



Featured Speakers

May 6-7, 2024



ONIKA ABRAHAM LEE is the Executive Director of Blue Sky Funders Forum, which convenes, inspires, and grows the community of funders supporting equitable access to meaningful outdoor experiences and connections to nature. Onika formerly led Farm School NYC, which offers adults comprehensive, professional training in sustainable agriculture that is grounded in social and food justice. She earned a Bachelor of Arts degree from Georgetown University and an MBA from Baruch University. She was an inaugural 2019 Seeding Power Fellow and completed the Farm and Garden Apprenticeship at the Center for Agroecology and Sustainable Food Systems (CASFS) at the University of California, Santa Cruz. Onika is a founding Board Member of Black Farmers Fund, Black Farmers United NYS, and Food for the Spirit, and she lives and gardens in beautiful Bedford Stuyvesant, Brooklyn, NY.



STACY BARE is a husband, father, skier, biker, and general outdoorsman. He is currently the Executive Director of Friends of Grand Rapids Parks. He served with the US Army in Bosnia and Iraq.

Upon his return he found healing and connection back to America through time outdoors. He is also a National Geographic Adventurer of the Year and award-winning film producer who has completed expeditions to Angola, Iraq, Afghanistan, and Kyrgyzstan.



LUIS BENITEZ is the vice president of global government affairs at Lululemon. The son of an Ecuadorian aerospace engineer and an American primary school art teacher, Benitez is a former international mountaineering guide. In 2001, he guided famed blind mountaineer Erik Weihenmayer to the summit of Mount Everest, and he has led more than 30 expeditions to the highest peaks on every continent. In 2015, Benitez was appointed director of the Colorado Outdoor Recreation Industry Office by Colorado governor John Hickenlooper, a significant step in what many see as a political career leading to the Colorado governor's office and beyond. In 2019, he became vice president of governmental affairs and global impact for VF Corp, then in 2023, he was appointed chief impact officer for the Trust for Public Land.



CURAN BONHAM is a Program Officer at the Richard King Mellon Foundation (RKMF), where he manages a portfolio of grants and program-related investments focused on protecting, preserving, and restoring America’s environmental heritage. He brings more than 20 years of experience leading on-the-ground conservation initiatives across more than 20 countries. A published author, Curan specializes in conservation finance, land management, and impact optimization.



STEVE BULLOCK served as the 24th Governor of Montana from 2013 to 2021 and as the Montana Attorney General from 2009 to 2013. Prior to serving in public office, Bullock practiced law in Washington, D.C. and Helena, Montana. He worked as a lawyer for the Montana Department of Justice and the Montana Secretary of State.

Bullock was born in Missoula, Montana and raised in Helena. He received his undergraduate degree from Claremont McKenna College and his law degree from Columbia University School of Law. He was elected chair of the National Governors Association (NGA), Western Governors Association (WGA) and Democratic Governors Association (DGA).

He serves on the Board of Directors of Coalition to Empower our Future. His most important role is husband to Lisa and father to Caroline, Alexandria and Cameron.



DOUG BURGUM is the 55th Secretary of the U.S. Department of the Interior.

Raised in Arthur, North Dakota, Burgum worked as a chimney sweep to help pay his way through North Dakota State University before earning an MBA from Stanford University. In 1983, Doug literally “bet the farm” to provide seed capital for a software startup called Great Plains.

Doug led Great Plains through a successful IPO and grew the company to over 2,000 employees before its acquisition by Microsoft. Burgum remained with Microsoft for six years as the Senior Vice President of Business Solutions.



Doug later co-founded Arthur Ventures and served as chairman for international software companies including Atlassian, SuccessFactors, and as a board member for Avalara.

In 2016, Burgum was elected to serve as North Dakota's 33rd Governor. In 2020, he was re-elected in a landslide. Under his leadership, North Dakota passed the largest tax cut in state history and dramatically reduced red tape.

As a testament to Burgum's leadership, Forbes named him "America's Best Entrepreneurial Governor." During his tenure, North Dakota experienced the highest growth in real GDP and had the lowest unemployment rate in the country.

Burgum has three adult children. He is married to Kathryn Burgum, a nationally recognized advocate for addiction recovery.



KATHRYN BURGUM has worked for more than a decade alongside policymakers, healthcare and treatment industry leaders, tribal leaders, community organizations, people with felony convictions and families to change how America understands and responds to addiction.

Her work is grounded in lived experience - personal and professional - and shaped by years of engagement at the state and national level.

For eight years, as First Lady of North Dakota, she championed eliminating of the stigma addiction with her groundbreaking initiative Recovery Reinvented – using the power of storytelling to change perceptions and inspire recovery. Sharing stories of how lives - including hers, have been impacted by addiction. This approach worked. North Dakota is the first state in the nation to measure the stigma of the disease of addiction. Through Recovery Reinvented and the grassroots efforts of communities, stigma was reduced by 20%. Kathryn has seen firsthand the life saving, life changing, benefits of approaching addiction as a life long, chronic, relapsing, treatable brain disease versus current treatment where addiction is considered an episodic condition and treatment usually starts at crisis levels. This approach to care is fragmented and people often fail at achieving recovery because of gaps in care and insurance coverage.

When addiction is addressed with the same seriousness, continuity of care, and accountability as other chronic diseases, lives are saved and outcomes improve—leading to



greater stability for families, stronger communities, and a nation restored.

Her work is personal. Like millions of Americans, Kathryn's life has been shaped by her own addiction and recovery and that experience informs every conversation, recommendation and commitment she makes. She believes recovery is possible on a national scale and complex systems can change.

The Great American Recovery initiative was created through Executive Order by President Trump January 29, 2026. It is a White House-led effort focused on transforming the nation's approach to prevention, treatment, and long-term recovery from the chronic disease of addiction.

Kathryn currently serves as Co-Chair of Great American Recovery along with Health and Human Services Secretary Robert F. Kennedy, Jr. She is also White House Senior Advisor for Addiction Recovery.



