

7:30 AM — Pre-Summit Activity

Morning Guided Bird Walk with Audubon Society (Bring your own binoculars)

8:00 AM — Registration

Fresh coffee by Cafe LaFaye Coffee Co. and early connections

9:00 AM — Welcome Remarks

Fairview's Mayor, TxORA and Fairview EDC

9:10 AM — Opening Keynote Presentation - The Case for Texas

Chris Perkins, Outdoor Recreation Roundtable

9:30 AM — Speaker Panel 1

Investing in the Future of Texas' Outdoor Economy

Moderator: Levi Thomas, Attorney / Partner, Castaneda + Heidelman LLP

Chris Perkins, VP of Programs, Outdoor Recreation Roundtable

Dana Lagarde, Director of Recreation Grants, TPWD & President of NASORLO

Phil Shellhammer, Executive Dir., Office of Entrepreneurship & Innovation,
University of Arkansas

Jeff Achee, Assistant Director, Pflugerville PARD & President Elect, TRAPS

10:30 AM — Coffee Break

Open exploration and designated block for 1:1's in the Content & Creatives Camp

11:00 AM — Morning Breakout

Track A — Speaker Panel 2

From Land to Livelihood: Ranchers, Recreation, & Retail Making It Work

Moderator: Dan Oko, Outdoor Writer

Patrick Farnsworth, Texas Showdown Series & Bikes or Death podcast

Russell A. Graves, Hackberry Farm / Nature photographer

Katie Christman, Nature and Open Space Coordinator, City of Cedar Hill

Ben Tabor, Partner and Operator, Fatties on the Fly

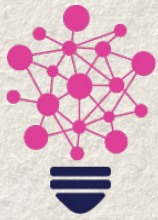
Track B — Morning Workshop with Emerge and Rise

Small Businesses Are the Outdoor Economy: Scaling Responsibly in a Changing Climate

Facilitator: Lina Rugova, President & Founder of Emerge and Rise

- 12:00 PM** — **Lunch & Featured Workshop with Founded Outdoors**
Facilitator: Enhao Li, CoFounder, Founded Outdoors
- Animal Ambassadors**
Nature encounter activity with the Heard Museum staff, outpost room 2
- 1:30 PM** — **Afternoon Breakout**
- Track A** — **Workshop - Community Alchemy**
Turning Outdoor Spaces into Engines for Equity, Economy & Engagement
Facilitator: Paola Fernandez, UAC Director of Urban Planning & Community Engagement
- Track B** — **Speaker Panel 3**
Nature, Recreation, & Community Resilience
Moderator: Levi Thomas, Attorney / Partner, Castaneda + Heidelman LLP
Lindsey Brown, Country View Assisted Living & TxORA Cofounder
Dan Oko, Outdoor Writer, Freelance
Alex Bailey, Black Outside Inc.
Allie Thomas, Ph.D., CTRS, Asst. Professor of Recreational Therapy Health and Human Performance, Texas State University
- 2:15 PM** — **Afternoon Open Exploration**
Vendor tables, 1:1's sessions in the Content & Creatives Camp
- 3:00 PM** — **Speaker Panel 4**
Main Street Meets the Trail Head: Revitalizing Towns with Outdoor Business
Moderator: Sean Smith, Switchback Event Director
Jahmicah Dawes, Founder and Owner, Slim Pickins Outfitters
Enhao Li, CoFounder, Founded Outdoors
Adam Butler, CEO, BUTLER (ATX)
Lee Harle, Owner, Bastrop River Company
- 4:00 PM** — **Closing Keynote**
Looking Ahead: Bold ideas and big visions (To Be Announced April 2)
- 4:20 PM** — **Showcase Presentation & Networking**
Presented by Natalie Alves, Founder & Creative Director, Nat Marie Design
- 5:00 PM** — **Happy Hour Begins**
- 7:00 PM** — **Summit Ends**

Thank You Leading Partners!



URBAN ALCHEMY
COLLECTIVE



Summit Hosts

City of Fairview, Texas



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