

The future of conservation – [a major course correction](#)

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PLEASE TAKE YOUR SEATS. THE PROGRAM IS ABOUT TO BEGIN.

>> YOU ARE THE NATIONAL PARKS. AND NO MATTER WHO YOU ARE OR WHERE YOU COME FROM, THE PARKS ARE YOU, TOO. [APPLAUSE]

>> LADIES AND GENTLEMEN, PLEASE WELCOME TO THE STAGE GARY NELL, PRESIDENT AND C.E.O. OF THE NATIONAL GEOGRAPHIC SOCIETY.

>> GOOD AFTERNOON, EVERYONE. AND WELCOME TO NATIONAL GEOGRAPHIC. IT'S GREAT TO SEE EVERYBODY HERE TODAY. SECRETARY, DIRECTOR. WE'RE HERE TODAY TO HAVE A CONVERSATION ABOUT CONSERVATION. THAT'S AN ELEMENTARY SCHOOL SPELLING QUIZ AS WELL. THIS IS TIMELY BECAUSE IT'S NATIONAL PARK WEEK, AS YOU ALL KNOW, AND ALSO BECAUSE THIS YEAR, OF COURSE, MARKS THE 100TH ANNIVERSARY OF THE PARK SERVICE. BUT IT'S NOT AN ENTIRELY NEW CONVERSATION. IT'S HARD TO BELIEVE, BUT THE NATIONAL GEOGRAPHIC SOCIETY IS EVEN OLDER THAN OUR COUNTRY'S NATIONAL PARK SYSTEM. WE HAVE HERE -- WE WERE STARTED IN 1888 OVER AT THE COSMOS CLUB, WHICH WAS IN A DIFFERENT LOCATION BACK THEN. I WASN'T THERE, BY THE WAY. BUT WE HAD A CONVERSATION THEN ABOUT OPENING CONSERVED LAND FOR A LONG TIME, AND WE'VE CARED ABOUT THAT AND WE'VE BEEN KEY IN CREATING A GREENER AND MORE WILD AMERICA. WE PURCHASED LAND FOR REDWOOD AND SHENANDOAH NATIONAL PARKS. AND IN 1916, NATIONAL GEOGRAPHIC PRODUCED AN ISSUE JUST LIKE THE ONE THAT'S OUT THERE TODAY, DEVOTED ENTIRELY TO LAND CONSERVATION CALLED LAND OF THE BEST. WE WENT TO ALL MEMBERS OF CONGRESS. THEY WERE ALLOWED TO TAKE THOSE AT THE TIME. IT WAS PART OF THE INFORMATION USED TO FORM THE NATIONAL PARK SERVICE IN 1916. NOW, NATIONAL GEOGRAPHIC HAS A LONG HISTORY OF EXPLORING AND REPORTING ON PEOPLE AND THEIR ROLE IN NATURE. YET INCREASINGLY, WE SEE CITIZENS ON A GLOBAL SCALE BECOMING MORE URBAN AND LESS CONNECTED TO WHAT MAKES A HEALTHY PLANET. THIS MAKES TODAY'S CONVERSATION AND OUR COLLECTIVE WORK AROUND PARKS, NATURE, AND CONSERVATION MORE IMPORTANT THAN EVER. I'M PROUD TO SAY THIS WE'RE CELEBRATING THE 100TH ANNIVERSARY OF THE PARKS WITH YEAR-LONG COVERAGE IN OUR MAGAZINE AND DIGITAL PROPERTIES, AND OUR TELEVISION CHANNELS, INCLUDING THIS MONTH'S COVER, WHICH FEATURES YELLOWSTONE. AND I WANT TO DO A SPECIAL THANK YOU TO OUR WONDERFUL EDITOR IN CHIEF SUSAN GOLDBERG, WHO WILL BE ON STAGE LATER. SUSAN LEADS AN INCREDIBLE TEAM. THE FIRST WOMAN EDITOR, BY THE WAY, IN THE HISTORY OF NATIONAL GEOGRAPHIC. [APPLAUSE] WHO LEADS AN INCREDIBLE TEAM UPSTAIRS IN THIS VERY BUILDING TO COVER THE WORLD, REACHING TENS OF MILLIONS OF PEOPLE EVERY MONTH. WE'RE ALSO GEARING UP FOR THE 2016 BIO BLITZ, WHICH I KNOW DIRECTOR JARVIS IS GETTING HIS GLOVES READY FOR THAT. IT'S A PARTNERSHIP BETWEEN THE N.P.S. AND NAT GEO. IT'S CITIZEN SCIENCE AT ITS BEST. ON MAY 20 AND 21, WE'RE GOING TO GATHER ON THE NATIONAL MALL, WHICH IS, OF COURSE, ALSO A NATIONAL PARK TO EXPLORE NATURE AND LEARN ABOUT BIRDS AND BUGS AND PLANTS AND ALL THAT IS BIO DIVERSITY, EVEN ON OUR NATIONAL MALL. IT'S BEEN MY HONOR TO WORK SIDE BY SIDE ON THIS EFFORT WITH OUR NEXT SPEAKER, THE DIRECTOR OF THE NATIONAL PARK SERVICE, JOHN JARVIS. HE'S RESPONSIBLE FOR OVERSEEING AN AGENCY WITH THOUSANDS OF EMPLOYEES AND MORE THAN 400 NATIONAL PARKS. THAT ATTRACT MILLIONS OF VISITORS EVERY YEAR. HIS AGENCY HAS HELPED PRESERVE LOCAL HISTORY AND CREATED RECREATIONAL FACILITIES ACROSS THE COUNTRY. AND IT'S HELPED THE N.P.S. BECOME A RECOGNIZED WORLD LEADER IN SO MANY WAYS, IN CULTURAL AND RESOURCE MANAGEMENT. HE SPEAKS OFTEN ABOUT CLIMATE CHANGE AND SUSTAINABILITY, AND THE OUTDOORS AS A SOURCE OF PUBLIC HEALTH AND NOURISHMENT FOR OUR KIDS. AND ABOUT THE PARKS AS A UNIFYING INSPIRATIONAL FORCE FOR THE NATION. JOHN STARTED HIS CAREER WITH THE PARKS 40 YEARS AGO. THIS WORK HAS BEEN HIS LIFELONG COMMITMENT. AND WE ARE SO GRATEFUL FOR HIS SERVICE TO OUR NATION. EVERYBODY, PLEASE WELCOME MY GOOD FRIEND JOHN JARVIS. [APPLAUSE]

