

MADE IN AMERICA OUTDOOR RECREATION ADVISORY COMMITTEE, U.S. DEPARTMENT OF THE INTERIOR



BEN BULIS – is the President and CEO of the American Fly Fishing Trade Association. Mr. Bulis was the founding partner of Rocky Mountain Aviation which designed and developed executive class hangars for General Aviation aircraft. He has successfully owned and operated businesses in the construction and aviation industry. As a native of New Hampshire, Mr. Bulis was introduced to fishing at a young age in the ocean, lakes and streams of New England. He has fished extensively around the world and as a guide in Montana. Mr. Bulis studied Biology at Plymouth State University and Engineering at Montana State University. He is an FAA licensed Instrument

Pilot and currently volunteers on the Backcountry Hunters and Anglers board and the Theodore Roosevelt Conservation Partnership Policy Council. He lives in Bozeman, MT with his family.



AMANDA COVINGTON – Is Senior Vice President of Communications and Government Relations for Vista Outdoor Inc., a leading global designer, manufacturer and marketer in the growing outdoor sports and recreation markets. Ms. Covington leads corporate communications and government relations strategies impacting financial communications, crisis communications, domestic and international media/public relations, corporate branding and advertising, digital media, employee relations, public policy and legislation, industry associations, and community relations. Previously, she served as the Vice President, Corporate Communications for ATK -- an aerospace, defense, and commercial products company -- and also held positions with the Utah System of Higher Education, Utah Governor Olene S. Walker, and the Utah Department of Transportation. She

has a background in broadcast journalism, working for Utah's NBC and ABC affiliates (KSL and KTVX, respectively) as a producer and field reporter. Ms. Covington earned an Honors Bachelor's degree in Mass Communications and a Master's of Public Administration from the University of Utah. She serves as a member of the Tread Lightly! Board of Directors, an advisory board member for the Women's Leadership Institute, and a board member for the Walker Institute of Politics and Public Service.



LINDA CRAGHEAD – is the Assistant Secretary of Parks and Tourism for the State of Kansas. Since 2011, Ms. Craghead has successfully led Kansas State Parks down the road to sustainable self-sufficiency. She did this while simultaneously leading the transition of Tourism out of the Department of Commerce into the natural resource agency of Kansas Wildlife and Parks, making Kansas the first state in the nation to combine tourism marketing with a natural resource and outdoor recreation based agency. Her multi-state career with the agriculture industry giant Cargill, Inc., paired with her passion for people, travel, nature, outdoor adventure and her home state, has served as the catalyst

for innovative community partnerships and ongoing economic growth. Ms. Craghead is a graduate of Kansas State University.



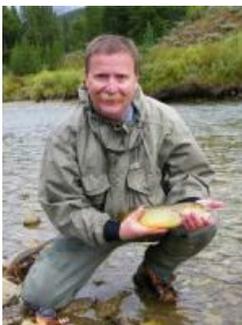
DERRICK CRANDALL – is Counselor to the National Park Hospitality Association. He also serves as President of the Outdoor Recreation Roundtable, Executive Director of the Great Outdoors Month® Council and Co-Chair of the Coalition for Recreational Trails. In addition, he serves on The Corps Network's Board of Directors. Mr. Crandall recently served as a Steering Group member for the National Park Service Centennial Advisory Committee. Among the dozens of public-policy programs in which he has played a central role are the National Scenic Byways Program, Recreation Fee Demonstration Program, Recreational Trails Program, Wallop-Breaux Program, and the National Recreation Lakes Study

Commission. These efforts have been recognized in many ways, including induction into the RV Hall of Fame and receipt of the Annual Award of the National Association of State Boating Law Administrators. *USA Today* has described him as “the outdoor guru.” Mr. Crandall served as a member of the President's Commission on Americans Outdoors from 1985 to 1987 and was named to the President's Commission on Environmental Quality in 1991, the same year that he received the Chevron Conservation Award. He was also Chairman of the Take Pride in America Advisory Board, appointed by the Secretary of the Interior, and a Founding Director of the National Forest Foundation, appointed by the Secretary of Agriculture. He has served on several national judging panels, including co-chairing the U.S. Department of the Interior's Take Pride in America award program. He received the Spirit of Take Pride Award in October 2004 and was recognized with a Centennial Award by the U.S. Forest Service. Mr. Crandall served on the Board of the American Society of Association Executives (ASAE) for seven years, including two terms as Vice Chairman. He received ASAE's Professional Performance Award in 1980, his Certified Association Executive recognition in 1990 and was named an ASAE Fellow in 1992. He has served in leadership roles on numerous community and philanthropic organizations, including the executive committee of WOW-Wonderful Outdoor World. He is an honors graduate of Dartmouth College.



