



## 2020 Outdoor Economics Fall Forum Online Event: October 1 & 2

**Thurs, Oct 1: 1:30 p.m. - 5 p.m.**  
**Fri, Oct 2: 8:30 a.m. - 3 p.m.**

[Register Now](#)

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**Welcome to the Outdoor Economics Fall Forum.** We've taken this conference entirely online for 2020 as we believe it's more important now than ever before to champion and grow New Mexico's phenomenal outdoor industry.

Over the course of two days, the Outdoor Recreation Division and Outdoor New Mexico will bring you dozens of leaders from New Mexico and across the country to showcase the opportunities that exist within New Mexico's outdoor recreation economy. Experts will educate local governments and nonprofits about the new funding mechanisms available to invest in outdoor recreation infrastructure. Marketing professionals will explore ways to amplify the twin messages of responsible recreation and public health requirements.

And finally, the conference will inspire the next generation of land and water stewards in New Mexico and emphasize the critical importance of the Outdoor Equity Fund, as told by the kids themselves.

"We're honored to host this incredible group of speakers, panelists, and moderators this fall," Axie Navas, director of the Outdoor Recreation Division, said. "We've structured the event as a menu with a course for everyone, from city leaders looking for funding to grow outdoor recreation access in their communities to the CEO seeking creative ways to navigate her business in a COVID-positive world."

"As in previous Outdoor Economics Conferences, this year's Fall Forum will bring New Mexicans together from all parts of our state to help grow our outdoor economy and become

better stewards of our rich natural and cultural heritage," Outdoor New Mexico Executive Director Jeff Steinborn said.

[Read the the full line-up of the online event here.](#)

For more information on the event and to register, visit [OutdoorEconomicsNM.com](https://OutdoorEconomicsNM.com).

**Scheduled Speakers Include:**

- Governor Michelle Lujan Grisham
- Navajo Nation President Jonathan Nez
- U.S. Senator Martin Heinrich
- Lindsay Mapes, Founder, Turquoise Tours
- Gabe Vasquez, City Councilor, Las Cruces
- Jessica Wahl Turner, Executive Director, Outdoor Recreation Roundtable
- Jim Glover, Founder, EndeavOR
- Christy Tafoya, Director, State Parks Division
- Roger Fragua, President, Flower Hill Institute

And many more!

The in-person 2021 Outdoor Economics Conference and Expo is slated for Farmington from September 30 to October 1.

Join us in celebrating New Mexico's outdoor economy and working together to discover more ways to grow it together.

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*The New Mexico Economic Development Department's mission is to improve the lives of New Mexico families by increasing economic opportunities and providing a place for businesses to thrive.*