>> THANK YOU, GARY. IT'S A REAL HONOR AND PLEASURE TO BE HERE WITH ALL OF YOU THIS AFTERNOON, REALLY TO INTRODUCE SECRETARY JEWELL'S CONSERVATION KEYNOTE AND TO RECOGNIZE THE LONG HISTORY, AS YOU INDICATED, WITH NATIONAL GEOGRAPHIC SOCIETY. I THINK IT'S ACTUALLY PLAUSIBLE TO SUGGEST THAT WITHOUT NATIONAL GEOGRAPHIC SOCIETY, WE MIGHT NOT BE CELEBRATING THE 100TH ANNIVERSARY OF CONSERVATION BY THE NATIONAL PARK SERVICE. I'M POSITIVE THAT THE SERVICE WOULD NOT BE KNOWN AS IS IT TODAY WITHOUT THE VISIONARY LEADERSHIP OF OUR FIRST DIRECTOR STEVEN MATHER, AND NATIONAL GEOGRAPHIC'S VISIONARY LEADER, GILL GROVENER. THEY BOTH UNDERSTOOD THAT THESE EXCEPTIONAL LANDS NEEDED PUBLIC SUPPORT, AND THEY NEEDED ADVOCACY. SO IN 1914, MATHER OBSERVED THE DETERIORATING CONDITIONS IN A FEW OF THE NATIONAL PARKS, AND HE WROTE A LETTER OF PROTEST TO SECRETARY OF THE INTERIOR, THEN FRANKLIN LANE. AND LANE RESPONDED, DEAR STEVE, IF YOU DON'T LIKE THE WAY THE PARKS ARE BEING RUN, COME TO WASHINGTON AND RUN THEM YOURSELF. SO MATHER CAME TO WASHINGTON TO -- AND REALLY BEGAN THE WORK TO CREATE THE NATIONAL PARK SERVICE. MATHER KNEW THAT IF HE COULD GET THE RIGHT PEOPLE INTO THESE EXTRAORDINARY LANDSCAPES WITH ENOUGH TIME TO SORT OF WEAR OFF THE VARNISH OF CIVILIZATION, THEY WOULD BECOME CONVERTS. SO IN JULY 14, 1915, MATHER GATHERED WHAT BECAME KNOWN AS THE MATHER MOUNTAIN PARTY FOR A TWO-WEEK TRIP INTO THE HIGH SEAR ARIAS. MATHER WAS AT THE HEAD. HE HAD HIS DEPUTY AND A CARTOGRAPHER. THERE WERE WRITERS FOR THE "SATURDAY EVENING POST," THE VICE PRESIDENT OF THE SOUTHERN PACIFIC RAILROAD, THE RANKING REPUBLICAN ON APPROPRIATIONS AND THE PUBLISHER OF THE LOCAL NEWSPAPER. THERE WAS A PROFESSIONAL PHOTOGRAPHER. THERE WERE PROMINENT ATTORNEYS AND BUSINESSMEN, CALIFORNIA STATE ENGINEER AND LAST BUT NOT LEAST GILBERT GROVENER, THE DIRECTOR OF THE NATIONAL GEOGRAPHIC SOCIETY AND THE EDITOR OF THE MAGAZINE. THERE WAS ALSO ONE RANGER AND TWO CHINESE COOKS. ONE WAS CONSIDERED THE BEST CAMP CHEF IN THE WEST. AND HE PROVED THAT EVERY DAY ON THIS TRIP WITH DINNERS OF SOUP AND SALAD AND FRIED CHICKEN AND GRAVY, ALWAYS WONDERED WHERE HE GOT THE VENISON, POTATOES AND APPLE PIE. AND HE HAD HOT SOURDOUGH BISCUITS THAT WERE WARMED ON THE RISE OF THE SIDE OF A SWEATY MULE AS IT CLIMBED UP THE TRAILS. AS TO WHAT WE KNOW TODAY AS SEQUOIA AND KING'S CANYON NATIONAL PARK. FOR TWO WEEKS THIS GROUP CAMPED IN THE ALPINE MEADOWS, THEY RAN NAKED THROUGH THE COLD STREAMS. THEY REVELED UNDER A NIGHT SKY AND THEY ABSORBED THESE INCREDIBLE PLACES. CUNNINGLY, MATHER LET THE MOUNTAINS DO THEIR MAGIC. LET THE TRAPPINGS OF SOCIETY, EVEN 100 YEARS AGO, SORT OF SHED OFF AND BONDS WERE FORMED AMONGST THESE INDIVIDUALS WITH THEMSELVES AND WITH THE LAND. ONE OF THEM GAZING UP AT MOUNT WHITNEY SAID, NORTH, SOUTH, EAST AND WEST ARE MOUNTAINS, AND AGAIN MOUNTAINS AND SUCH MOUNTAINS, DELIRIUM SEIZES ONE IN SURROUNDINGS SUCH AS THESE. EACH NIGHT AROUND THE FIRE, THEY TALKED OF CONSERVATION AND THE FUTURE OF THE NATIONAL PARKS. AND THE NIGHT BEFORE THEY ALL HAD TO GO HOME, THERE WAS A GATHERING AND A BONFIRE, AND MATHER STOOD UP TO TALK AND ALBRIGHT SORT OF CAPTURED THAT, THIS IS SOMEWHAT PARAPHRASED, BUT IT'S WHAT HE SAID, WELL, WE'VE HAD MANY GLORIOUS DAYS TOGETHER THAT I CONFESS WHY I WANTED YOU TO COME ALONG. NOT ONLY FOR YOUR INTERESTING COMPANY, BUT TO HOPE YOU WOULD SEE THE SIGNIFICANCE OF THESE MOUNTAINS AND THE WHOLE PICTURE OF WHAT WE ARE TRYING TO DO. HOPEFULLY YOU WILL TAKE THIS MESSAGE AND SPREAD IT THROUGHOUT THE LAND IN YOUR OWN STYLE. THESE VALLEYS AND HEIGHTS OF THE MOUNTAINS ARE JUST ONE SMALL PART OF THE MAJESTY OF AMERICA. ALTHOUGH SEQUOIA AND YELLOWSTONE AND GLACIER AND CRATER LAKE AND OTHERS ARE ALREADY SET ASIDE AS PARKS, JUST THINK OF THE VAST AREAS OF OUR LAND THAT SHOULD BE PRESERVED FOR THE FUTURE. THINK OF THE GRAND CANNON, OF THE COLORADO, THE WONDERS OF ALASKA AND HAWAII. BUT UNLESS WE CAN PROTECT THE AREAS CURRENTLY HELD BY A SEPARATE FEDERAL AGENCY, WE MAY LOSE THEM TO SELFISH INTERESTS. SO THAT EVENING EVERY MEMBER OF THE MATHER MOUNTAIN PARTY VOWED THEIR ACTIVE SUPPORT FOR THE CREATION OF THE NATIONAL PARK SERVICE. GILBERT GROVENER VOWED THAT THE NATIONAL GEOGRAPHIC SOCIETY WOULD MARCH IN STEP TO ALIGN THESE GOALS, AND HE FULFILLED THAT PROMISE BY PUBLISHING, AS GARY INDICATED, IN APRIL 1916, AN ENTIRE ISSUE OF THE NATIONAL PARKS CALLED LAND OF THE BEST. IT GREATLY INFLUENCED CONGRESS. WHEN THE TIME CAME TO VOTE, THE ESTABLISHMENT OF THE NATIONAL PARK SERVICE ON AUGUST 25, 1916, 100 YEARS AGO, AND AS WE SAW THIS MONTH NATIONAL GEOGRAPHIC RELEASES ITS ISSUE ON YELLOWSTONE, THE BATTLE FOR THE AMERICAN WEST. WE CANNOT TAKE CONSERVATION FOR GRANTED. WE MUST USE THE MAGIC OF OUR PARKS AND PUBLIC LANDS TO INSPIRE AND EMPOWER A NEW GENERATION OF CONSERVATION. AND NO ONE UNDERSTANDS THIS MORE, NOR HAS DEVOTED MORE OF HER ENERGY OR AUTHORITY TO THIS GOAL THAN THE 51ST SECRETARY OF INTERIOR SALLY JEWELL. HER FOCUS ON YOUTH, ON DIVERSITY, ON VOLUNTEERISM, ON URBAN POPULATIONS, AND ON INSPIRING THE NEXT GENERATION, JUST LIKE MATHER AND GROVENER DID ON OUR FIRST CENTURY, WILL SET THE COURSE FOR CONSERVATION AND PRESERVATION AS WE ENTER THE SECOND CENTURY OF THE NATIONAL PARK SERVICE. LADIES AND GENTLEMEN, SECRETARY OF INTERIOR

SALLY JEWELL. [APPLAUSE]

