



GOVERNOR'S OUTDOOR CONFERENCE



Over the course of his first term, Pennsylvania Governor Edward Rendell and his administration noted alarming trends that signaled a growing disconnect between the citizens of the Commonwealth and the outdoors.

In early 2006, concerned that these trends, if left unaddressed, would have serious consequences for the state in such diverse areas as public health, the economy, childhood and family development, and conservation of our precious natural resources, Governor Rendell decided to convene a first of its kind Governor's Outdoor Conference.

Group Inc was called on to develop, implement and manage the three-day conference, bringing together state and national policy makers and experts to share knowledge and develop solutions surrounding critical issues related to Pennsylvanians' connectedness to the outdoors. The conference took place March 18-20, 2007 at the Penn State Conference Center in State College, Pennsylvania. Key stakeholders from throughout the state and across the country - representing the public, recreation and tourism, health industries, natural resources and related industries, educators, advocacy organizations and associations, and decision makers from all levels of government - participated in a collaborative exploration of best practices and innovative programs.

Group Inc managed every aspect of the conference from the earliest stages of conception, including message development and program coordination, fundraising, scheduling and logistics, speaker coordination, creation of video and multimedia content, and overall event production. The program included three general sessions with keynote speakers and expert panels, a series of breakout forums, and a closing night banquet with live entertainment.