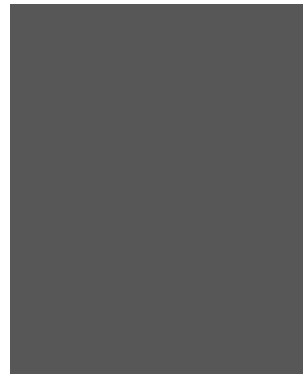




The National Extension & Sea Grant Tourism Design Team presents



The 2019 Sustainable Tourism & Outdoor Recreation Conference



Our Future is Connected
Using the Triple Bottom Line framework to strengthen our connections.
Environment • Economics • Social



Astoria, Oregon
October 8-11

Sponsored by:



Oregon State University
Extension Service





Welcome to Astoria!

The mission of the National Extension and Sea Grant Tourism Design Team is to enhance sustainable tourism development nationally by providing relevant research, training, resources and networking opportunities in tourism and recreation marketing, management and development for Extension and tourism professionals.
We're glad you're here!

Day 1 • Tuesday, October 8 • Field Tours • 9:30 a.m. - 4:30 p.m.

Experience the sustainable tourism & outdoor recreation opportunities that Astoria has to offer by joining one of the field workshops! Site Visits all day and half day. Workshops and Tours are a la carte, i.e. separate fee per trip.

More information, with links to sign up, are available at:
<https://extensiontourism.net/stor-2019-at-a-glance/#day1>

- Maritime Museum Tour and Movie
- Fort Clatsop to Sea Hike with Interpretive Tour at Fort Clatsop
- Canon Beach/Haystack Rock Tour and Lunch
- High Life Adventures Zip Line
- Underground and Above-Ground Walking Tours of Astoria
- Guided Fishing Trip on Columbia River
- Guided Mushroom Hunt Near Seaside
- Columbia River Eco Tours

Day 1 • Tuesday, October 8 • 4:30 p.m. - 6:30 p.m.

Check-In, Poster Set-up & Social

**Holiday Inn Express
204 W Marine Drive
Astoria, OR**

Local representatives of the community will join the social at and share stories of Astoria and the role of tourism and outdoor recreation throughout.

Dinner on your own - Options will be provided to help people connect with each other while exploring town.

Day 2 • Wednesday, October 9 • The Loft at the Red Building • 20 Basin Street Suite F

9:00 a.m. - 10:15 a.m.	Welcome	Shelby Walker - Director of Oregon Sea Grant Miles Phillips & Frank Burris, Co-Chairs, National Extension Tourism Design Team Bruce Jones, Astoria Mayor, & David Reid, Astoria-Warrenton Chamber of Commerce Mac Burns, Clatsop County Historical Society	Red Loft Building
10:15 a.m.	Break		
10:30 am - 12:00 p.m.	Keynote Presentations & Panel Q&A	Triple bottom line from industry perspective... <ul style="list-style-type: none"> • Kristin Dahl, Vice President, Destination Development at Travel Oregon • Angie Briggs, Vice President, Industry Relations – US Travel • Cynthia Messer and Andy Northrop, Moderators 	Red Loft Building
12:00 p.m. - 1:00 p.m.	LUNCH	Cailin O'Brien-Feeney, Director for Office of Outdoor Recreation-Oregon Lee Davis, Oregon State University Outdoor Recreation Economy Initiative	Red Loft Building
1:00 p.m. - 3:00 p.m.	General Session	1:00-1:30 Jim Coey, former Mayor of Oak Ridge – Outdoor Recreation as Community Development 1:30-1:45 Don Albrecht, Director, Western Rural Development Center 1:45-3:00 Panel, Agency Collaboration Opportunities for Tourism & Outdoor Recreation <ul style="list-style-type: none"> • Don Albrecht, Director Western Rural Development Center USDA • Tim O'connell, USDA Rural Development National Outdoor Recreation Lead • Bob Ratcliffe, National Park Service <ul style="list-style-type: none"> • Moderator: Frank Burris, Oregon Sea Grant – Watershed Management Educator & Oregon Coast Trail, Mid-Coast Coordinator 	Red Loft Building
3:00 p.m. - 4:00 p.m.	Concurrent Sessions — See following pages		
4:00 p.m. - 5:00 p.m.	General Session Invited Speaker/s	Agency View Facilitator: Kevin Leahy, Clatsop (Local County) Economic Development Resources Betsy Johnson: State Representative	Red Loft Building
5:00 p.m. - 5:20 p.m.		Regional Rural Tourism Success Story Travel Southern Oregon Coast and Oregon South Coast Regional Tourism Network	Red Loft Building
5:20 p.m.	Opening Dinner & Poster Session – Poster Authors in Attendance		Red Loft Building
6:45 p.m.	Poster Awards		Red Loft Building