>> THANK YOU, JOHN! THANKS. THANK YOU, NOT ONLY FOR THAT GREAT INTRODUCTION, BUT FOR YOUR DEDICATION TO THE NATIONAL PARK SERVICE FOR FOUR DECADES. PRETTY EXTRAORDINARY. CAN WE GIVE HIM A ROUND OF APPLAUSE FOR THAT? [APPLAUSE] STAYING POWER. STAYING POWER IS IMPORTANT. I ALSO WANT TO ACKNOWLEDGE THAT I AM SURROUNDED BY AN INCREDIBLE TEAM OF LEADERS AT THE DEPARTMENT OF THE INTERIOR. MANY OF THEM ARE HERE. THEY RUN OUR BUREAUS. THEY ADVISE ME EVERY DAY. THEY PULL ME BACK FROM THE LEDGE. SOMETIMES THEY MIGHT WANT TO PUSH ME OVER THE LEDGE, BUT I HAVE A GREAT TEAM HERE, SO THANK YOU GUYS FOR BEING HERE AND SUPPORTING ME IN THIS EFFORT AND HELPING ME WITH THIS TEACH THAT I'M ABOUT TO GIVE. GREAT CREW. THANKS. [APPLAUSE] AND THANK YOU, GARY, SUSAN, AND THE NATIONAL GEOGRAPHIC SOCIETY, FOR HOSTING US TODAY. YOUR EFFORTS OVER THE YEARS TO SHINE A SPOTLIGHT ON EVERYTHING FROM WILDLIFE TRAFFICKING, AND I WAS JUST IN THIS ROOM DOING THAT A FEW WEEKS AGO, TO CLIMATE CHANGE IS SO CRITICAL. YOUR FOCUS THIS YEAR ON THE NATIONAL PARKS IS REALLY INSPIRING AND I'M GRATEFUL FOR THIS WORK AND I'M GRATEFUL FOR THE LITTLE DIVERSE I GET WHEN I READ THE NATIONAL GEOGRAPHIC EVERY NIGHT OR ALMOST EVERY NIGHT WHEN MY BRIEFINGS DON'T GET IN THE WAY. THANKS ALL OF YOU FOR COMING TODAY. I IMAGINE WE'D ALL RATHER BE OUTSIDE ON SUCH A NICE DAY, BUT I'LL TRY AND MAKE THIS WORTH YOUR WHILE AND NOT TOO LONG. THIS WEEK, AS YOU'VE HEARD S. NATIONAL PARK WEEK. IT'S A TIME WHEN WE CELEBRATE THE MORE THAN 400 NATURAL, HISTORIC AND CULTURAL SITES THAT MAKE UP THE MOST INCREDIBLE PARK SYSTEM ON EARTH. PLACES THAT ATTRACT VISITORS FROM AROUND THE WORLD AND INSPIRE OTHER NATIONS TO FOLLOW OUR LEAD. BUT BEING THE BEST WASN'T ALWAYS A FOREGONE CONCLUSION. DURING WORLD WAR II, NATIONAL PARKS FELL INTO A STATE OF DISREPAIR. CONGRESS, NEEDING TO FUND THE WAR EFFORT, DIRECTED MUCH-NEEDED RESOURCES ELSEWHERE. AFTER THE WAR, VETERANS PACKED UP THEIR FAMILIES AND DROVE TO THE NATIONAL PARKS LOOKING TO HEAL AND RECONNECT IN A WAY THAT WE KNOW GETTING OUTSIDE CAN UNIQUELY DO. INSTEAD, THE WORE HEROES AND THEIR FAMILIES WERE GREETED BY CRUMBLING BUILDINGS, ROADS FULL OF POTHOLES AND HUGE CROWDS. STATE OF THE PARKS GOT SO BAD THAT HARPER'S MAGAZINE RAN AN ESSAY IN 1953 ENTITLED "LET'S CLOSE THE NATIONAL PARKS." THE AUTHOR, BERNARD DEVOTO HOPED THE SHOCK OF SUGGESTING THAT YELLOWSTONE, YOSEMITE AND THE GRAND CANYON SHOULD BE SHUT DOWN UNTIL THEY WERE WORTHY OF VISITORS COULD PUSH CONGRESS TO PROPERLY FUND THE NATION'S CROWN JEWELS. SO IT COULD HAVE BEEN THE END OF THE STORY. THE TOMBSTONE READING "HERE LIE THE NATIONAL PARKS, LOVED TO DEATH." BUT HIS E STAY PLUS A FEW VISIONARY LEADERS LIKE CONRAD WERTH, THE PARK DIRECTOR IN THE EISENHOWER ADMINISTRATION, SPURRED A HISTORIC INVESTMENT IN OUR NATIONAL PARKS. STARTING IN 1956, THE YEAR I WAS

BORN, SPARE YOU THE MATH, IT MAKES ME 60, AND OVER THE COURSE OF THE NEXT 10 YEARS, MORE THAN \$1 BILLION OF CAPITAL IMPROVEMENTS WERE COMPLETED. AND THAT'S IN THOSE DOLLARS. 1956 DOLLARS. ROADS WERE FIXED. SEWER SYSTEMS WERE UPGRADED. VISITOR CENTERS WERE ADDED, JUST IN TIME FOR THE PARK SERVICE'S 50TH ANNIVERSARY IN 1966. MISSION 66, AS IT WAS CALLED, WAS ROOTED IN THE SIMPLE IDEA THAT INVESTING IN OUR NATIONAL PARKS WAS AN INVESTMENT IN THE HEART OF OUR NATION. NOT ONLY OUR ECONOMY, BUT OUR VERY IDENTITY. CORPORATIONS ALSO STEPPED UP TO HELP, LIKE THE MEMORABLE AD CAMPAIGN OF THE DAY. SEE THE U.S.A. IN YOUR CHEVROLET. A JINGLE THAT MY GENERATION CAN STILL HEAR IN OUR MINDS. SHOW OF HANDS, HOW MANY OF YOU RECOGNIZE THAT? OK, QUITE A FEW OF YOU. AND WHAT HAPPENED TO ALL THOSE KIDS WHO WERE LOADED INTO THE BACKS OF STATION WAGONS AND TAKEN TO ROCKY MOUNTAIN NATIONAL PARK FOR THEIR SUMMER VACATION? WELL, THEY GREW UP. SOME OF THEM ARE 60. SOME ARE EVEN 70. THEY BECAME TODAY'S CHAMPIONS OF THE NATIONAL PARKS. THE REAL LEGACY OF MISSION 66 IS THAT IT INSPIRED AN ENTIRE GENERATION, BABY BOOMERS, MY GENERATION, TO LOVE AND VISIT THE GREAT OUTDOORS. AND YOU DON'T NEED TO LOOK TOO HARD TO SEE THE PARALLELS TO TODAY. OUR NATIONAL PARKS ARE BEING VISITED IN RECORD NUMBERS. 307 MILLION VISITORS LAST YEAR ALONE. AND THIS YEAR IS GOING TO BE HIGHER. BUT OUR MAINTENANCE BACK LOG NEARING \$12 BILLION. IS ALSO AT RECORD LEVELS. AND BUDGET CRUNCHES HAVE LEFT OUR NATIONAL PARKS AND PUBLIC LANDS UNDERSTAFFED AND STRUGGLING TO KEEP UP WITH DAY-TO-DAY OPERATIONS. AND THE PEOPLE VISITING THE PARKS, STILL THE BABY BOOMERS, THE MAJORITY OF VISITORS TO NATIONAL PARKS TODAY LOOK LIKE ME, OLDER AND WHITER. WHICH MEANS WE HAVEN'T FOUND A WAY TO CONNECT WITH THE YOUNG PEOPLE OF TODAY, WHO ARE MORE DIVERSE, MORE TECH SAVVY AND MORE DISCONNECTED FROM NATURE THAN EVER BEFORE. THOSE TRENDS COINCIDE WITH THE EMERGENCE OF AN EXTREME MOVEMENT TO SEIZE PUBLIC LANDS FROM OREGON TO PUERTO RICO, PUTTING LANDS THAT BELONG TO ALL AMERICANS AT RISK OF BEING SOLD OFF FOR SHORT-TERM GAIN TO THE HIGHEST BIDDER. THIS MOVEMENT HAS PROPPED UP DANGEROUS VOICES THAT REJECT THE RULE OF LAW, PUT COMMUNITIES AND PUBLIC SERVANTS AT RISK AND FAIL TO APPRECIATE HOW DEEPLY DEMOCRATIC AND AMERICAN OUR NATIONAL PARKS AND PUBLIC LANDS ARE. WHAT'S MORE, CLIMATE CHANGE, THE MOST PRESSING ISSUE OF OUR TIME, THREATENS OUR LAND AND WATER IN MANY WAYS. WITH LONGER, HOTTER FIRE SEASONS, RECORD-BREAKING DROUGHTS, AND MORE FREQUENT AND SEVERE SUPERSTORMS. SOME EXPERTS BELIEVE WE'RE ON THE BRINK OF THE PLANET'S SIXTH MASS EXTINCTION, WITH HUE MAPS PLAYING A MAJOR ROLE IN WIPING OUT SPECIES AT A RATE 53 TIMES GREATER THAN NORMAL. IN A NEW ASAL THINKS BY THE NONPROFIT CONSERVATION SCIENCE PARTNERS FINDS THAT NATURAL AREAS OUT WEST ARE DISAPPEARING AT THE RATE OF A FOOTBALL FIELD EVERY 2 1/2 MINUTES. FOOTBALL FIELD EVERY 2 1/2 MINUTES. SO IF YOU ADD ALL THAT UP, YOU'RE LOOKING AT A PRETTY BLEAK PICTURE, IF WE STAY ON THIS TRAJECTORY. 100 YEARS FROM NOW NATIONAL PARKS WILL BE