BRUCE FEARS – is President of ARAMARK Harrison Lodging. As President, Mr. Fears is responsible for ARAMARK's operation at over 50 conference centers, corporate training centers and specialty hotels in education environments, as well as 14 state parks and other resort operations across the United States including Denali National Park & Preserve, Grand Canyon National Park, Glacier Bay National Park & Preserve, Mesa Verde National Park, Olympic National Park and more. Mr. Fears assumed his current position in 2005. Prior to that, he served as Vice President, ARAMARK Parks & Resorts. Mr. Fears has more than 30 years of experience in the hospitality industry. During his first tenure at ARAMARK, he rose to the position of Vice President, Western Region, and was an integral part of ARAMARK's

management team at the 1980 Winter Olympics. Prior to rejoining ARAMARK in 2005, he served as President of Delaware North Companies Parks & Resorts. He has a Bachelor's of Arts degree from Bridgewater College, and completed programs at the University of London's School of Economics and the University of Florida's School of Management. He currently sits on the National Board of the Travel Industry of America.



BRAD FRANKLIN – is Government Relations Manager for Yamaha Motor Corporation USA. As Government Relations Manager, he is responsible for managing state and federal lobbying teams for the Motorsports Group, as well as safety recall management activities, reviewing and offering suggestive actions to current and pending legislation, corporate outreach and relationship building, and more. Mr. Franklin has more than 30 years of successful experience in the motorsports industry focusing on service operations and customer support. Prior to becoming Government Relations Manager, he served as Warranty, Extended Service and Customer Relations Manager, Technical Coordination Manager and

more. He also held positions with American Suzuki Motor Corporation. Mr. Franklin has previously served as the Chairman of the American Watercraft Association and as Chairman of Tread Lightly!'s Board of Directors for the last five years. He is an active member on many committees of the Society of Automotive Engineers (SAE) and board member for the Congressional Sportsmen's Foundation and the Off-Road Business Association.



ANTONIO GONZALEZ – is Head of Operations, Erwin Hymer Group North America, the leading manufacturer of Class B Motorhomes in North America. Prior to this position, he served as President of TAXA Outdoors, the maker of the Cricket Trailer and other innovative outdoor equipment, where he led a team to design and manufacture products that are lightweight, green and tread lightly on land. He was responsible for creating a culture of “doing more with less” and growing the TAXA Outdoors mindset: Step Outside. Embrace Adventure. Take Me With You. Prior to TAXA Outdoors, Mr. Gonzalez was a strategist providing growth advisory services to consumer goods companies.

As an avid cyclist, he enjoys training for endurance events and connecting with youth programs about leading healthy lifestyles. Mr. Gonzalez earned a BS in Electrical Engineering and MBA from IE Business School in Madrid. He lives in Houston, TX, (e.g. home of the NASA-inspired trailer) with his beautiful wife and daughter, Mahely & Danika.



JERRY JACOBS Jr. – is Co-CEO of Delaware North, a family-owned, global leader in hospitality and food service with annual revenue of \$3 billion and more than 55,000 employees serving half a billion customers annually on four continents. As Co-CEO, Mr. Jacobs provides stewardship to the more than 100-year-old Delaware North and its operating subsidiaries, which include industry leaders in food and retail operations at airports and sports venues, sports facility ownership and management, operations of parks -- including Yellowstone, Grand Canyon, Sequoia/Kings Canyon, Olympic, Shenandoah and more -- and major tourist attractions, hotel ownership and

management, and gaming operations both in North America and around the globe. In his position, Mr. Jacobs is responsible for long-term strategic direction, determining mergers and acquisition candidates, positioning the company in emerging markets, and working with financial institutions on overall business strategy. In addition to his senior management post with Delaware North, Mr. Jacobs serves as alternate governor for the six-time Stanley Cup winning Boston Bruins of the National Hockey League. He is active in numerous industry organizations including the Global Sports Summit and the U.S. Travel CEO Roundtable. He recently completed a term on the Department of Commerce's Travel and Tourism Advisory Board, which advises the Secretary of Commerce on matters related to the travel and tourism industry in the United States, including travel and tourism policies, travel facilitation and infrastructure, and the National Travel and Tourism Strategy.



CHRIS MALOOF – is Vice President of Strategy and Corporate Development for RA Outdoors which manages campground reservations for state and federal clients as well as the hunting and fishing license systems for state agencies. Previously, Mr. Maloof served as a general manager at ACTIVE Network overseeing the school accounting ERP solutions business. Prior to ACTIVE, he spent 5 years at General Electric Aviation including 2 years as the F-18 jet engine product manager. Mr. Maloof holds an MBA from Harvard Business School and a BS in Electrical Engineering from Boston University where he

graduated summa cum laude.