Day 2 • Wednesday, October 9 • Concurrent Sessions • 3:00 p.m. - 4:00 p.m.

		Presentation Title and Presenters	Abstract	Track
Holiday Inn Express #1	Moderator:	Formation of State Offices of Outdoor Recreation Jordan Smith	The formation of State Offices of Outdoor Recreation and an analysis of their ability to partner with Federal Land Management Agencies	Recreation Economy
		Total Net Economic Value of Oregonians' Participation in Outdoor Recreation Randall Rosenberger	The total net economic value for recreation participation in Oregon by Oregonians is estimated to be \$54.2 billion (2018 USD) annually based on 2017 use levels for 56 outdoor recreation activities.	Economic, Environmental, and Social Impacts of Tourism and Recreation
		Using a National Data Set to Understand Mountain Bikers' Spending Habits and Amenity Preferences When Traveling Danny Twilley and Melissa S. Weddell	Understanding who is traveling to mountain bike, where they are spending money, and what amenities and activities they are looking for is crucial in planning, development, and activation of any trail system. We will present data from a national study of 11,420 respondents who travel to mountain bike.	Recreation Economy
Holiday Inn Express #2	Moderator:	A Look into the Future: Sea Grant's 10-Year Visioning Plan for Sustainable Coastal Tourism April Turner, Bryan Fluech	To build an effective national Sea Grant presence in coastal tourism, state Sea Grant programs with the support of the National Sea Grant Office and federal, state, and local partners developed a visioning plan to build capacity, skills, and institutional structure to assist communities with tourism.	Case Studies on Innovative and Promising Practices in Sustainable Tourism
		Multi-State Survey on Critical Success Factors for Agritourism Lisa Chase, Penny Leff, Cynthia Messer, Doolarie Singh-Knights, Mary Stewart	A large-scale study of agritourism is underway, encompassing several U.S. states and other countries. Extension and research faculty will share the goals, methods, and preliminary findings for this integrated project, and will discuss how additional states can participate in this groundbreaking study.	Agritourism
		The State of Extension and Tourism: Capacity and Opportunities for Cooperative Extension Doug Arbogast, Daniel Eades	We will highlight survey results identifying the types of Extension tourism programs offered across the U.S. and programmatic gaps and challenges. We also will identify learnings from tourism-related activities and resources to identify unmet tourism-related opportunities in individual U.S. counties.	Tourism Research and Evaluation
Red Loft Building	Moderator:	Enabling sustainable rural tourism development through customized policy supports Nicole Vaugeois	We advocate for customized supports for communities/regions with different levels of dependence on tourism. The session presents a typology that was developed using grounded theory and data obtained through extensive fieldwork with rural communities within British Columbia from 2005-2015.	Tourism Research and Evaluation
		Seasonal Labor Needs in a Minnesota Destination: Exploring challenges and opportunities Cynthia Messer	Presentation shares findings of two qualitative studies conducted between 2016 and 2018 in two tourism reliant counties in Minnesota to gain perspective on current and future workforce challenges facing the lodging sector and the second explored a potential labor pool to address workforce shortages.	Tourism Research and Evaluation
		Spawning Sustainable Tourism Initiatives via Regional Collaboration Andy Northrop and Garrett Ziegler	MSU Extension sustainable tourism educators partnered with Michigan Tourism Strategic Plan to deliver sustainable tourism trainings across Michigan's 10 Prosperity Regions. This session will provide an overview of the collaboration, the educational program, the results, and conclusions learned.	Community and Regional Planning and Development