LIKE POSTAGE STAMPS OF NATURE ON A MAP, ISOLATED ISLANDS OF CONSERVATION WITH RUNDOWN FACILITIES, THE CROWDS OF AMERICANS VISIT LIKE ZOOS TO CATCH A GLIMPSE OF OUR NATION'S REMAINING WILDLIFE AND UNDEVELOPED PATCHES OF LAND. NOW, THAT CAN'T AND WON'T HAPPEN, I'M SURE WE'RE NOT IN THIS ROOM GOING TO LET THAT HAPPEN, RIGHT? WE'RE NOT GOING TO LET IT HAPPEN. BUT AS A COUNTRY, WE NEED TO MAKE A **MAJOR COURSE CORRECTION** IN HOW WE APPROACH CONSERVATION TO ENSURE A BRIGHT FUTURE FOR OUR PUBLIC LANDS AND WATERS. HERE'S WHAT I BELIEVE A COURSE CORRECTION LOOKS LIKE. FIRST AND FOREMOST, WE NEED TO KICK OFF THE NEW CENTURY OF AMERICAN CONSERVATION BY ISSUING A GIANT OPEN INVITATION TO EVERY AMERICAN TO VISIT THEIR NATIONAL PARKS AND THEIR PUBLIC LANDS. THE NATIONAL PARK SERVICE'S CENTENNIAL IS ABOUT INSPIRING PEOPLE FROM ALL AGES AND ALL BACKGROUNDS IN ALL WALKS OF LIFE TO LOVE THE GREAT OUTDOORS AND OUR RICH HISTORY AND CULTURE. IF WE'RE SUCCESSFUL, THE NEXT GENERATION OF AMERICANS, ELECTED OFFICIALS, SCIENTISTS, TEACHERS, SUPREME COURT JUSTICE IS, WILL UNDERSTAND THE VALUE OF CONSERVATION AND PUBLIC LANDS. I'M PROUD OF THE NATIONAL PARK SERVICE AND THE NATIONAL PARK FOUNDATION FOR LAUNCHING THE FIND YOUR PARK CAMPAIGN. A CAMPAIGN WHICH KICKED OFF LAST YEAR, YOU SAW A VIDEO OF IT A LITTLE EARLIER, HAS ALREADY MADE NEARLY SIX BILLION IMPRESSIONS, THAT'S MARKETING SPEAK FOR THEY REACHED A LOT OF PEOPLE. THE CAMPAIGN IS MAKING A SPECIAL EFFORT TO TARGET MILENIALS AND YOUNGER AUDIENCES. I'M GOING TO ADMIT TO ALL OF THAT YOU I DID NOT KNOW WHO BELA THORN WAS A YEAR AGO. I WON'T ASK FOR A SHOW OF HANDS. BUT HER SIX MILLION TWITTER FOLLOWERS DID, SO WHEN SHE TWEETED HASHTAG FIND YOUR PARK, I HUMBLY SUBMIT IT MEANT A LOT MORE THAN WHEN I DID IT. I KEEP DOING IT, AND IT STILL HASN'T DEVELOPED WHAT BELA THORN'S DID. I'M ALSO PROUD OF PRESIDENT OBAMA'S EVERY KID IN A PARK INITIATIVE. MAKING SURE THAT EVERY FOURTH GRADER IN AMERICA HAS A FREE PASS TO VISIT OUR NATION'S PUBLIC LANDS AND WATERS WITH THEIR FAMILIES SO WE'RE BREAKING DOWN BARRIERS THAT CAN KEEP UNDERSERVED COMMUNITIES FROM DISCOVERING THE GREAT OUTDOORS. I HAVE A LOT OF GREAT MOMENTS IN THIS JOB, BUT SOME OF MY FAVORITE MOMENTS HAVE BEEN HANDING OUT THE PASSES, LIKE TO A FOURTH GRADE CLASS OF NATIVE AMERICAN STUDENTS. JUST OUTSIDE TUCSON, ARIZONA, SEVERAL ELDERS FROM THEIR TRIBE WITH ME, WE TOOK A HIKE WITH THESE KIDS. AND THAT'S WHERE WE LEARNED HOW THE KIDS' ANCESTORS AND THE DESERT HAVE CO-EXISTED FOR THOUSANDS OF YEARS. IT WAS MAGE CAL EXPERIENCE FOR ME, FOR THE KIDS, BUT ALSO FOR THE PARK SERVICE FOLKS WHO WITNESSED THIS EXCHANGE OF INFORMATION. I'M COMMITTED TO MAKING SURE THAT THIS PROGRAM, EVERY KID IN A PARK, LAST LONGER THAN AFTER I LEAVE THIS OFFICE SO, THAT 12 YEARS FROM NOW, WE'LL HAVE A WHOLE GENERATION OF STUDENTS WHOSE LOVE FOR PUBLIC LANDS WAS SPARKED IN THE FOURTH GRADE. WE ALSO NEED TO ENSURE THAT WHEN A DIVERSE CLASS OF FOURTH GRADERS DOES VISIT, THEY SEE A PARK RANGER THAT LOOKS LIKE THEM OR

TALK TO A WILDLIFE BIOLOGIST THAT SHARES THEIR BACKGROUND OR SEE SIGNS IN THEIR FIRST LANGUAGE. OR THEY CAN VISIT A PLACE THAT HONORS THEIR HERITAGE AND THEIR CULTURE. FOR TOO LONG, OUR NATIONAL PARKS HAVE IGNORED IMPORTANT PARTS OF OUR NATION'S STORY. I AM PROUD OF WHAT THIS PRESIDENT HAS DONE TO EXPAND THAT STORY AND MAKE OUR NATIONAL PARKS AND PUBLIC LANDS MORE RELEVANT TO ALL AMERICANS. PEOPLE LIKE CESAR CHAVEZ, HARRIET TUBMAN AND THE BUFFALO SOLDIERS NOW HAVE THEIR CONTRIBUTIONS TO THIS COUNTRY RIGHTFULLY RECOGNIZED THROUGH THE NATIONAL PARKS. JUST LAST WEEK, PRESIDENT OBAMA ACTED AGAIN, IN ESTABLISHING THE BELMONT PAUL WOMEN'S EQUALITY NATIONAL MONUMENT. [APPLAUSE] LET'S DO THAT. I HOPE YOU GET OUT AND LOOK AT IT BECAUSE THIS MONUMENT HONORS A KEY CHAPTER IN THE ONGOING FIGHT FOR POLITICAL, SOCIAL, AND ECONOMIC EQUALITY IN THIS COUNTRY. AND IT'S RIGHT NEXT TO THE HART SENATE OFFICE BUILDING AND EASY FOR TO YOU GET TO. STILL WITH ONLY A SLIVER OF NATIONAL PARKS AND HISTORIC SITES FOCUSED ON WOMEN, MINORITIES AND UNDERRETTED COMMUNITIES, THERE'S MORE TO BE DONE. RIGHT NOW THERE'S NOT ONE NATIONAL PARK OR NATIONAL MONUMENT FOCUSED ON THE STRUGGLE FOR LGBT RIGHTS. WE HAVEN'T DONE ENOUGH TO CELEBRATION THE CONTRIBUTIONS OF ASIAN AMERICANS OR PACIFIC ISLANDERS OR LATINOS OR AFRICAN-AMERICANS. THAT HAS TO CHANGE. I LOOK FORWARD TO LEAVE OUR NATIONAL PARKS AND PUBLIC LANDS DIVISIVELY MORE INCLUSIVE PLACES THAN THEY WERE IN 2009. [APPLAUSE] THANK YOU FOR THE APPLAUSE, WHICH MEANS I GOT ALL YOUR HELP, RIGHT? I'M GOING TO NEED IT. WE'RE ALL GOING TO NEED TO WORK ON IT TO. THAT END, THROUGHOUT THIS SUMMER, MY TEAM AND I WILL TRAVEL ACROSS THE COUNTRY TO HEAR FROM COMMUNITIES ABOUT THEIR VISION FOR CONSERVATION, AS WE LOOK TO THE NEXT 100 YEARS. OUR GOAL WILL BE TO FIND AND HIGHLIGHT OPPORTUNITIES WHERE WE CAN MAKE PROGRESS, BOTH IN THE NEAR TERM AND IN THE LONG-TERM. TO ENSURE THAT OUR PARKS AND PUBLIC LANDS ARE BENEFITING ALL AMERICANS. FROM COAST TO COAST, WE'LL TALK TO COMMUNITIES ABOUT WHAT PLACES ARE SPECIAL TO YOU AND WHY. WHAT'S IMPORTANT TO YOUR COMMUNITY'S ECONOMY? YOUR IDENTITY? YOUR HERITAGE? AND **HOW CAN WE MAKE IT EASIER FOR YOU TO VISIT AND ENJOW YOUR PUBLIC LANDS?** THIS IS ABOUT LIFTING UP WHAT'S WORKING AND LEARNING WHAT WE CAN DO BETTER WHEN IT COMES TO SUPPORTING OUR PUBLIC LANDS. MY FIRST STOP IS GOING TO BE FRIDAY IN FLORIDA. I COULD STAY HERE, IT'S PRETTY NICE HERE. BUT IN FLORIDA, WE'LL BE CELEBRATING ANOTHER MAJOR MILESTONE IN THE EFFORT TO RESTORE THE NATURAL WATER FLOWS IN THE FLORIDA EVERGLADES. THEN IN THE COMING WEEKS, I'LL BE IN MONTANA TO TALK ABOUT THE NEXUS BETWEEN PUBLIC LANDS AND OUTDOOR RECREATION. I PLAN TO VISIT IDAHO TO DISCUSS BUILDING SAGEBRUSH LANDSCAPES IN THE FACE OF WILDFIRES AND I'LL VISIT PLACES LIKE UTAH WHERE THERE'S A RANGE OF CONSERVATION PROPOSALS, LEGISLATIVE AND OTHERWISE, TO FURTHER PROTECT PUBLIC LANDS. MY TEAM AND I LOOK FORWARD TO GETTING OUT ACROSS COMMUNITIES ACROSS THE COUNTRY THIS SUMMER AND INTO