JASON CURRY is the director of the Utah Division of Outdoor Recreation. He graduated from the University of Utah with a Bachelor of Science in economics. He has worked in natural resources for 26 years, including a variety of roles in recreation, land management, law enforcement, wildfire, and public relations. Curry previously served as vice commander and training officer for the Davis County Sheriff's Search and Rescue Team, and worked many years on incident management teams throughout the U.S. During his time in the Division of Outdoor Recreation, Curry has been a relentless advocate for the physical and mental health benefits of playing in nature. Growing up and raising a family in the west, he is a lifelong outdoor recreation zealot and is an avid mountain biker, backcountry and alpine skier, climber, sailor, and backpacker. He claims to be a trail runner, but true trail runners get a laugh out of that.



SASHA DIGIULIAN is one of the best female climbers in the world, with over 800,000 followers across her social channels. She is an Adidas Global athlete and Red Bull's only North American female climber. Sasha has been climbing for 22 years. She has been Female Overall World Champion in climbing, as well as the undefeated panAmerican Champion and 3-time US National Champion. Sasha was the first North American Woman and 3rd Woman in the World to climb the grade 5.14d (9a). She has traveled to over 50 countries globally and accomplished 30 First and First Female Ascents around the world including Big Walls of 5.14 grades.



These accomplishments have garnered her worldwide attention including gracing the cover of 27 magazines and features including Oprah, Good Morning America, The Today Show, 60 Minutes Sports, Nightline, CNN, BBC, Vogue, TIME, as well as global endorsement deals. Sasha believes in the transformative power of sports on youth and female development. As a woman making a career within a traditionally male dominated space, she has stood for equality in sport, access, pay, and treatment of female athletes. As founder of Female Focused Adventures, a production company that centers around storytelling in the female adventure space, and empowering female content creators, Sasha strives to bolster the access and experiences of other women in the outdoors.



DR. LAURA GOLDBERG is currently an assistant professor of ophthalmology at the Wilmer Eye Institute, Johns Hopkins University. Dr. Laura Goldberg graduated from the New England College of Optometry and completed a residency in primary care and ocular disease at the Veterans Affairs Medical Center in Wilmington, Delaware. While studying optometry, she performed research on possible causes of developmental progression of myopia in children and received a master's degree in vision science. Her research sparked her passion for myopia control, and she currently offers a myriad of therapies to help slow the progression of nearsightedness.



LEE GORDON is the Chief Communications Officer for Brunswick Corporation, responsible for all global communications, public affairs, public relations, government affairs, crisis communications and media relations for Brunswick and all its brands. He has had a 15-year career as an Emmy-nominated TV news/sports anchor for CBS and FOX, as well as a sideline reporter for the NFL on Fox and ESPN Radio.



CJ GOULDING is a community builder, strategist, and storyteller working at the intersection of health equity, nature, and collective care. His work is rooted in the idea that healing happens through connection to ourselves, to each other, and to our environment. He believes that healing and equity require more than access to care; they require belonging, investment, and culturally rooted support.

He is the co-founder of Boyz N The Wood, a nature-based organization that invests in Black men through immersive experiences integrating outdoor exploration with mental health practices and cultural reflection. Through this work, he has developed a wellbeing model that addresses health disparities by creating spaces that reduce stigma and center nature and community as essential tools for healing.

He brings this work to life through film, writing, and public speaking, using storytelling to expand how we understand health, healing, and belonging. He partners across sectors to design strategies and narratives that translate this vision into practice.



JARED HANLEY is a co-founder and CEO of NatureQuant. NatureQuant, based in Oregon, develops technologies that enhance the health impact of nature on humanity. Its patented nature assessment tools — NatureScore® and NatureDose® — quantify natural elements at static locations and track individual nature exposure over time. These tools promote time in nature as a vital health behavior with measurable benefits. NatureQuant has been recognized by the World Economic Forum as a Top Innovator, Fast Company's Next Big Thing, Apple App Store, and by The Wall Street Journal's Future of Everything. The company collaborates with federal and state agencies, healthcare organizations, and nature and health advocacy groups across the U.S. and internationally.

Prior to founding NatureQuant, Jared used data science and statistical modeling techniques and provided advisory services in technology, finance, energy, and real estate applications. He is a published author and speaker on ERISA laws and plans. He has a B.A. in Economics and a B.A. in Cognitive Science, both from Yale University. He is a FINRA-registered securities principal and a Chartered Financial Analyst.

Jared is also a former professional “mountain athlete” who continues to enjoy getting lost in the wilderness. Jared lives in Oregon with his amazing wife and two kids (he also has one questionable dog).



MIKE HAPPE joined Winnebago Industries in January 2016, as the president, chief executive officer and a director. Mr. Happe has led a transformation of the company into an outdoor recreation/lifestyle enterprise. Under his leadership, Winnebago Industries has grown both organically and inorganically, completed five acquisitions, including Grand Design RV, Chris-Craft, Newmar, Barletta Boats and Lithionics, and expanded its industry and geographic footprint.

Winnebago Industries' net sales, net income, RV and marine market share, and total shareholder returns have all grown significantly under Mr. Happe's leadership, as has the company's commitment to corporate responsibility. He worked previously at The Toro Company, a global manufacturer of turf and landscape maintenance and development solutions, where he most recently served as an executive officer and group vice president of Toro's Residential and Contractor business until 2015. A 19-year veteran of The Toro Company, Mr. Happe held a series of senior leadership positions throughout his career across a variety of the company's domestic and international divisions. Mr. Happe also serves as a director for H.B. Fuller Company. His knowledge of all aspects of the Winnebago Industries business positions him well to serve on the board. Mr. Happe's extensive experience and positions rising in complexity and breadth at Toro, including global business affairs, as well as his director position at H.B. Fuller, brings further expertise in corporate leadership and development and execution of profitable business growth strategy.



