2026 West Central Mountains Economic Summit
AGENDA

Thursday, November 12, 2026
Elk Creek Celebration Center
The Cedars Lounge (Networking Social)

8:15–8:45 AM	Check-In, Coffee & Networking
8:45–8:50 AM	Welcome & Opening Remarks
8:50–9:15 AM	Opening Keynote: Connection to Place with Lyle Nelson
9:15–9:45 AM	Statewide Perspective on Tourism & Visitation with Jeremy Chase, Visit Idaho
9:45–10:15 AM	Regional Tourism & Visitor Updates with McKenzie Kraemer, Meadowlark Marketing
10:15–10:30 AM	Morning Break
10:30–11:20 AM	Public Lands & Recreation: Partnerships & Shared Responsibility Panel Discussion
11:15 AM–12:00 PM	Voices of the Hospitality and Recreation Workforce Panel Discussion
12:05–1:05 PM	Lunch & Networking
1:05–2:00 PM	Breakout Session I – choose from five (5)
2:00 – 2:05 PM	Transition to Breakout Session II
2:05 – 3:00 PM	Breakout Session II – choose from five (5)

Session Offerings:

- **Communication, Outreach, and Messaging** with Erin Greaves, City of McCall Communications Director and McKenzie Kraemer, Micael Mckenzie Inc.
- **Realities of Seasonal Employment & Seasonal Places** with Vonna Torrey, Shore Lodge Whitetail Talent & Acquisition Manager, and Rachel Wessel, Brundage Mountain Resort HR Director

- **Early Learning Listening Session with** David Yanoski, Ed.D. is a Researcher at Marzano Research and Trace McKellips, WCM Early Learning Collaborative Program Manager
- **Mental Health in the Mountains** with regional mental health partners panel
- **Water quality and water research in the region** Valley County Soil & Water Conservation District

3:00–3:15 PM	Afternoon Break
3:15–4:00 PM	**Concluding Keynote:** Jordan W. Smith, Ph.D. Director, Institute of Outdoor Recreation and Tourism Gateway & Natural Amenity Region Initiative Utah State University
4:00–4:15 PM	Closing Remarks & Key Takeaways
4:15 PM	Summit Concludes
4:30 – 6:00 PM	Networking social to follow at The Cedars Lounge at the Evergreen Hotel, McCall