THE FALL. SO LET ME PAUSE FOR JUST A MINUTE TO TALK ABOUT THE **ANTIQUITIES ACT**. BECAUSE THERE'S A LOT OF DISCUSSION ABOUT THAT ACT IN THIS FINAL YEAR OF THE PRESIDENT'S TERM. FOR OVER 100 YEARS, SINCE CONGRESS PASSED THE LAW IN 1906, PRESIDENTS HAVE USED THIS AUTHORITY TO PROTECT SPECIAL PLACES THAT WITHOUT ACTION MIGHT BE LOST FOREVER TO WRECKING BALLS, LOOTING OR OTHER DESTRUCTIVE ACTIVITIES. I BELIEVE IT IS ONE OF THE MOST IMPORTANT TOOLS A PRESIDENT HAS TO IMPROVE OUR COUNTRY. IT'S A TOOL THAT SHOULD NOT BE USED LIGHTLY OR INVOKED WITHOUT SERIOUS CONSIDERATION OF THE IMPACTS ON CURRENT AND FUTURE GENERATIONS. PRESIDENT OBAMA HAS BEEN JUDICIOUS AND THOUGHTFUL IN HIS USE OF THE ANTIQUITIES ACT. I DO NOT THINK THE ACT SHOULD ONLY BE USED IN PLACES WHERE THERE IS COMPLETE AGREEMENT, AS SOME ARE SUGGESTING, HOWEVER. IF THAT WERE THE CASE, TEDDY ROOSEVELT WOULD NEVER HAVE PROTECTED GRAND CANYON OR MUIR WOODS. FRANKLIN ROOSEVELT WOULD NEVER HAVE PROTECTED JOSHUA TREE. THESE WERE ALL CONTROVERSIAL WHEN THEY WERE ESTABLISHED. JUST GO LOOK UP QUOTES IN THE OLD PAPERS FROM MEMBERS OF CONGRESS OR DEVELOPERS WHO DECRIED THAT A NATIONAL MONUMENT IS GOING TO TIE UP RESOURCES AND HALT ECONOMIC PROGRESS, ALL FOR A LITTLE BIT OF SCENERY. BUT THEIR DOOMSDAY PREDICTIONS DIDN'T COME TRUE, AND TODAY EVERY ONE OF THOSE NOW NATIONAL PARKS IS AN ECONOMIC ENGINE AND A HUGE SOURCE OF PRIDE FOR ITS RESPECTIVE STATE. **THERE ARE COMMUNITIES ACROSS AMERICA WHO BELIEVE THAT PRESIDENT OBAMA SHOULD ACT TO PROTECT MORE SPECIAL PLACES.** AND THAT YES, THEY HELP TELL A MORE COMPLETE STORY OF AMERICA. PLACES WITH INCREDIBLE ANTIQUITIES AT RISK OF LOOTING OR DEVELOPMENT. PLACES THAT COULD CREATE LOCAL JOBS AND BOOST SMALL BUSINESSES, SHOULD THEY BE RECOGNIZED ON THE NATIONAL STAGE? PLACES THAT SHOULD HAVE THE CHANCE TO EXPERIENCE -- EXCUSE ME, PLACES THAT FUTURE GENERATIONS SHOULD HAVE TO EXPERIENCE FOR THEMSELVES. I BELIEVE THESE IDEAS SHOULD BE HEARD AND DISCUSSED. EVEN WHEN, IN FACT, ESPECIALLY WHEN, THERE'S A SPECTRUM OF OPINIONS. OR WHEN THE PATH FORWARD ISN'T ALWAYS CLEAR. WHOOPS. I IMAGINE IN THE BEST NEXT STEP WE'LL SIMPLY HAVE MORE CONVERSATIONS. BUT I FOUND IN MY WIFE, -- LIFE, AS A PARENT, AS A BANKER, A C.E.O., A VOLUNTEER OR AN INTERIOR SECRETARY, THAT THE BEST RESULTS START WITH A SIMPLE ACT OF LISTENING. SO THAT'S WHAT I PLAN TO DO. **SECOND COURSE CORRECTION** WE NEED TO MAKE IS TO THINK BIG. SIMPLY NOT ENOUGH TO PROTECT A FEW ISOLATED PLACES. THE SAME ANALYSIS I CITED EARLIER BY THE CONSERVATION SCIENCE PARTNERS FOUND THAT IF YOU WERE TO RANDOMLY DROP A PIN IN A NATURAL AREA IN THE WEST, ON AVERAGE IT WOULD ONLY BE 3 1/2 MILES FROM SOME FORM OF HUMAN DEVELOPMENT. SO THINK ABOUT THAT. 3 1/2 MILES. IT'S A GREAT STATISTIC IF YOU'RE A LOST HIKER LOOKING TO BE RESCUED. **BUT IT HAS HIGHLY ALARMING IMPLICATIONS FOR THE MULE DEER OR THE GRIZZLY BEAR WHO NEED CONNECTED CORRIDORS TO SURVIVE.** WHEN I WAS WALKING INTO THE NATIONAL GEOGRAPHIC TODAY, I STOPPED BY THE