Day 3 • Thursday, October 10 • The Loft at the Red Building • 20 Basin Street Suite F

9:00 a.m. - 10:00 a.m.	The Importance of Guides/Tour Operators and Training for your Community – Stephen Hatfield, Dan Moore, Miles Phillips Red Loft Building
10:00 a.m.	Networking Break Red Loft Building
10:30 a.m. -12:00 p.m.	Concurrent Sessions - See following pages
12:00 p.m.	Walking Tours with Lunch: Lunch on the town (pay on your own) field workshop tours – Hosted tours to experience Astoria and how tourism helped Astoria recover and thrive.
12:30 p.m. - 2:30 p.m.	Sea Grant Annual Meeting - Room number The Bridgewater Bistro - attached to the Loft Mtg Center. Lunch during meeting
2:30 p.m. - 3:30 p.m.	Concurrent Sessions — See following pages
3:30 p.m. - 4:30 p.m.	Concurrent Sessions — See following pages
5:00 p.m. - 6:00 p.m.	Formal Closing Session – Integration of Tourism Vision for Network Sea Grant and Land Grant Red Loft Building
6:00 p.m.	Dinner – On your own and In Town Activities – See Suggestions (To be Announced pre planned restaurants as destinations for people to meet!)

Day 3 • Thursday, October 10 • Concurrent Sessions • 10:30 a.m. - 12:00 p.m.

		Presentation Title and Presenters	Abstract	Track
Holiday Inn Express #1	Moderator:	Customer Service in the Tsunami Zone Frank A. Burris, Miles Phillips, and Patrick Corcoran	Visitor-related businesses in Coastal Oregon are having difficulty hiring Customer Service trained employees, and desire local, affordable, Customer Service trainings. We will describe a pilot training program developed by Oregon State University to assess: demand and cost-effectiveness of providing trainings and receptiveness of clients to receiving tsunami education during these trainings.	Tourism Education, Training, and Certification Programs
		T3 Accelerator Coaching Program Suzanne Ainley	T3 Accelerator Coaching Program is assisting tourism business owners/operators access training solutions to develop and grow successful businesses in Ontario's most visited four-season tourism destination. Specifically designed for owners and senior managers of independently operated tourism enterprises, the T3 Coaching Program provides ongoing coaching, resources and advice.	Tourism Education, Training, and Certification Programs
		The Hawai'i Ecotourism Association's Long Road to a Sustainable Tour Certification Program Linda J. Cox, Lauren Blickley	Protecting the Hawai'i's natural and cultural resources is a major issue across the State. HEA's Sustainable Tourism Certification Program is one of two nationwide programs and HEA is partnering with the Global Sustainable Tourism Council's tour certification. This presentation overviews this Sustainable Tourism Certification Program and plans for its future.	Tourism Education, Training, and Certification Programs
Holiday Inn Express #2	Moderator:	Aquaculture Tours in Rhode Island: Opportunities for Cross-Learning and Conflict Resolution Jennifer McCann, Azure Cygler, Dave Beutel	As aquaculture grows in Rhode Island there is a need to share this industry with the general public in meaningful, interactive ways. Tours of the farms serve to connect citizens directly with growers and help to work through tough use conflicts and educate about the ecological value of aquaculture.	Tourism Education, Training, and Certification Programs
		Promoting Sustainable Ecotourism through Innovative Guide Training Martin Main and Shelly Johnson	We will describe the Florida Master Naturalist Program, a training program for ecotour guides, educators, and others to be more effective at promoting understanding, respect, and conservation of natural resources.	Tourism Education, Training, and Certification Programs
		The Block Island Wind Farm and its Impacts on Tourism and Recreation Jennifer McCann, Tiffany Smythe, David Bidwell, Amelia Moore, Hollie Smith	Using the Block Island Wind Farm (BIWF) as a case study, we will present indicators to evaluate the effects of offshore wind energy projects on recreation and tourism, to communicate research on how the BIWF has impacted the community, and to share lessons learned to help other communities.	Tourism Research and Evaluation
Red Loft Building	Moderator:	Organizing Georgia's First Coastal Tourism Conference and Lessons Learned Bryan Fluech and Mark Risse	In response to the growing importance of tourism in coastal Georgia, the University of Georgia's Marine Extension and Georgia Sea Grant program is organizing the state's first coastal tourism conference. We will describe the program's outcomes and lessons learned from organizing such an event.	Case Studies on Innovative and Promising Practices in Sustainable Tourism
		Windward O'ahu Tourism Impact Assessment-How much is too much? Dolan Eversole	The City and County of Honolulu has requested support from the University of Hawai'i Sea Grant Program (Hawai'i Sea Grant) to develop a social impact analysis project to calculate visitor impacts, distinct from area residents at selected Windward Oahu beach communities (Kailua and Waimanalo).	Economic, Environmental, and Social Impacts of Tourism and Recreation
		Transdisciplinary University Engagement for Sustainable Tourism Planning Daniel Eades, Doug Arbogast, Peter M. Butler, Eve Faulkes	We implemented transdisciplinary planning and design activities to support the development of a cultural tourism performance agenda for a rural, Appalachian county. We demonstrate how this approach successfully engages the community, scaffolds outputs to create synergies between researchers and research outputs, and leads to community implementation.	Case Studies on Innovative and Promising Practices in Sustainable Tourism

