



Conservation &  
Natural Resources  
Advisory Council

## ***CNRAC Conversations: Economics and the Outdoors*** ***Wednesday, October 27, 2021, 9:30 to 11 a.m.***

### **Join the Conversation**

As an advisory board to Pennsylvania's Department of Conservation and Natural Resources, the Conservation & Natural Resources Council (CNRAC) provides input from a public perspective to the Department regarding conservation and stewardship of natural resources. CNRAC Conversations are being held to gain ideas, comments and suggestions from stakeholders and users of public lands across Pennsylvania. CNRAC will use the input to help DCNR create better outdoor experiences for all Pennsylvanians. Our second discussion in the series will address the impact public assets like parks, forests, rivers and trails have on our economic and community health and vitality. Discussion also will include the increased growth in outdoor use and visitor expectations and the concern with aging infrastructure.

### **Meet The Speakers**



**Kevin Schreiber, CEO, York County Economic Alliance:** Since 2016, Kevin has served with the county's primary business resource for facilitating expansion, funding, redevelopment, networking, business-to-business promotion, advocacy and workforce development among many other services. Kevin's previous experience includes serving as a PA State Representative.

**Piper VanOrd, Owner, Allegheny Outfitters:** After eight years as an air traffic controller in the US Navy, Piper moved home to Warren in 2006 to make a go of AO. She is Leave No Trace Master Educator and ACA Level II Kayak Instructor certified. She is a published author and one of the founding members of the annual Allegheny River Clean-Up.



**Jim Rodgers, Chief Strategic Officer, Dawood Engineering:** Jim is responsible for managing Dawood's strategic growth and brand development. He has been recognized as a visionary, both in his job and his service work within the community.

**Alex Michaels, President and CEO, Discover Lehigh Valley:** While Alex knows the ins and outs of all the Lehigh Valley has to offer, when asked about his favorite local destination, he'll tell you it's a park.



**Shireen Farr, COO, Cumberland Area Economic Development Corp:** As COO, Shireen is responsible for overseeing finance, administration, operations, marketing and strategic planning for Cumberland County's designated economic development agency, real estate subsidiaries and destination marketing organization.



**Chris Perkins, Senior Director, Outdoor Recreation Roundtable:** As Senior Director at the Outdoor Recreation Roundtable, Chris works to promote the sustainable growth of the outdoor recreation economy. This work focuses on rural economic development through outdoor recreation, outdoor recreation infrastructure, and building a more inclusive outdoor recreation community.



### **Information on Participating**

CNRAC Conversations will be held virtually via WebEx. [Click here](#) to register using the blue Register link.

We encourage questions, suggestions and ideas be sent prior to the meeting so CNRAC can include as many as possible in the discussion; send to Katrina Harris, CNRAC Administrator, at [kharris@bridgeconsultingcorp.com](mailto:kharris@bridgeconsultingcorp.com). There will also be the opportunity to use the chat feature during the discussion to provide input.