LOBBY AND I HOPE YOU DID, TOO, TO CHECK OUT THE DISPLAY THAT THEY HAD ON YELLOWSTONE. THERE'S A PANEL THERE THAT REMINDED ME THAT IT WASN'T VERY LONG AGO THAT WE DIDN'T QUITE KNOW WHERE OR WHY ANIMALS DISAPPEARED FOR HALF THE YEAR. EVEN IN THE 1800'S, MANY BELIEVED THAT MIGRATING BIRDS SPENT THE WINTER BURIED IN THE MUD AT THE BOTTOM OF PONDS. IT MUST BE RIGHT, THE NATIONAL GEOGRAPHIC SAYS IT RIGHT OUT THERE. SO WE KNOW BETTER NOW. WE KNOW THAT HEALTHY, INTACT ECOSYSTEMS ARE FUNDAMENTAL TO THE HEALTH OF OUR WILDLIFE AND OUR NATION. THEY CLEAN OUR AIR. THEY PROVIDE OUR DRINKING WATER. THEY STORE CARBON. THEY COMBAT CLIMATE CHANGE AND THEY'RE CRITICAL TO OUR ECONOMY. BUT IF THEIR INTEGRITY IS UNDERMINED BY TRANSMISSION LINES, PIPELINES AND ROADS, WHERE DOES THAT LEAVE US 50 YEARS FROM NOW? OR 500? IT'S AN ISSUE THAT CAN'T BE SOLVED BY SIMPLY CREATING A NEW NATIONAL PARK OR WILDLIFE REFUGE, ALTHOUGH THERE'S NO DOUBT WE NEED THOSE PLACES TO SERVE AS CRITICAL ANCHORS FOR CONSERVATION. WHAT WE NEED IS SMART PLANNING ON A LANDSCAPE LEVEL IRRESPECTIVE OF MANMADE LINES ON A MAP. WE NEED TO TAKE A HOLISTIC LOOK AT AN ECOSYSTEM ON LAND OR IN THE OCEAN TO DETERMINE WHERE IT MAKES SENSE TO DEVELOP, WHERE IT MAKES SENSE TO PROTECT THE NATURAL RESOURCES AND WHERE WE CAN ACCOMPLISH BOTH. THIS ISN'T A PIE IN THE SKY IDEA. WE NEED LOOK NO FURTHER THAN **THE GREATER SAGE GROUSE** EFFORT TO SEE WHAT'S POSSIBLE WHEN PEOPLE WORK TOGETHER ACROSS A LANDSCAPE. [APPLAUSE] I WON'T ASK FOR A SHOW OF HANDS FOR HOW MANY OF YOU KNOW WHAT A GREATER SAGE GROUSE IS. I DIDN'T WHEN I TOOK THIS JOB -- WOW, LOOK AT THAT -- BUT I SURE DO NOW. THIS IS A BIRD THAT HAS A **173-MILLION ACRE RANGE**. IT SPANS FEDERAL, STATE AND PRIVATE LANDS ACROSS 11 STATES IN THE WEST, LANDS THAT, NOT SURPRISINGLY, OVERLAP IN SOME PLACES WHERE FOLKS WANT TO MINE, TO GRAZE, TO DRILL FOR OIL AND GAS, LANDS THAT ARE ALSO HOME TO HUNDREDS OF OTHER SPECIES, LIKE ELK AND GOLDEN EAGLES. RATHER THAN SHUT DOWN ALL ECONOMIC ACTIVITY TO SAFE THE SAGE GROUSE OR LET IT GO THE WAY OF THE DODO, STAKE HOLDERS CAME TOGETHER TO MAP OUT WHAT AREAS ARE TOO IMPORTANT TO THE BIRD TO DISTURB, WHAT AREAS SHOULD HAVE DEVELOPMENT ACTIVITY MODIFIED OR ADJUSTED, AND WHAT AREAS SHOULD HAVE THE GREEN LIGHT TO CONTINUE BUSINESS AS USUAL. YOU KNOW HOW THIS ENDS, AT LEAST MOST OF YOU DO. AS A RESULT OF THIS UNPRECEDENTED PLANNING, THIS EFFORT, THE U.S. FISH AND WILDLIFE SERVICE DETERMINED THAT THE **GREATER SAGE GROUSE DOES NOT NEED THE PROTECTION OF THE ENDANGERED SPECIES ACT**. I'M NOT SUGGESTING THIS WAS AN EASY TASK. IT WASN'T BY ANY STRETCH OF THE IMAGINATION, BUT THE EPIC COLLABORATION DID RESULT IN A THOUGHTFUL, SCIENCE-BASED ROAD MAP FOR A HEALTHY ECOSYSTEM AND **SUSTAINABLE** DEVELOPMENT ACROSS A LANDSCAPE. **THAT'S THE MODEL FOR THE FUTURE OF CONSERVATION**. THAT BIG PICTURE OF ROLL UP YOUR SLEEVES, GET PUT FROM ALL STAKE HOLDERS KIND OF PLANNING IS HOW LAND MANAGEMENT AGENCIES SHOULD ORIENT THEMSELVES IN THE 21ST CENTURY. THAT'S WHY THIS YEAR I LOOK

FORWARD TO GETTING A NUMBER OF THINGS ACROSS THE FINISH LINE TO CEMENT THE FORWARD-THINKING PATH WE'VE EMBARKED UPON. THAT INCLUDES COMPLETING THE **DESERT RENEWABLE ENERGY CONSERVATION PLAN**. [APPLAUSE] THANK YOU. IT'S A PLAN WHERE THE BUREAU OF LAND MANAGEMENT IS WORKING WITH STATE AND LOCAL PARTNERS TO MAP OUT OUR PART OF 22 MILLION ACRES IN THE CALIFORNIA DESERT. BUT WE WANT TO ENCOURAGE WIND AND SOLAR PROJECTS AND WHERE WE WANT TO MANAGE ALSO FOR CONSERVATION. THAT INCLUDES ISSUING MASTER LEASING PLANS FOR PLACES IN UTAH WHERE WE'RE COLLABORATING WITH LOCAL STAKE HOLDERS TO DEVELOP A BLUEPRINT FOR BALANCING ENERGY DEVELOPMENT WITH CONSERVATION AND OUTDOOR RECREATION. THAT INCLUDES FINALIZING THE **BUREAU OF LAND MANAGEMENT'S PLANNING 2.0 RULE**, WHICH INSTITUTIONALIZES THIS NEW WAY OF DOING BUSINESS, ENGAGING EARLY AND OFTEN WITH STAKE HOLDERS. AND THAT INCLUDES A COMPREHENSIVE REVIEW OF THE FEDERAL COAL PROGRAM. [APPLAUSE] LOTS OF WORK TO DO THERE. IN THE MEANTIME, WE ALSO HAVE WORK LEFT TO RE-EXAMINE WHETHER DECISIONS MADE IN PRIOR ADMINISTRATIONS PROPERLY CONSIDERED WHERE IT MAKES SENSE TO DEVELOP AND WHERE IT DOESN'T. OR WHERE SCIENCE IS HELPING US BETTER UNDERSTAND THE VALUE OF THE LAND AND WATER AND THE POTENTIAL IMPACTS OF DEVELOPMENT. PLACES LIKE IN MONTANA OR THE BOUNDARY WATERS IN MINNESOTA OR THE ROME PLATEAU IN COLORADO. THESE ARE SPECIAL AREAS, AND I LOOK FORWARD TO MAKING PROGRESS ON THEM THIS YEAR. **THIRD AND FINAL AREA** WHERE I BELIEVE WE NEED TO MAKE A **COURSE CORRECTION** IS RELATED TO RESOURCES. THE NATIONAL PARK SERVICE IS ABOUT TO RELEASE A REPORT THAT PARKS GENERATED \$32 BILLION IN ECONOMIC ACTIVITY FOR THE NATION IN 2015. THEY DID THAT ON A BUDGET OF ABOUT \$3 BILLION, MEANING THAT FOR EVERY DOLLAR INVESTED IN THE NATIONAL PARKS, TAXPAYERS SAW A 10 TO ONE RETURN ON INVESTMENT. AND AS A BUSINESS PERSON, I CAN TELL YOU THAT'S PRETTY DARN GOOD. EVEN THOUGH WE'RE NOT NECESSARILY IN THE BUSINESS OF MAKING MONEY, WE DRIVE MONEY TO LOCAL ECONOMIES THROUGH OUR PARKS AND PUBLIC LANDS. BUT JUST AS WE DID WITH **MISSION 66**, OUR NATION NEEDS TO MAKE SERIOUS INVESTMENTS IN OUR NATIONAL PARKS, OUR WILDLIFE REFUGES, OUR FORESTS, OUR PUBLIC LANDS AND OUR WATERS, TO ENSURE THAT THEY ARE PREPARED FOR THE NEXT 100 YEARS. THAT NOT ONLY MEANS INVESTMENTS IN ROADS AND BRIDGES, BUT ALSO **GREEN INFRASTRUCTURE**, TO CHECK THE SPREAD OF INVASIVE SPECIES, TO BUILD RESILIENT COASTLINES IN THE FACE OF CLIMATE CHANGE, TO RESTORE WETLANDS AND WATERSHEDS. CONGRESS TOOK A GOOD STEP WITH LAST YEAR'S OMNIBUS, BUT WE NEED TO DO MORE TO GIVE NATIONAL PARKS AND PUBLIC LANDS THE RESOURCES THEY NEED TO FUND CRITICAL INFRASTRUCTURE PROJECTS, LEVERAGE PRIVATE DONATIONS, **ENHANCE VISITOR EXPERIENCES**. THE ADMINISTRATION'S **CENTENNIAL ACT** IN CONGRESS DOES JUST THAT, AND I REMAIN HOPEFUL THAT WORKING TOGETHER WE CAN GET IT ACROSS THE FINISH LINE. CONGRESS CAN ALSO DO RIGHT BY **PERMANENTLY** AUTHORIZING AND FULLY FUNDING THE **LAND AND**