DR. CARRIE BESNETTE HAUSER is president and CEO of Trust for Public Land (TPL), a national nonprofit working to ensure everyone has access to the benefits and joys of the outdoors. TPL partners with communities across the United States to create parks, trails, and schoolyards, and to protect public lands and vast landscapes that strengthen health, climate resilience, and connection to nature.

Before joining TPL in 2024, Carrie served as president and CEO of Colorado Mountain College, where she led the system's eleven campuses to record graduation rates, closed equity gaps, expanded affordable housing for students and employees, and developed academic and training programs aligned with the outdoor industry. She was named the first President Emerita in the college's history.



Carrie has also held leadership roles with major private foundations, including the Ewing Marion Kauffman Foundation and the Daniels Fund. While at Daniels, she was a loaned executive to the Metro Denver Sports Commission, helping lead efforts to attract world-class sporting events to Colorado, including the Olympic Games. She co-chaired Denver's 2012 NCAA Women's Final Four basketball tournament.

Her extensive board service includes the American Council on Education, Vail Valley Foundation, Colorado Parks and Wildlife Commission, Great Outdoors Colorado, and American Rivers. Carrie earned her bachelor's degree from the University of Arizona, her master's and Ph.D. from UCLA, and completed the Advanced Management Program at the Wharton School of Business.

An avid outdoorswoman, Carrie has summited Mt. Kilimanjaro, a growing number of U.S. "high points" including Mt. Whitney, Mt. Rainier, and Katahdin, and all of Colorado's 58 fourteeners. She has also climbed to the Everest Basecamp and spent many summers as a "Swamper" on Colorado River trips through Grand Canyon National Park. She and her husband, Jeff, live in Colorado with their yellow lab, Gracie, and spend their free time exploring wild and remote places around the world.



ALISON HILL is the CEO of LifeStraw, a global safe water brand operating at the intersection of consumer product design, public health, and social impact. With a background in clinical care and public health, she has built her career around the belief that safe water is a human right, translating that into a consumer brand that scales both access and impact. She has led the development of LifeStraw for more than a decade, launching the brand into the retail market in 2012 while at its former parent company, Vestergaard. In 2020, she led the demerger of LifeStraw into a standalone company and was appointed CEO.

Over the past decade, Alison has grown LifeStraw into a category leader across outdoor, travel, home, and emergency preparedness. Under her leadership, the company has expanded globally, scaled across channels including Amazon, DTC, and major retail partners, and broadened its product portfolio from single use filtration to everyday hydration and home water solutions.

This growth has directly fueled impact. Through LifeStraw's Give Back program, more than 14 million children have



received a year of safe drinking water, making it one of the largest privately funded school based safe water programs in the world. Alison also oversees the LifeStraw Safe Water Fund, a 501(c)(3) operated through a fiscal sponsor, which extends the company's work into emergency response, community water projects, and menstrual health initiatives like SafiCycle.

Alison began her career in Zambia, managing a health facility serving more than 600 patients through community based HIV/AIDS and tuberculosis care alongside a 30 patient inpatient clinic. She later earned both an MPH and MBA from Johns Hopkins University and joined Vestergaard in 2009, where she pioneered one of the first programs to link carbon finance to safe drinking water, reaching over 4 million people in Africa.



FRANK HUGELMEYER is president and CEO of the National Marine Manufacturers Association, the foremost trade group for recreational boating and the largest producer of boat shows in North America. He's a founding member of the Outdoor Recreation Roundtable, the Washington D.C.-based coalition of America's leading outdoor recreation trade organizations, and vice-chair of the International Council of Marine Industry Associations.

Frank has more than 35 years of senior executive experience in the global sporting goods, outdoor recreation, and association management sectors. He's worked as the chief executive at three of America's most influential outdoor trade groups and as an executive for leading manufacturers and NYC's oldest sporting goods retailer.

Prior to joining NMMA in 2019, Frank was president at RV Industry Association and Go RVing. Before that, he was the longtime CEO of Outdoor Industry Association where he led the renowned campaign that defined the economic importance of the \$1 trillion outdoor recreation industry for the first time in our nation's history. He's also known for joining forces with Utah Governor, Gary Herbert, to establish the country's first state office of outdoor recreation.

His unique career journey has enabled him to collaborate with the world's leading outdoor public companies, consumer brands and retailers, a list that includes Nike, VF, Patagonia, Bass Pro, REI, Thor Industries and Winnebago, along with pinnacle marine brands like Brunswick, Yamaha, Polaris among many others.



Frank lives in the Washington D.C. area and maintains a home in Colorado.



PAUL JAHNIGE is the Director of Outdoor Recreation for the Commonwealth of Massachusetts. Prior to his current role, Paul was Greenways and Trails Planner at the Massachusetts Department of Conservation and Recreation. He has thirty-five years of experience working in environmental restoration and community development. Following a Masters in Environmental Studies from Yale and overseas work in Ecuador and Kenya, Paul founded *Community Resources*, an urban environmental non-profit that develops programs in minority, low-income communities across cities in the Mid-Atlantic. He is an avid outdoor recreator and involved in various community initiatives. He lives in Williamsburg, MA with his wife and enjoys the exploits and visits home of his three children.



DR. VANESA KARAMANIAN is the Director of [Healthier Together](#) at the Children's Hospital of Philadelphia, leading the hospital's largest community health initiative improving the social, economic, and environmental conditions for children and families in Philadelphia. She also leads CHOP's Food is Medicine programs to improve access to nutritious food and resources as an essential aspect of care for all CHOP communities.

Dr. Karamanian's professional career includes twenty years of combined experience in medical care, public health and research across multiple disciplines including chronic disease, maternal and child health, food insecurity and nutrition, access and utilization of clinical care, and the influence of socioeconomic and environmental conditions in health outcomes. In these capacities, she has worked with national and international non-profit organizations, governmental agencies, healthcare systems, and academic institutions.