MATTHEW MILLER – is the President of Newmar Corporation -- a manufacturer of luxury motor coaches -- a position he has held since 2006. Prior to his current position at Newmar he held a management position in the family's farming operation, an engineering position in Newmar's engineering department, and a construction worker position with Ideal Construction. Mr. Miller has served on the RV Industry Association board of directors since 2007. He is currently serving on several committees including the Public Relations Committee, the RVDA/RVIA Certification Governing Board, the Executive Committee, the Audit Committee, the Strategic Planning Committee, the Nominating Committee, and the Governance Committee. He also serves on the board of the RVSEF – (RV safety and education foundation).

Mr. Miller grew up in the RV industry and he has enjoyed camping and traveling in a motorhome all over North America his whole life. He has visited all 50 states, most of them with a motorhome, and enjoys hunting, fishing, and shooting sports. He loves traveling all over the United States to enjoy the great outdoors.



PHIL MORLOCK – is Vice President, Government Affairs and Advocacy for Shimano American Corporation/Shimano Canada Ltd, a major manufacturer of fishing rods and reels, bicycle components and footwear. Mr. Morlock has North American responsibilities for Shimano corporate conservation programs in both the fishing and bike divisions, and represents the company in policy and legislative issues with federal, state and provincial governments and natural resource agencies in the U.S. and Canada. He served as Chair for the Environmental Stewardship team of Shimano companies worldwide 2002 – 2004, and Marketing Manager, Shimano Canada 1992 - 2001. He is an avid

hunter, angler, former hunting guide and he enjoys playing hockey and target shooting near his home at Algonquin Park, Ontario, where his family owns and operates a resort lodge. Mr. Morlock is a graduate of the Ohio State University and Case Western Reserve University School of Law, Center for Criminal Justice. He is a member of numerous advocacy organizations including American Sportfishing Association, Congressional Sportsmen's Foundation, Canadian Sportfishing Industry Association and many more.



JOHN MORRIS – is the Founder and CEO of Bass Pro Shops. Since he got his start in 1972, Mr. Morris has earned a reputation as one of the most visionary and influential retailers of the last 50 years. He pioneered the concept of destination retail and created an outdoor gear enterprise that is one of the most beloved and well-recognized brands in North America. Today, Bass Pro Shops has more than 100 retail stores and marine centers across North America and 20,000 associates welcome more than 120 million visitors annually. In October 2016, Mr. Morris unveiled ambitious plans for the next exciting chapter in Bass Pro Shops history – uniting with Cabela's and bringing together two iconic American outdoor companies with similar humble origins and a shared goal to

better serve those who love the outdoors. In conservation circles he is often referred to as a modern-day Teddy Roosevelt for his leadership, personal commitment and dedication to conservation efforts. He is one of the country's leaders working to ensure natural habitats, wildlife and the outdoors remain healthy and abundant for future generations to protect and enjoy, having established a significant personal legacy that spans national initiatives and extensive partnerships supporting conservation organizations. More than 40 years after Mr. Morris began helping people connect with nature through a tiny bait shop, he and his companies continue to have a significant impact on communities and the future of conservation with a mission to inspire people to enjoy, love and conserve the great outdoors.



PATRICK PACIOUS – is President and CEO of Choice Hotels International, Inc., one of the world’s largest hotel companies. Under his direction, Choice has built industry-leading global technology platforms that resulted in improved profitability and efficiencies for the company’s franchised hotel owners. He also spearheaded the company’s significant growth in the upscale segment with both Cambria hotels and The Ascend Hotel Collection, as well as the successful transformation of the Comfort brand. Before becoming CEO in 2017, Mr. Pacious was most recently the company’s president and chief operating officer. He has led strategy and growth initiatives within the areas of technology, innovation, distribution, brand, marketing, franchise services, and performance analytics. Mr. Pacious received his bachelor’s

degree in political science and Latin American studies from Duke University. He earned a master’s degree in business administration from the Kellogg Graduate School of Management at Northwestern University, and served as a U.S. Navy officer in surface warfare and strategic planning from 1987 to 1993. Currently, he is a member of the board of directors of the Wolf Trap Foundation for the Performing Arts.



