, etc.
- Latinos and the Outdoors - if sportsmen's groups want to stay relevant they can benefit from this session as strategies for attracting Latinos to their programs will be presented.

Additional Sessions:

- Effective Communication - Finding Your Why & Telling Your Story
- Strategic Planning & Evaluation
- Engaging with Diverse Audiences
- Exploring Public Lands Significance
- Educational Practices for Tomorrow's Audiences
- Colorado's Carrying Capacity
- How to Build a Stewardship Ethic in a Changing Colorado
- Urban Wildlife/Human Conflicts
- Networking: Two sessions - one on the Silk online platform and another with the Forest Service
- Partnership Best Practices

Award Nominations:

- We recognize four partner organizations to receive Regional Partner of the Year Awards and two partner organizations to receive Statewide Partner of the year Awards.
 - Nominations have been received and will go out to our Leadership Team and regions this week.

For additional info, see the [2017 Partners in the Outdoors Conference](#) web page.