Dr. Karamanian received her Medical Degree at Universidad Favaloro in Buenos Aires, Argentina and Master in Public Health and Global Health focus at the University of Pennsylvania. Along with her work at CHOP, Dr. Karamanian is an Adjunct Professor at the University of Pennsylvania School of Medicine and Associate Scholar at Penn Center for Global Health.



JOHN KELLY is the Chief Innovation & Strategy Officer of Kelly & Associates Insurance Group, Kelly & Associates Financial Services (Kelly Benefits Payroll), Kelly Benefits Exchange and Kelly Integral Solutions, collectively known as Kelly Benefits. Additionally, John is the President of Kelly Benefits Strategies, a division of Kelly & Associates Insurance Group, and Kelly Benefits Advisory, and also provides the strategic leadership to Kelly Benefits Advantage and the organization's technology.

In his overall innovation and strategy role, John is the company's chief innovator and long-range thinker. His core motivation is driven by his relentless commitment to helping make Kelly Benefits' clients better by delivering leading-edge strategies and solutions that increase efficiency and satisfaction while saving time and money. Kelly Benefits calls this "The Business of Better" – Making Businesses Better to Help Make a Better World." John's foresight has helped make Kelly Benefits the industry leader in tailored benefit and payroll management. He also pioneered Kelly Benefits' revolutionary Total Benefits Solution® philosophy and approach that integrates industry-leading expertise with customer-friendly administration and a proprietary web-based technology.

John graduated from Washington College in Chestertown, Maryland with a business management degree in 1987. He enjoys cycling, hunting, and fishing and is active in his community. John previously served on the Board of Visitors at the University of Maryland School of Medicine as well as its Board of Advisors for The Institute of Human Virology. He was also a longtime member and past chair of the Mt. Washington Pediatric Hospital Board of Trustees and is a past chair and an advocate for ShoreRivers, a riverkeeper conservancy which focuses efforts to improve the waters of the Chesapeake Bay.

John and his wife, Tee, have six children, Hannah, Johnny, Allie, Lydia, Micaiah and Boaz, and reside in Towson, Maryland.



HAROLD S. KOPLEWICZ, MD is the founding President and Medical Director of the Child Mind Institute and is a senior child and adolescent psychiatrist in the [Psychopharmacology Center](#). One of the nation's leading child and adolescent psychiatrists, he is known as an innovator in the field, a strong advocate for child mental health and a master clinician.

The mission of the Child Mind Institute, founded in 2009 by Dr. Koplewicz, Brooke Garber Neidich and Debra Perelman, is to:

- Offer best-in-class evidence-based clinical care



- Engage the global scientific community in visionary research to discover more effective treatments
- Educate and empower parents by providing trustworthy information and resources
- Use passionate advocacy to remove the stigma associated with psychiatric disorders

Dr. Koplewicz continues to guide the Institute towards accomplishing this mission. He has been repeatedly recognized in *America's Top Doctors*, *Best Doctors in America* and *New York Magazine's* "Best Doctors in New York," and was named one of WebMD's 2014 Health Heroes for his advocacy on behalf of children with psychiatric or learning disorders. He served as editor-in-chief of the *Journal of Child and Adolescent Psychopharmacology* for 25 years.



RICHARD LOUV is a journalist and author of eleven books, including his most recent, *NOTICING: Intimate Encounters with the Natural World*, available in June.

Richard is also author of the groundbreaking book, *Last Child in the Woods: Saving Our Children from Nature-Deficit Disorder*. In it, he documented what many parents and educators had sensed but couldn't name: that childhood had moved indoors, disconnected from the natural world. While "nature-deficit disorder" was never intended to be a medical diagnosis, it became a lens through which physicians, educators and caregivers could see, and name, a quiet crisis unfolding in homes, schools and communities.

What began as an idea expressed in a book became a rallying cry for an international movement, united by the belief that access to nature is the fundamental right of every child. With momentum growing, Richard co-founded the Children & Nature Network, a nonprofit working to connect children to nature everywhere they live, learn and play. Over the past 20 years, the organization he envisioned has grown to become a global leader in creating equitable access to nature in more than 100 U.S. communities and around the world.

In 2008, Richard was awarded the Audubon Medal, presented by the National Audubon Society. He is also the recipient of the Cox Award, Clemson University's highest honor, for "sustained achievement in public service."



A sought-after speaker, he has presented keynote addresses at events ranging from the American Academy of Pediatrics National Conference to the first White House Summit on Environmental Education.

Richard has written for the New York Times, the Times of London, Parents Magazine, Sierra Magazine, and many other publications. He has appeared on CBS This Morning, NBC's Today Show, ABC's Good Morning America, NPR's Talk of the Nation, and other programs.

Married to Kathy Frederick Louv, he is the father of two young men, Jason and Matthew. He would rather hike than write.



RUE MAPP is the Founder and CEO of [Outdoor Afro](#), a national not-for-profit that celebrates and inspires Black leadership in nature. What started as a blog became a powerful movement connecting tens of thousands of people annually in over 70 U.S. cities through guided hikes, conservation efforts, and outdoor experiences rooted in joy, culture, and belonging. She also launched Outdoor Afro Inc., a for-profit brand designing culturally relevant outdoor gear in partnership with companies like REI.

A National Geographic Fellow and former California State Parks Commission Chair, Rue has been recognized with the Heinz Award and featured in outlets like The New York Times, NPR, and Oprah's Book Club for her book Nature Swagger. She also leads initiatives on water safety and Black food heritage while serving on national conservation boards. Through all her work, she remains a joyful advocate for nature and community.



GINGER NAYLOR has excelled at building community through outdoor adventure throughout her more than 20 years of nonprofit leadership experience. In her role as chief executive officer, Naylor provides strategic leadership and vision for the OBUSA team and the network of Outward Bound Schools across the U.S. Prior to joining OBUSA, Naylor served as executive director of the Chesapeake Bay Outward Bound School (CBOBS), where she guided CBOBS in becoming the region's leader in experiential education. She has worked tirelessly to expand community access to the region's most spectacular outdoor spaces. Her expertise in aligning communities and philanthropy, as well as leading public-private partnerships, resulted in transformative funding for social justice programs, capital improvements, and public-school student experiences throughout the region. Her most



recent efforts launched a new Outward Bound office and program in Washington, DC.