WATER CONSERVATION FUND. [APPLAUSE] THANK YOU FOR YOUR VOICES ON THAT. IT SHOULD BE FUNDED IN THE \$900 MILLION AS ORIGINALLY INTENDED, AND THAT WAS SET BACK IN 1964. CONGRESS TOOK AN IMPORTANT INITIAL STEP TO REAUTHORIZE THE FUND FOR THREE YEARS, BUT IT SHOULDN'T HAVE BEEN THE BATTLE IT WAS AND IT SHOULD NOT BE SEEN AS ENOUGH, AND YOU ALL UNDERSTAND THAT. AND CONGRESS CAN HELP GREATLY IN DEALING WITH THE EVER-INCREASING LET OF WILDFIRES BY MAKING A SIMPLE CHANGE IN THE BUDGET TO TREAT LARGE-SCALE FIRES LIKE THE DISASTERS THEY ARE. THIS WILL HELP THE FOREST SERVICE AND THE BUREAU OF LAND MANAGEMENT AVOID BORROWING MONEY FROM OTHER PROGRAMS, INCLUDING THOSE DESIGNED TO PREVENT FUTURE WILDFIRES. TO BE SURE, THERE ARE MANY GREAT CHAMPIONS FOR CONSERVATION IN CONGRESS. I'M HOPEFUL WE CAN CONVINCED EVEN MORE MEMBERS THAT WILL SUPPORT PUBLIC LAND MANAGEMENT AGENCIES IN ACCOMPLISHING WHAT THE AMERICAN PUBLIC EXPECTS OF US, **WHICH IS BEING IN THE FOREVER BUSINESS.** THE FEDERAL GOVERNMENT CAN DO OUR PART BY SPENDING OUR MONEY WISELY, BY ENCOURAGING PUBLIC-PRIVATE PARTNERSHIPS AND INSPIRING VOLUNTEER SERVICE WHICH FOSTERS A DEEP PERSONAL CONNECTION TO PUBLIC LANDS AND HAS BECOME TOO ESSENTIAL REALLY IN SUPPORTING OUR VISITORS. WE CAN ALSO DO A BETTER JOB OF CAPTURING THE VALUE OF PUBLIC LANDS. NOW, I'M NOT TALKING ABOUT THE VALUE OF HEARING THE QUIET OF THE NIGHT PIERCED BY THE HOWL OF WOLVES THAT ONCE AGAIN ROAM YELLOWSTONE, OR THE VALUE OF FEELING THE FIRST RAYS OF SUNSHINE ON CADILLAC MOUNTAIN IN ACADEA, OR THE VALUE OF SEEING YOUR GRANDCHILD TRY IN VAIN TO WRAP HIS LITTLE ARMS AROUND THE OLD-GROWTH TREES IN MY HOME IN THE PACIFIC NORTHWEST. THERE ARE SOME THINGS YOU CANNOT PUT A PRICE TAG ON. BUT BY PRODUCING CREDIBLE DATA ON THE TANGIBLE ECONOMIC BENEFITS OF PUBLIC LANDS, WE CAN HELP THE PUBLIC AND MEMBERS OF CONGRESS BETTER UNDERSTAND THE BENEFITS OF INVESTING IN THEM. THAT'S WHY TODAY I'M PLEASED TO ANNOUNCE WE'RE GOING TO WORK WITH THE COMMERCE DEPARTMENT'S BUREAU OF ECONOMIC ANALYSIS TO PRODUCE AN INDEPENDENT STUDY ON WHAT IMPACT OUTDOOR RECREATION HAS ON OUR NATION'S ECONOMY. **HUNTING, FISHING, BOATING HIKING, O.V.H.-ING, WILDLIFE VIEWING AND OTHER ACTIVITIES** ARE SO CLOSELY TIED TO THE HEALTH AND ACCESSIBILITY OF OUR PUBLIC LANDS, AND OUR HEALTH, YET THIS SECTOR HAS FOR TOO LONG BEEN OVERLOOKED AND UNDERVALUED. INDUSTRY ESTIMATES SHOW THAT CONSUMER SPENDING FOR OUTDOOR RECREATION IS ALMOST EQUAL TO PHARMACEUTICALS, MOTORCYCLES AND THEIR PARTS COMBINED. PHARMACEUTICALS, MOTORCYCLES AND THEIR PARTS COMBINED IS WHAT WE SPENT COLLECTIVELY ON OUTDOOR RECREATION. AND YET THE FEDERAL GOVERNMENT HAS NEVER FULLY RECOGNIZED OR QUANTIFIED THESE BENEFITS. WE WANT TO KNOW THE IMPACT OF EVERYTHING, FROM BUYING GEAR, TO HIRING A GUIDE, TO RENTING A HOTEL ROOM IN A GATEWAY COMMUNITY. THIS PROJECT IS THE START OF A MULTI-YEAR EFFORT TO QUANTIFY THESE CONTRIBUTIONS IN A COMPREHENSIVE AND IMPARTIAL WAY. SO TODAY, WE'RE PUTTING AMERICA'S