Day 3 • Thursday, October 10 • Concurrent Sessions • 2:30 p.m. - 3:30 p.m.

		Presentation Title and Presenters	Abstract	Track
Holiday Inn Express #1	Moderator:	Health Benefits from Oregonian's Outdoor Recreation Participation Randall Rosenberger	Adult Oregonians participation in 30 outdoor recreation activities in 2017 is estimated to result in up to \$1.416 billion in health benefits. Close-to-home non-motorized linear / trail-based activities account for the largest proportion of estimated health benefits.	Economic, Environmental, and Social Impacts of Tourism and Recreation
		A New Research Strategy for Sustainable Recreation and Tourism Monika Derrien	This presentation describes a new research strategy for sustainable outdoor recreation and nature-based tourism, produced by a multi-agency group that was led by the USDA Forest Service and informed by hundreds of researchers and practitioners. Its research focus areas seek to inspire interdisciplinary research partnerships to meet pressing management needs.	Tourism Research and Evaluation
		Baileys Mountain Bike Trail System: Connecting Communities and Innovative Financing Danny Twilley, Dawn McCarthy and Seth Brown	The Baileys Mountain Bike Trail System is a planned 88-mile destination-level, mountain bike optimized trail system that connects directly to local communities on National Forest Land. Utilizing an extensive collaborative network and innovative financing, the project is shovel ready in under 3 years.	Case Studies on Innovative and Promising Practices in Sustainable Tourism
Holiday Inn Express #2	Moderator:	Balancing Nature and Commerce in Gateway Communities: Creating Collaborative Results Kendra Briechle	Let's share sustainable tourism successes! Hear ideas from 20 years of our Balancing Nature and Commerce program and the National Summit for Gateway Communities. Learn about sustainable tourism clusters and value chains that deliver a "home-grown competitive advantage" through asset-based economic development, business integration & partnerships.	Economic, Environmental, and Social Impacts of Tourism and Recreation
		Canceled: Geotourism: Sustainable Tourism Without Sacrificing Community Value Sheena Pate and Stephanie Vielle	Crown of the Continent Geotourism Council celebrates exceptional environment, culture and heritage. International transboundary partnership provides opportunities to inspire visitors and residents while contributing to regional well-being. As Blackfeet Nation reintroduces bison to landscape they look to capitalize on visitors and ensure sustainability and respect of culture-heritage past and present.	Placemaking and Capacity-Building for Community-driven Tourism
		Building Capacity to Drive Community-Tourism via Visitor "First Impressions" Tourism Assessments Andy Northrop	Learn how MSU Extension's First Impressions Tourism Assessments, comprehensive community assessments conducted by unannounced first-time visitors, help communities learn about their strengths and weaknesses and spawn leadership and action.	Placemaking and Capacity-Building for Community-driven Tourism
Red Loft Building	Moderator:	Agribusiness Clusters as Paradigm Shifters in Regional Marketing Doolarie Singh-Knights	Agribusinesses & agritourism operations have the raw ingredients to create authentic tourism experiences, but face challenges to entrepreneurship and collaboration. Hear how agribusiness clusters are helping to build destination viability and enhance risk mitigation in tourism.	Agritourism
		Expanding Agritourism in Butte County, California - Case Study Report Penny Leff, Shermain Hardesty, Holly George	Diverse Butte County stakeholders collaborate to support agritourism development and participation, resulting in a "Passport Weekend," a marketing program, and the county government's agritourism-friendly programs, which appear to be generating continued growth of farm & ranch agritourism.	Agritourism
		From Farmers Market to Farm Stay - Promoting to a Foodie, Experience-Seeking Demographic Scottie Jones	What do farmers markets and farm stays have in common, besides fresh food? The demographics of their customers and guests. So why wouldn't you take the opportunity to cross-market if you could? Farm Stay USA tested a project in Oregon and worked with 4 local farmers market groups do just that.	Agritourism