STEVE NYGREN believes that if you want to change the world, start in your own backyard. The vision for the wellness community of Serenbe was born in an effort to protect the beautiful rural land and farm his family owned and had retired on, after a successful career in the hospitality industry.

After selling his corporation of 36 restaurants in the mid 1990's, Steve and his wife Marie retired to a farm outside Atlanta, with their three daughters. Six years later, he became concerned about urban sprawl invading their adopted country paradise and in 2000 led the effort to create the Chattahoochee Hill Country Alliance to bring together landowners, developers, and conservationists to find a mutually agreed upon solution for balanced growth. Through two years of community consensus building, a land use plan was adopted to preserve 70% of the 40,000 acres on the edge of Atlanta (land that is now the city of Chattahoochee Hills), while providing 20% more housing than the yields from traditional suburban sprawl.

In 2004, the Nygren's began the development of Serenbe interlacing agriculture and preserved land with a range of housing choices mixed with shops, galleries, restaurants and a destination luxury Inn. The result is reminiscent of century-old communities where many of your everyday needs are within a walkable distance and neighbors know and care for each other. Today, Steve serves as the Managing Partner of Serenbe and serves on numerous boards focused on nature, wellness and biophilia. He lives in the community full-time along with his three daughters, their husbands and four grandchildren.

Steve Nygren has won numerous awards ([link to awards page](#)) including the [Southface](#) Argon Award for individuals leading the way in advancing sustainability, "Leader in Innovation" award from the [Global Wellness Summit](#) and Georgia Trend magazine put him on their cover as the [Most Respected Business Leader in 2019](#).



TOBY O'ROURKE is President & CEO of Kampgrounds of America, Inc. (KOA), the largest branded system of campgrounds in the world, with over 515 locations across North America.

A leader at the intersection of technology, travel, and outdoor hospitality, Toby brings a unique background spanning digital marketing, technology consulting, software development, and brand management.

Under her leadership, KOA has advanced to become a data-informed organization with an innovative mindset, launching new ventures such as Terramor Outdoor Resorts and growing its reputation as a key source of industry insights through its annual *Camping & Outdoor Hospitality Report*.

She also spearheads KOA's strategic foresight work through a "Campground of the Future" initiative, which anticipates shifts in consumer behavior, technology, environmental conditions, and travel trends to shape the future of outdoor recreation and hospitality.

Toby holds an MBA from Northwestern University's Kellogg School of Management and a BA from the University of Notre Dame. Toby and her husband live in Billings, Montana, with their four children. As a family, they enjoy fly fishing, hiking, hunting, snowmobiling — and, of course, camping.



CLINT PURVANCE, MD has led Barton Health's journey towards excellence since 2007. As the President and Chief Executive Officer of Barton Health, Dr. Purvance works closely with the physicians and staff to improve the quality of care for all patients in the rural yet robust independent healthcare system. He was instrumental in Barton Health's transformation to being recognized for high-quality care through such accolades as being named on Newsweek's World's Best Hospital List multiple years in a row, receiving Blue Distinction designations for maternity care and joint replacements as well as most recently becoming a member of Cleveland Clinic Connected.

Dr. Purvance is a licensed emergency medicine physician (M.D.) and became a Certified Physician Executive (C.P.E.) by the Certifying Commission in Medical Management through the American College of Physician Executives. Prior to his current leadership position, he was Barton Health's Chief Medical Officer from 2007 to 2015. Dr. Purvance previously practiced emergency medicine at Barton Health beginning in



1999 and continues to provide care for patients on a volunteer basis in and around his community.



DR. NOOSHIN RAZANI is a pediatrician, epidemiologist, and founder of the Center for Nature and Health at UCSF Benioff Children's Hospital Oakland — one of the only programs in the country to fully integrate nature-based care into a clinical setting serving low-income families.

Over the past 15 years, Dr. Razani has built and tested a model that brings parks into the healthcare system — not as a wellness perk, but as a measurable, reimbursable medical intervention. Her randomized controlled trials of park prescriptions, published in peer-reviewed journals, demonstrated significant improvements in stress, resilience, and health outcomes for low-income children and families. She has led funded research through the California Office of the Surgeon General and others.

Dr. Razani holds an MD from UCSF, an MPH from Harvard School of Public Health, and is Associate Professor of Pediatrics and Epidemiology & Biostatistics at UCSF.



NATHAN REIGNER is Pennsylvania's Director of Outdoor Recreation. He is a social scientist with extensive experience analyzing, planning for, managing, and building collaboration to support outdoor recreation at every level from the local to the international. Throughout his career he has served as a policy analyst, consultant, business owner, university professor, conservation commissioner, and trail club leader, all with a focus on helping communities, parks, trails, and tourism destinations deliver outstanding experiences while protecting their essential character. A native of Pennsylvania, Reigner has a bachelor's degree in Anthropology and Sociology from Gettysburg College, a Master of Science in Forestry from Virginia Tech, and a Doctorate in Natural Resource Management from the University of Vermont.



DR. DAVID SABGIR founded Walk with a Doc in 2005 after becoming frustrated by his inability to affect behavior change in a clinical setting. Walk with a Doc started as David realized how critical physical activity was for his patients and how much it was lacking. Many years later, Dr. Sabgir continues to personally invite his patients to walk alongside him as a Walk with a Doc leader. David has been honored to be a CNN Hero, and to see Walk with a Doc featured in print and broadcast media all over the world. The Walk has evolved to focus on not only physical activity but nature, social connectedness, and education. He absolutely loves Walk with a Doc and sees it as a critical next step in the care of our communities.