JIM ROGERS – is the former CEO of Kampgrounds of America (KOA), a position he held from 2000 to 2016. KOA is the largest network of franchised family campgrounds in the world. As CEO, Mr. Rogers focused on strategic partnerships and corporate growth. Prior to becoming KOA CEO, he worked for Caesars/Harrah’s Entertainment Inc. in a variety of positions, including Senior Vice President and General Manager of Harrah’s Reno, Vice President of Marketing for Northern Nevada, Vice President of Marketing in Atlantic City and Senior Financial Analyst. In addition to helping KOA, Mr. Rogers served as President for the Western Region of Boys Scouts of America (BSA) from 2008 to 2010. An Eagle Scout, he received the Distinguished Eagle Scout Award in 2002, and in 2016 was awarded the

prestigious Silver Buffalo Award. He now serves on the BSA National Executive Board as well as on the Nevada Area Council Board of Directors. He holds a Bachelor’s degree from the University of California-Berkeley and an MBA from UCLA.



K.C. WALSH – is the President of Simms Fishing Products, based in Bozeman, Montana. Simms produces and sells top quality fishing gear to protect anglers from the elements, including waders, wading boots, fishing jackets and a full line of sun protection clothes for fishing. Active in conservation and industry organizations, Mr. Walsh recently served as Treasurer and a Director of the Recreational Boating and Fishing Foundation. Mr. Walsh, a passionate angler and entrepreneur, acquired the company and relocated it to Bozeman in 1993. Under his leadership, Simms introduced breathable waders in a trailblazing partnership with W.L. Gore & Associates (makers of GORE-TEX® fabric). Prior to his leadership of Simms, he was a management consultant with Deloitte and Vice President of Petro-Lewis.



BILL YEARGIN – is President and CEO of Correct Craft, a ninety year old marine industry holding company with global operations. Correct Craft’s subsidiaries include Nautique Boats, Aktion Parks and Pleasurecraft Marine Engines. Under his leadership Correct Craft has won all of their industry’s major awards including Manufacturer of the Year, Boat of the Year, Most Innovative Product, and many others. Additionally, in a State with over 18,000 manufacturers, the company was recently recognized as Florida’s Manufacturer of the Year. One industry publication described Correct Craft under Mr. Yeargin’s leadership as being “on an aggressive improvement path the likes of which the marine industry has never

seen.” A passionate lifelong learner, Mr. Yeargin has earned a Bachelor’s Degree in Accounting, an

MBA and is a Certified Public Accountant. He has also studied international business at both Harvard Business School and the Massachusetts Institute of Technology. He has served on numerous for profit and non-profit boards and has personally received many of the marine industry's most prestigious awards. He was honored to be presented the Governor's Business Ambassador Award by the Governor of Florida. He resides in Orlando, Florida and is married with two adult daughters.

EX-OFFICIO MEMBERS



RICK MAY – is a retired and decorated U.S. Navy SEAL Captain who serves the U.S. Department of the Interior as the Secretary's Senior National Advisor for Recreation. He oversees recreational activities on public lands and waters, with the aim of creating access and opportunities. Since his departure from active duty in 2010, he has worked with wounded veterans in various types of recreational activities, helping them to reintegrate back into mainstream America. He is a graduate of Sonoma State University with a Bachelor of Arts degree in Biology and he also holds a Master of Arts degree in Human

Resource Management. A surfer, mountain bicyclist, motorcycle racer, winemaker, businessman and more, Mr. May has remarkable passion and energy, breadth of interest and leadership skills. At Interior, his roles include removal of barriers to responsiveness by the department to public/private partnership opportunities and expansion of recreation. He plays a central role in the work of the Made in America Outdoor Recreation Partnership Advisory Committee and implementation of Secretarial Order 3366, "Increasing Recreational Opportunities on Lands and Waters Managed by the U.S. Department of the Interior."



DAN SMITH – is Deputy Director, Exercising the Authority of the Director for the National Park Service. He leads more than 20,000 National Park Service employees who care for America's 417 national parks and NPS programs that help communities across the nation preserve local history and create close-to-home recreational opportunities. Deputy Director Smith served as superintendent of Colonial National Historical Park from 2004 to 2015, where he managed a 23-mile parkway and three historic sites. During his tenure at the park, Deputy Director Smith oversaw the

completion of a new visitor center and a new research center at Jamestown in preparation for the 400th anniversary commemoration of the settlement in 2007. His other assignments in the National Park Service include serving as Special Assistant to the National Park Service Director and Assistant Director of Legislative and Congressional Affairs. He also served as Deputy Assistant Secretary for Fish and Wildlife and Parks at the Department of the Interior, where he was responsible for the multi-billion dollar budgets and programs of the National Park Service and U. S. Fish and Wildlife Service in coordination with congressional representatives, state and local governments, and other important partners. Deputy Director Smith was born in Maine. A Vietnam War veteran, Deputy Director Smith served in the U.S. Army's 4th Infantry. He received his Bachelor of Arts degree in Political Science and Master of Science degree in Recreation Administration from the University of North Carolina, Chapel Hill. He is an Eagle Scout.

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