Day 3 • Thursday, October 10 • Concurrent Sessions • 3:30 p.m. - 4:30 p.m.

		Presentation Title and Presenters	Abstract	Track
Red Loft Building	Moderator:	Marketing Wines in Lesser Known Regions: A Comparison of Wineries in the South-Central US Stacy Tomas	As wine tourism is gaining popularity across the US, many small wineries struggle to make informed decisions on marketing strategies, due to the lack of market data and information available. This project will highlight the findings of an analysis of 925 wineries from 6 states in the south-central US.	Agritourism
		“Taste our Place” Montana: A Program for Sustainable Culinary Tourism Jan Stoddard	Taste our Place seeks to increase the sourcing, purchase, and use of Montana-made and -grown ingredients, enhancing culinary tourism, and increasing income and market opportunities for local agriculture and food producers. Despite budget challenges and collaboration across agencies, tourism partners & businesses, this program is a success.	Agritourism
		The “West Virginia Agritourism Initiative” — Planning for Profitability and Risk Mitigation Doolarie Singh-Knights	WV farmers are exploring agritourism as an emerging agribusiness opportunity because of its flexibility, and income-diversification and cash-flow potential for small operations. The “WV Agritourism Initiative” is a short-course designed to enhance the viability and profitability of agritourism enterprises through training, mentoring and networking.	Agritourism
Holiday Inn Express #1	Moderator:	Connecting Downtowns and Trails Lisa Chase and Charlie French	Natural resources are an important community asset. Local economies grow when forests, trails, and waters are cared for, used by residents and visitors, and linked to downtowns. We will provide insights from our collaborative knowledge, research, and experience in programming connecting downtowns with trails for economic vibrancy.	Recreation Economy
		Economic and social contributions of the Beltrami County Fair in Minnesota Xinyi Qian, Brigid Tuck	The Beltrami County Fair in Minnesota generated an estimated \$1,070,281 of economic activity in 2018, mainly by fair attendees and vendors. Attendees enjoyed the atmosphere (53.5%) and seeing family and friends (62.6%) at the Fair. More than 70% of vendors believed the Fair was a positive event for the county.	Economic, Environmental, and Social Impacts of Tourism and Recreation
		County Level Advocacy & Partnership Leads to Increased \$\$\$ for Extension Programs Cindy Reeves	Successful advocacy and partnership with County decision-makers is critical to increase funding support for cash-strapped local Cooperative Extension programs. An intensive and successful advocacy effort in Maui County will be shared with participants to improve their advocacy skills for easy replication within their home counties.	Community and Regional Planning and Development
Holiday Inn Express #2	Moderator:	Enhanced Performance and Visitor Satisfaction in Artisan Businesses: A Case Study of the Evaluation of the Économusée® Model in British Columbia John Predyk and Nicole Vaugeois	We will describe an innovative model that was developed to enhance business performance and visitor satisfaction in the artisan sector. The Économusée® model promotes the preservation of traditional knowledge and local entrepreneurship by utilizing cultural tourism to showcase artisans and encourage the consumption of local artisanal products.	Case Studies on Innovative and Promising Practices in Sustainable Tourism
		Stakeholder Engagement and Collaborative Corridor Management: The Case of New Hampshire Route 1A/1B Byway Corridor Robert A. Robertson	This case study describes a comprehensive Corridor Management Plan for New Hampshire’s Coastal Scenic Byway. It highlights the collaborative efforts and some unique strategies for engaging a wide range of stakeholders, the value of replication, and techniques that assist in the implementation of the recommendations derived from the process.	Case Studies on Innovative and Promising Practices in Sustainable Tourism