GLORIA SCHOCH is executive director of The VF Foundation and director of global impact at VF Corporation, a global leader in apparel and footwear. Some of VF's iconic brands include The North Face, VANS, Timberland, Smartwool, and Dickies. Gloria oversees The VF Foundation's strategic vision to advance the company's philanthropic commitment to environmental justice, conservation, and education and workforce development, with an inclusion, equity, and diversity lens for the betterment of people and planet. Active in the community, Gloria is board chair of the Latino Community Foundation of Colorado. She also serves on VF's Council to Advance Racial Equity (CARE), is a board member of the Denver Metro Chamber Leadership Foundation and the Downtown Denver Partnership, and sits on the advisory board of the University of Colorado School of Public Affairs. Gloria is a 2019 McKinsey Academy CiviCO Fellow. She was honored with the Latinas First Foundation's Trailblazer Award (2019), Denver Business Journal's Outstanding Woman in Business Award (2018), and recognized by the Colorado Women's Chamber of Commerce as one of the Top 25 Most Powerful Women in Colorado and Denver Metro Chamber Champion (2018). She also received the Advocate of the Year Award from MillerCoors Women's Employee Resource Group (2017) and was recognized as a Young Hispanic Corporate Achiever in 2012 by the Hispanic Association on Corporate Responsibility. She also is an American Marshall Memorial Fellow of the German Marshall Fund of the United States (2012). In 2009, Gloria received the Colorado Women's Chamber of Commerce's Young Professional of the Year Award and was named one of "Forty Under Forty" by the Denver Business Journal. She is also a graduate of Leadership Denver (2009). Gloria holds a B.S. in anthropology and business from the University of Colorado at Boulder and an M.S. in public administration management from the University of Colorado at Denver.



RYAN SMITH is a Director in Baird's [Global Industrial Investment Banking Group](#). Based in Chicago, Ryan specializes in [Vehicle Technology & Mobility](#).

Prior to joining Baird in 2015, Ryan worked for PNC Bank, where he focused on structured finance and senior debt transactions with large corporate clients. Since joining Baird, Ryan has participated in numerous completed M&A and capital markets financing transactions involving sponsor-owned, privately held and publicly traded companies.

Ryan received a bachelor's degree in finance from the University of Pittsburgh, with honors and an MBA from the Kellogg School of Management at Northwestern University.



ROGER STILL, Founder and Executive Director of One Health Us, is currently capping his career working to integrate nature, food, and human health into a tangible approach that can be scaled from his community to others. Still has a wealth of knowledge and experience spanning over twenty-five years from his time as a senior executive at Nature Conservancy and National Audubon Society, in addition to being a consultant to philanthropic, non-profit, and for-profit organizations. He leads partnership development for the Boone County One Health pilot in Columbia, Missouri and around Missouri where he is pioneering methods at the intersection of nature and health through public health campaigns and lifestyle medicine clinics.



KRISTINE STRATTON is the president & CEO of the National Recreation and Park Association (NRPA), the leading national non-profit dedicated to building strong, healthy, and resilient communities through the power of parks and recreation. In this role, she leads the organization's strategic mission of ensuring quality of life for all by supporting, strengthening, and celebrating the field of parks and recreation. NRPA is the backbone organization for close-to-home park and recreation systems and serves as the national voice for park and recreation professionals, harnessing the passion and power of NRPA's more than 60,000 members and the millions of individuals they serve.

As a park and rec kid who has spent a lifetime learning, growing and thriving in public parks and the great outdoors, Kristine has worked at the intersection of people and the environment for over 20 years. Before joining NRPA, she served in executive leadership roles at Earthjustice, Waterkeeper Alliance, and the Conservation Law Foundation and has



volunteered on the boards of Outdoor Afro, 1% for the Planet, Defend Our Health, Protect Our Winters, and RESPOND, Inc. Kristine has an MA in Urban and Environmental Policy and Planning from Tufts University and a BSBA from Boston University.

Kristine returned to her home state of Maine during the pandemic and enjoys exploring its coastal and inland waters, parks and trails. Her greatest honor is visiting national, state and local park and recreation systems across the country, connecting with park and rec professionals, and championing their incredible work for all of us.



DR. MICHAEL SUK, a practicing board-certified orthopaedic surgeon, was first elected to the American Medical Association Board of Trustees in June 2019 and served as board chair from June 2024 to June 2025. Throughout his career, Dr. Suk has been a national voice on the role of organized medicine, resident work hours, the social determinants of health, and a wide range of pressing public health issues.

An active and engaged leader from his earliest days in organized medicine, Dr. Suk was the first medical student and first Asian American elected to the AMA Board of Trustees in 1994. He has also served on the AMA Council on Medical Service and as chair of the AMA Resident and Fellow Section, where he spearheaded governance guidelines on resident work hours. In 2016 he was appointed to the board of directors of the AMA Political Action Committee in Washington, D.C., helping to advance advocacy for the medical profession. Reflecting his expertise in performance excellence, quality and safety, he also serves on The Joint Commission Board of Commissioners where he is currently chair.

For over a decade, Dr. Suk was professor and chair of the Musculoskeletal Institute and the Department of Orthopaedic Surgery at the renowned Geisinger Health System based in Danville, Penn. Additionally, he served as chief physician officer of Geisinger System Services, where he provided clinical leadership over the system's \$1.5B enterprise supply chain and pharmacy division. As an academic chair, he expanded graduate medical education—doubling the size of the orthopaedic residency, founding new programs in physical medicine and rehabilitation, and establishing multiple fellowship programs.

An innovator and futurist in health care, Dr. Suk disrupted the conversation on value-based care by introducing the world's



first “lifetime warranty” for total joint replacement. He has advanced the use of digital health, AI and data-driven models to improve physician engagement, redesign clinical workflows and build sustainable systems of care. He is also a national leader in lifestyle medicine, advocating for the integration of nature, recreation and play into strategies for well-being. A White House Fellow under President George W. Bush and a Baldrige Executive Fellow, Dr. Suk is widely recognized for his ability to bridge clinical, legal, business and policy perspectives to drive transformative change.

