



Design for the Future: Connect, Cultivate, Care Plenary Session

Monday, October 26 from 9:00am-12:00pm

Emcee: Sara Parker Pauley, Director, Missouri Department of Conservation

WELCOME and sponsor acknowledgements: Sara Parker Pauley

CARE—Dr. Larry Brown

- Missouri's History with Natural Resources/Conservation – why do Missourians CARE about conservation
- Missouri's past, the good, the bad, and the ugly— social demographic data/trends? Conservation values?
- The Missouri Model of conservation including an independent commission and dedicated funding
- How do we create a common conservation ethic with diverse social groups?

CONNECT—Clint! Runge, CEO, Archival, Inc.

- In this current climate when broadening our conservation audiences are critical, how do we better CONNECT with new audiences (racially diverse, younger).
- What messages resonate, how do they communicate, how do we best to connect with them?
- Methods and case studies that are working well

CULTIVATE—Mamie Parker, MA Parker and Associates

- How do we cultivate a welcoming and diverse conservation community?
- How do we bring people to the conservation family—then make sure we can maintain the relationships?
- Why is diversity so critical to the future success of conservation/stewardship of natural resources?

LEADERSHIP—Gary Pinkel, former head football coach, University of Missouri

- What does leadership look like no matter where you are in an organization?
- How do we create “team” amid a time of significant change? How do we lead amid change?
- What does Connect, Care and Cultivate mean to you as a coach?

Following a short break, there will be a question and answer period with the presenters.

LARRY G. BROWN



Larry G. Brown is a retired MU Assistant Professor of Geography where he taught courses in Human Geography from 1990 through 2014; having earned a PhD in Policy Studies, an MA in Geography, a Masters of Divinity, and a BA in Sociology. He continues to be a public speaker on topics related to White Nationalism, Domestic Terrorism, and Ozark Culture. Larry has been a part-time professional storyteller for over 35 years, and past-president of Missouri Storytelling, Inc. (MO-TELL). Larry is an ordained minister with standing in the Christian Church (Disciples of Christ), having served as pastor in NE, IN, and MO for over 50 years. Larry's ongoing interests and studies include Biblical Studies, Social Justice, Ministries, Peacemaking, World Religions, Native American Cultures, Missouri History, and Political Issues.

DR. MAMIE PARKER

Success Coach, Transformational Speaker and Facilitator, Ma Parker and Associates



An executive coach, facilitator, and inspirational public speaker, Mamie Parker is a retired fish and wildlife biologist who rose to the rank of Assistant Director for the United States Fish and Wildlife Service (USFWS) in Washington, DC. She made history when appointed the first African American USFWS Northeast Regional Director in the Senior Executive Service. She also served as Chief of Staff and Chief of Fisheries. Mamie has vast experience in water resources planning, the National Environmental Policy Act (NEPA), the Clean Water Act, wetland protection, and restoration.

CLINT RUNGE



Clint! Runge is Co-founder and Managing Director of Archival, a youth culture agency that reinvents how brands win the hearts and minds of young adults. Clint and team light the fires for clients such as Red Bull, Adidas, Hollister and Spotify by going against the grain of traditional marketing to build brand love, loyalty and sales with teens to twenty-somethings. While he's the kind of guy who likes cats and card tricks, his saving grace is that he does great creative. He's won as many awards as he's had all-nighters, leading Archival to an Ad Age Agency of the Year and Inc 1000 company. Most frightening of all, Runge teaches creative strategy at the University of Nebraska.

COACH GARY PINKEL



A Coach of the Year in three different leagues, Coach Gary Pinkel defines what it means to be a winner. He is the winningest coach of all time for two major college football programs - a distinction currently held by only three men. When he retired, his 118 career wins stood as the 19th-most in NCAA Division I history. In 2007, he led Mizzou to the school's first number one national ranking since 1960. In his last 11 years at Mizzou, his Tigers went to nine bowl games, won six bowl championships, five division championships and played in four conference championship games. Two of his teams ended their seasons ranked in the top-five and are unquestionably among the best teams ever fielded in the 129-years of Mizzou Football.