Day 4 • Friday, October 11 • 8:00 a.m. • Holiday Inn Express & Suites

8:00 a.m. (or as you arrange with your collaborators) — Networking Breakfast Time at Hotel – time to hold meetings to discuss future collaborations.

Poster Session Information

	Poster Title and Author(s)	Abstract
Red Loft Building	Students Explore Outdoor Recreation and Tourism Careers through 4-H GORP Elissa Wells	4-H GORP (Guide and Outfitter Recognition Program) is an afterschool club curriculum designed to guide high school students as they explore careers in outdoor recreation tourism, gain marketable skills in the field and connect with summer job opportunities.
	What is Agritourism? Lisa Chase, Mary Stewart, Brian Schilling, Becky Smith, and Michelle Walk	The term “agritourism” is defined differently around the U.S. and the world. A common understanding is needed for clear communication, consistent measurement, informed policies, and effective programs. We present a conceptual framework of agritourism that is meant to stimulate discourse and progress toward the goal of a common understanding.
	Survey of Online Marketing Success and Pricing for Oregon Coast Fishing Guides and Tour Operators, and how to cheaply study conduct in your area Miles Phillips	This poster provides methods and results of a longitudinal study that can be implemented in your region to enhance overall data available for community tourism and outdoor recreation stakeholders. The goals of the study were to: identify businesses that offer kayaking, whale watching, and salmon fishing; document the products and prices offered by these businesses; and measure the efficacy of these businesses’ marketing by their presence in Google search results.
	The Promising Practice of Agritourism Trevor C. Lane	Agritourism is a promising practice for small farms and ranches. Success means overcoming agritourism startup barriers. A qualitative study using Knowledge, Motivation, and Organizational (KMO) Influences as a framework revealed the barriers and how operators are served. The study revealed how to increase knowledge, foster motivation, and use organizational resources.
	The Range Recreation Civic Center: Measuring its economic and social value Xinyi Qian and Brigid Tuck	The Range Recreation Civic Center (RRCC) in Minnesota is a curling arena and event center. Using survey data and IMPLAN (an input-output model), researchers found the RRCC (1) generated an estimated total of \$2.4 million in economic activity, and (2) contributed to quality of life and built community ties across generations.
	Towards a future comparative analysis of destination planning and development support models Daniel Clasen	Many U.S. states provide different methods of destination development and planning support for local communities. Are some more effective than others? To conduct a future comparative analysis, a clear framework of development and planning support models must be established.