Dr. Suk earned a BA in African American history from Carleton College before simultaneously completing an MD at the University of Illinois College of Medicine and a JD/MPH with a concentration in health law at Boston University. He trained in orthopaedic surgery at Montefiore Medical Center in New York and completed a fellowship in orthopaedic trauma at the Hospital for Special Surgery in New York City. He later earned an MBA at the University of Scranton.

Dr. Suk enjoys coaching innovative, entrepreneurial leaders seeking to cross traditional boundaries, all activities in the great outdoors, travelling with his family, and playing golf and tennis. He and his wife, Jennifer, have three children.



JASON SUMNERS serves as the 10th Director of the Missouri Department of Conservation. During his tenure at MDC, Jason has been instrumental in developing the agency’s strategic and operational direction, served as Deputy Director, Chief of Wildlife and Science Branches, led the state’s white-tailed deer management program, took part in Missouri’s elk reintroduction efforts, developed a private lands deer management program, and led the Department’s effort to develop and implement a chronic wasting disease (CWD) management and surveillance strategy. Jason received a Bachelor of Science in Fisheries and Wildlife from the University of Missouri and a Master of Science in Biology from Mississippi State University. He is a fellow of the National Conservation Leadership Institute, professional member of the Boone and Crockett Club, active member of several regional and national conservation related committees and has been recognized by the Conservation Federation of Missouri and the Association of Fish and Wildlife Agencies for his leadership in science-based approaches to wildlife conservation.



DR. POOJA SARIN TANDON is Health Director at Trust for Public Land (TPL), a national nonprofit working to ensure everyone has access to the benefits and joys of the outdoors. She is also a Professor of Pediatrics and Public Health at the University of Washington (UW), and a researcher at the Seattle Children’s Research Institute.

Dr. Tandon was the senior author of a [landmark 2021 paper](#) in the journal Pediatrics, on the relationship between nature contact and children’s health, and has published widely on this topic including co-authoring Digging Into Nature: Outdoor Adventures for Happier and Healthier Kids, which explores the transformative power of nature for families. She served on Washington state’s Parks Rx Legislative Task Force, where she worked towards the development of a pilot statewide “Parks Prescription” program and is on the authorship team for the Nature Record, the first holistic assessment of U.S. lands, waters, and wildlife, and the benefits they provide. Her powerful TEDx talk titled “[The Power of Belonging in Nature](#)” underscores her commitment to ensuring that every individual has the right to play, learn, and thrive in the outdoors.

Pooja attended college and medical school at Brown University, trained in pediatrics at Boston Children’s Hospital and Boston Medical Center, and earned her Master of Public Health degree at UW.



I LING THOMPSON is the Chief Executive Officer of the Foundation for America’s Public Lands, the congressionally chartered charitable partner of the Bureau of Land Management. As a mission-driven leader with two decades of expertise in global land and water conservation, I Ling has dedicated her career to fostering people’s love, connection and stewardship of the outdoors. Before joining the Foundation, I Ling held leadership roles with The Nature Conservancy, Trust for Public Land and the Outdoor Industry Association.

I Ling drove the game-changing 2012 Outdoor Recreation Economy Campaign, which significantly elevated and reframed the industry’s impact on the U.S. economy. She has earned recognition for her work, including receiving the 40 Under 40 Outdoor Industry Award. I Ling also remains active in the community through her board service with the Theodore Roosevelt Conservation Partnership, the Keystone Policy Center and the Together Outdoors Governance Council.



ROBIN THURSTON is the CEO of Outside, the world's leading creator of active lifestyle content and experiences. Formerly known as Pocket Outdoor Media, Robin acquired Outside Magazine in early 2021 along with OutsideTV, AthleteReg, Cairn and others. Approximately 41 brands now fall under the Outside umbrella, including publications like Women's Running, Yoga Journal, SKI, Backpacker, Climbing, and Pinkbike, trail-mapping services like Gaia GPS and Trailforks, and events such as Roll Massif and the Warren Miller Film Tour. Under his leadership, Outside is reinventing how active lifestyle participants consume content, participate and engage, increase knowledge, find gear, and ultimately perform in their activity.

Before joining Outside, he ran a consumer genetics company called Helix in Silicon Valley before returning to his home state of Colorado. Prior to Helix, Robin co-founded and built MapMyFitness into one of the world's largest open fitness tracking platforms. Following the acquisition of MapMyFitness by Under Armour, he joined the innovative sports apparel organization and served as Chief Digital Officer, where he led the overall strategic direction of the company's Connected Fitness and eCommerce business.

Robin spent the first ten years of his career building a mutual fund classification and ratings platform at Lipper (a Thomson Reuters Company), as well as a risk and compensation platform at both American Century Investments and Wellington Management. He graduated with a MS in Finance from University of Colorado at Denver and lives with his wife and three children in Boulder, Co. He is a lifelong cyclist who started riding and racing in the early 1980's.



LINDA POWERS TOMASSO investigates nature as a health-promoting exposure and intervention strategy in her role as environmental health researcher at the Harvard Chan School of Public Health, where she completed her doctoral and post-doctoral work under the mentorship of Prof. Jack Spengler. Her mixed-methods approach to exposure assessment brings qualitative insights to a discipline typically based on quantitative associations with time outdoors. Specifically, she has investigated how nature contact affects cognitive and emotional health, patterns of nature-seeking behavior, and barriers that exist to nature engagement across most demographic groups.

Linda is currently co-creating the tools to share nature-based solutions with communities of impact to improve nature access and climate-related inequities. Since 2024, she has served as Course Director for *Advancing the Sustainable Reconstruction of Ukraine*, an on-line free-of-charge course which has trained over 100 Ukrainian professionals shouldering the burden of societal reconstruction in their country post-war. She also teaches the core methods in the graduate Sustainability Program at Harvard Extension School. An MS from Georgetown University, MA from Harvard in Environmental Management, and an early career with the U.S. State Department shaped Linda's policy background and grounds her applied research efforts in translating nature and health evidence into practice.