Are you subscribed to the National Extension Tourism listserv?
If not, sign up to receive occasional tourism-related news
and opportunities: <http://bit.ly/2kscTXT>

National Extension Tourism Design Team & Conference Planning Committee Members

Miles Phillips, Oregon State University Extension Service/Oregon Sea Grant (Co-Chair)

Frank Burris, Oregon State University Extension/Oregon Sea Grant (Co-Chair)

Andy Northrop, Michigan State University Extension

April Turner, South Carolina Sea Grant Consortium

Cynthia Messer, University of Minnesota Tourism Center

Diane Van Wyngarden, Iowa State University Extension and Outreach

Don Albrecht, Western Rural Development Center

Doolarie Singh-Knights, West Virginia University

Doug Arbogast, West Virginia University Extension Service

Geoffrey Sewake, University of New Hampshire Cooperative Extension

Holly George, University of California Agriculture and Natural Resources

Kristen Devlin, Northeast Regional Center for Rural Development

Lindsay Davis, Oregon State University Extension Service

Lisa Chase, University of Vermont Extension

Nicole Vaugeois, Vancouver Island University, Nanaimo, BC, Canada

Rick O'Connor, Florida Sea Grant

Stacy Tomas, Oklahoma State University

Steven Burr, Utah State University Extension

Names and Affiliations of Concurrent Session and Poster Presenters

- Amelia Moore, University of Rhode Island
- Andy Northrop, Michigan State University
- April Turner, South Carolina Sea Grant Consortium
- Azure Cygler, University of Rhode Island
- Brigid Tuck, University of Minnesota Extension
- Bryan Fluech, Georgia Sea Grant
- Charlie French, University of New Hampshire
- Cindy Reeves, University of Hawai'i at Manoa
- Cynthia Messer, University of Minnesota Tourism Center
- Dan Moore
- Daniel Clasen, Arizona State University
- Daniel Eades, West Virginia University Extension Service
- Danny Twilley, Ohio University
- Dave Beutel, Rhode Island Coastal Resources Management Council
- David Bidwell, University of Rhode Island
- Dawn McCarthy, Wayne National Forest Service
- Dolan Eversole, Hawai'i Sea Grant
- Doolarie Singh-Knights, West Virginia University
- Doug Arbogast, West Virginia University Extension Service
- Elissa Wells, Oregon State University
- Eve Faulkes, West Virginia University
- Frank A. Burris, Oregon State University Extension Service/Oregon Sea Grant
- Hollie Smith, University of Oregon
- Holly George, University of California
- Jan Stoddard, Montana Office of Tourism and Business Development
- Jennifer McCann, University of Rhode Island
- John Predyk, Vancouver Island University
- Kendra Briechele, The Conservation Fund
- Lauren Blickley, Hawai'i Ecotourism Association
- Linda J. Cox, University of Hawai'i
- Lisa Chase, University of Vermont Extension
- Mark Risse, University of Georgia Marine Extension and Georgia Sea Grant
- Martin Main, University of Florida
- Mary Stewart, Oregon State University Extension Service
- Melissa S. Weddell, Appalachian State University
- Miles Phillips, Oregon State University Extension Service/Oregon Sea Grant
- Monika Derrien, U.S. Forest Service
- Nicole Vaugeois, Vancouver Island University
- Patrick Corcoran, Oregon Sea Grant
- Penny Leff, University of California Sustainable Agriculture Research and Education Program
- Peter M. Butler, West Virginia University
- Randall Rosenberger, Oregon State University
- Robert A. Robertson, University of New Hampshire
- Seth Brown, Quantified Ventures
- Scottie Jones, U.S. Farm Stay Association
- Sheena Pate, Crown of the Continent Geotourism Council
- Shelly Johnson, University of Florida
- Shermain Hardesty, University of California
- Stephanie Vielle, Blackfeet Nation
- Stacy Tomas, Oklahoma State University
- Stephen Hatfield,
- Suzanne Ainley, The Ainley Group
- Tiffany Smythe, U.S. Coast Guard Academy
- Trevor Lane, Washington State University
- Xinyi Qian, University of Minnesota
- Garrett Ziegler, Michigan State University