ANDY TREHARNE joined Capital One in 2023 and serves as the company's primary liaison with state attorneys general offices and associations including the Republican Attorneys General Association, Democratic Attorneys General Association, and the Attorneys General Alliance. He is also responsible for Capital One's state government affairs engagement in Texas, and several other states.

Prior to Capital One, Andy worked in a variety of roles for the Congressional Sportsmen's Foundation including interaction with state legislatures, governors, federal agencies, and the United States Congress. He also served as the Policy Director for the Republican Caucus in the Colorado General Assembly and began his career working for the U.S. Senator Wayne Allard (R-CO) in Washington, DC. In 2017, he was appointed by Governor John Hickenlooper to serve on the Colorado Parks and Wildlife Habitat Stamp Committee and is currently on the Board of Directors for The Great Outdoors Fund. Andy holds a master's degree in Public Administration with a concentration



in Environmental Policy Management and Law from the University of Colorado at Denver and completed his undergraduate education with a bachelor's degree in Political Science from the University of Colorado at Boulder.



JESSICA (WAHL) TURNER is the first President of the Outdoor Recreation Roundtable (ORR), America's leading coalition of outdoor recreation associations and organizations. Under her leadership, ORR has connected all segments of the outdoor recreation economy to pass historical legislation like the Great American Outdoors Act and achieve millions of dollars in funding for public lands, waters and rural gateway communities. Jessica has over a decade of experience navigating the halls of The White House, Department of the Interior (DOI), Capitol Hill, state recreation offices and outdoor lifestyle businesses.

Prior to ORR, she directed Outdoor Industry Association's (OIA) outdoor recreation portfolio in Washington D.C. where she successfully gained landmark government recognition of outdoor recreation's contribution to the national Gross Domestic Product as one of America's leading industry sectors. Jessica began her career at the Department of the Interior where she managed external relations for the Secretary, as well as First Lady Michelle Obama's Let's Move! Outside and Let's Move! in Indian Country initiatives. Jessica is also the co-founder and past-chair of the Coalition for Outdoor Access, serves on the Board of the American Conservation Coalition, Advisory Council of Oregon State University's Outdoor Economy Program, Business Advisory Council for the National Oceanic and Atmospheric Administration and has been recognized for her leadership in D.C. and the outdoor industry with Outdoors' 30 Under 30 and the Hill's Top Lobbyist. Jessica has a Master of Arts and bachelor's degree in American Government from Georgetown University and is a passionate outdoorswoman.



KAI TWANMOH is the Head of Brand Engagement at AllTrails, where she leads partnerships, communications, and the company's social and environmental impact program. Kai is passionate about connecting people to the outdoors and building mission-driven consumer brands.

Before joining AllTrails, Kai worked in strategy and partnerships roles at Nike. Earlier in her career, she helped build the National September 11 Memorial and Museum in New York City, shaping its design and foundational exhibits. She serves as an advisor to brands and nonprofit organizations looking to tell transformational stories and unlock new growth.

Kai is based in Portland, Oregon. She and her partner Ryan are in frequent pursuit of outdoor adventures, with their young sons and big dog in tow.



KEVIN WILLIAMS is a dynamic leader in the recreational boating industry, driving innovative B2B and B2C marketing strategies as the Vice President of North American Marketing for the National Marine Manufacturers Association and the Discover Boating consumer brand across the U.S. and Canada. He leads the development of cutting-edge, data-driven campaigns that meet the evolving needs of both consumers and businesses. Kevin plays a pivotal role in expanding the boating sector by empowering association members and forging deeper emotional connections with traditional, next-generation, and diverse consumer segments, all while promoting the vibrant boating lifestyle.

A passionate advocate for inclusivity, Kevin also serves as a board member for Together Outdoors, where he champions efforts to make recreational activities more welcoming to all communities.

Before joining NMMA, Kevin was the Head of Multicultural Marketing and Diversity & Inclusion for BMW of North America, LLC., where he spearheaded campaigns for BMW, MINI Cooper, and BMW Motorrad, while leading diversity initiatives that advanced the company's supplier diversity and HR strategies. His earlier experience as Executive Vice President at Matlock Advertising & PR saw him elevate BMW's multicultural marketing efforts and play a key role in securing and managing the MINI USA account.

Kevin's expertise in cultural marketing also includes his tenure at GlobalHue, the largest multicultural agency in the U.S. at the time, where he crafted impactful strategies for clients like



Bermuda Tourism and secured a \$30 million investment from Verizon Wireless to launch the “How Sweet the Sound” gospel music tour.

Rooted in a lifelong fascination with brand strategy, Kevin’s career began after earning a bachelor’s degree in marketing from the University of Illinois, Champaign. His early roles at Eastern Airlines and Coca-Cola, where he helped brand Olympic Games properties, laid the foundation for his future marketing leadership.



GARY WILMOT brings direct experience and a true affinity for rural communities to his role as executive director at LOR. Based in Lander, Wyoming—one of the seven small towns LOR currently works with—Gary aims to accelerate promising solutions from the region and ensure the rural voices from the Mountain West influence a national dialogue.

[LOR](#) occupies a unique place in the philanthropic space, both because of its focus on improving quality of life in rural places and because of its belief that local people can—and should—be the engines behind solutions in their towns. LOR’s role is simply to provide the support they need to bring their ideas to life.

Gary was drawn to LOR’s listen-first approach and its commitment to authentic, community-driven work. He spent 20 years as an educator and program manager at NOLS, most recently serving as the school’s development and alumni director and member of its executive management team. In recent years, Gary also led the Wyoming Outdoor Council as executive director and co-chaired Wyoming Governor Matt Mead’s Outdoor Recreation Task Force, which aimed to expand and diversify the state’s economy.

Gary is an avid marathoner, triathlete, and accomplished climber and mountaineer. Recreation is what attracted Gary to the small-town West, but the sense of community is what kept him in the region.