OUTDOOR ECONOMY ON EQUAL FOOTING WITH EVERY OTHER MAJOR ECONOMIC SECTOR. [APPLAUSE] THIS FAST-GROWING ECONOMIC POWERHOUSE DESERVES TO BE COUNT E, AND I KNOW YOU AGREE WITH THAT. COULDN'T DO IT WITHOUT THE HELP OF MEMBERS OF CONGRESS, AND I'D LIKE TO THANK A BIPARTISAN GROUP OF MEMBERS IN THE HOUSE AND THE SENATE FOR CHAMPIONING THIS ISSUE AND ENCOURAGING US TO DO IT. SO, WE'RE CELEBRATING THE 100TH BIRTHDAY OF THE NATIONAL PARK SERVICE THIS YEAR. BUT THERE'S ANOTHER MUCH LESS WELL KNOWN ANNIVERSARY ALSO HAPPENING IN 2016. IT'S THE 40TH ANNIVERSARY OF A LANDMARK PIECE OF LEGISLATION THAT PROVIDED A FRAMEWORK IN WHICH PUBLIC LANDS COULD BE MANAGED IN PERPETUITY FOR THE BENEFIT OF FUTURE GENERATIONS. IT DEFINED THE **BUREAU OF LAND MANAGEMENT'S MISSION AS ONE OF MULTIPLE USE AND SUSTAINED YIELD**. A NEW CONCEPT FOR THE TIMES. BUT WHICH TODAY STANDS AS THE AGENCY'S GREATEST STRENGTH. THAT LEGISLATION, ARE YOU READY, IS CALLED **THE FEDERAL LAND POLICY AND MANAGEMENT ACT OR FLIPMA**. JUST ROLLS OFF THE TONGUE, DOESN'T IT? LOVE THAT. I RAISE IT BECAUSE BEING IN THE FOREVER BUSINESS DOESN'T ALWAYS LEND ITSELF TO THE BEST SOUND BITES. I IMAGINE THAT MADMEN'S DON DRAPER WOULD NOT HAVE SUGGESTED THE NAME FLIPMA IF GIVEN THE TASK. AND YET THIS COUNTRY'S PUBLIC LANDS, NATIONAL PARKS, FORESTS, WILDWIFE REFUGE AND FEDERAL WATERS ARE SOME OF THOSE VALUABLE ASSETS THAT WE COLLECTIVELY OWN. AT A TIME WHEN THEY FACE THREATS FROM LAND GRABS TO CLIMATE CHANGE, WE CAN'T AFFORD TO TURN OUR BACKS ON THEM. THAT WON'T HAPPEN, BECAUSE I BELIEVE WE ARE AT THE DAWN OF A NEW CONSERVATION ERA IN AMERICA. AMERICANS ARE MORE DETERMINED THAN EVER TO SOLVE THE PROBLEMS WE FACE, TO TAKE ACTION TO CONFRONT CLIMATE CHANGE, TO PASS BALLOT INITIATIVES TO FUND PARKS AND OPEN SPACE, **TO WORK THE LANDS IN A SUSTAINABLE WAY TO GIVE EVERYONE AN EQUAL CHANCE TO GET OUTDOORS**. TEDDY ROOSEVELT, JOHN MUIR, RACHAEL CARSON, THE CONSERVATION MOVEMENTS THEY IGNITED FIT THEIR PARTICULAR HISTORICAL MOMENT. AND LIKEWISE, THE GROUND SWELL FOR CONSERVATION THAT'S BUILDING TODAY IS DIFFERENT FROM ANY OTHER WE HAVE SEEN. IT'S DIGITAL. IT'S DIVERSE:AND MORE THAN EVER IT'S MOTIVATED AMONG AMERICANS. FIND ME SOMEONE WHO DOESN'T TAKE PRIDE IN AMERICA'S WILD LIFE, IN OUR CLEAN AIR AND WATER, FIND ME SOMEONE WHO REALLY WANTS TO PRIVATIZE THE NATIONAL PARKS? REALLY? FIND ME SOMEONE WHO DOESN'T WANT TO PASS ON A HEALTHY PLANET TO THEIR CHILDREN? REALLY? WHEN I'M WITH YOUNG PEOPLE IN NATURE, LIKE THE FOURTH GRADERS FROM A CALIFORNIA FARMING COMMUNITY WHO SQUEALED WHEN THEY SAW ISLAND FOXES ON THE CHANNEL ISLANDS AFTER STUDYING HOW THEY'VE BEEN BROUGHT BACK FROM THE BRINK OF EXTINCTION, I'M CONFIDENT THAT WE'RE WAKING UP AS A PEOPLE TO RECOGNIZE WHAT'S AT STAKE. THE TRUTH IS THAT OUTSIDE OF WASHINGTON, D.C. AND THE RECEIPT RECOLLECT HEARD ON SOME CAMPAIGN TRAILS, AT LEAST, AMERICANS KNOW WE NEED TO CORRECT COURSE IF WE'RE TO ENSURE A BRIGHT FUTURE FOR OUR PUBLIC LANDS AND WATERS. AS AMERICANS WHO CONTINUE TO BEN IT

FROM FROM THE FORESIGHT OF **MISSION 66**, WE NOW HAVE A RESPONSIBILITY TO INSPIRE A NEW GENERATION OF OUTDOOR STEWARDS TO **KEEP PUBLIC LANDS PUBLIC**. [APPLAUSE] SO LET'S USE THIS SPECIAL YEAR OF THE CENTENNIAL TO SET A NEW PATH FOR CONSERVATION IN THE 21ST CENTURY, ONE THAT CELEBRATES THE DIVERSITY OF PUBLIC LANDS, ONE THAT RELIES ON SCIENCE AND COLLABORATION TO CHART A SUSTAINABLE FUTURE FOR ENTIRE LANDSCAPES AND ECOSYSTEMS, ONE THAT INVESTS THE NECESSARY RESOURCES IN THESE INCREDIBLE PLACES, AND ONE THAT WELCOMES ALL AMERICANS TO HELP CARE FOR OUR MOST TREASURED ASSETS AS THEY THEY WERE THEIR OWN BECAUSE THEY ARE. THANK YOU. THANK YOU. [APPLAUSE] THANK YOU TO THE PUBLIC SERVANTS. THANK YOU TO THE PUBLIC LANDS ADVOCATES, TO NATIONAL GEOGRAPHIC, TO ALL OF YOU. IN JOINING IN THIS EFFORT TO START THE NEXT 100 YEARS OF CONSERVATION ON THE RIGHT FOOT. THANKS. [APPLAUSE]

>> GOOD AFTERNOON, EVERYBODY. I'M SUSAN GOLDBERG, I'M THE EDITOR AND CHIEF OF NATIONAL GEOGRAPHIC. THANK YOU, SECRETARY JEWELL. I THINK THAT WAS A BARNBURNER.

>> A THANK YOU.

>> I HAD NEVER HEARD THIS PHRASE BEING IN THE FOREVER BUSINESS. IT'S A REALLY NICE WAY TO PUT THE, YOU KNOW, LOOKING AT THE NOTION OF PRESERVING PUBLIC LANDS. I WAS STRUCK BY ONE OF THE THINGS THAT YOU SAID ABOUT LOVING OUR PARKS TO DEATH. I MEAN, WE DO HAVE THESE RECORD NUMBERS OF PEOPLE GOING TO PARKS, ALTHOUGH THEY LOOK MORE LIKE YOU AND ME THAN YOUNGER PEOPLE. AND IN OUR YELLOWSTONE ISSUE, IT'S WRITTEN ABOUT BEING LOVED TO DEATH BY THE NUMBERS OF VISITORS, BUT THE DEVELOPMENT AROUND THE EDGES, SO HOW DO WE ENCOURAGE PEOPLE TO LOVE AND GO TO THESE PARKS BUT AT THE SAME TIME NOT LOVE THEM TO DEATH?

>> A LOT OF IT STARTS WITH EDUCATION. WHEN I WAS LAST IN YELLOWSTONE, WHICH WASN'T THAT LONG AGO, PROBABLY 2011, I'M SORRY, JOHN, BUT I THINK ONLY ABOUT HALF THE BATHROOMS WORK.

>> AND THAT IS ACTUALLY ONE OF THE THINGS, WITH THE INFRASTRUCTURE PROBLEMS, THE \$12 BILLION -

>> \$12 BILLION IN DEFERRED MAINT YENS. YOU KNOW, WE HAVE A TREMENDOUS NUMBER OF FOREIGN TOURISTS THAT VISIT AND THEY'RE NOT EXPECTING WHAT THEY FIND, WHICH OFTENTIMES IS VERY VISIBLE OR A REAL DICHOTOMY BETWEEN A NEW VISITOR'S CENTER HERE AND SOMETHING THAT'S FALLING APART OVER THERE. IT'S A REAL CHALLENGE. AND I THINK IT STARTS WITH EDUCATION AND IT ALSO STARTS WITH ADVOCACY. I KNOW THERE'S PEOPLE HERE FROM THE OUTDOOR INDUSTRY ASSOCIATION, NATIONAL PARK ASSOCIATION, MANY, MANY OTHER NONPROFIT GROUPS WHO SPEND TIME UP ON CAPITOL HILL MAKING THEIR VOICES KNOWN, AND I CAN'T TELL YOU HOW IMPORTANT THAT IS. BECAUSE WHEN CONSTITUENTS COMES FORWARD SAYING THIS IS NOT PUTTING OUR BEST FOOT FORWARD AS A COMMUNITY, WE'RE A GATEWAY COMMUNITY, YOU KNOW, JUST OUTSIDE, LIKE, JACKSON HOLE, WYOMING OR DRIGS, IDAHO, OR BOZEMAN, MONTANA, WE WANT PEOPLE TO COME AND VISIT OUR AREAS BECAUSE OUR BUSINESSES DEPEND ON IT. AND THOSE VOICES NEED TO BE HEARD IN WASHINGTON, D.C., SO THAT WE CAN GET APPROPRIATE FUNDING. BUT I'D ALSO SAY THAT THE PARK SERVICE, AND THIS IS TRUE IN THE ARTICLE THAT BERNARD DEVOTO WROTE BACK IN 1956 -- OR 1953, I GUESS HE WROTE THE ARTICLE IN 1953, THAT THE PARK SERVICE DOES A REALLY GOOD JOB OF KIND OF COBBLING TOGETHER RESOURCES AND MAKING IT WORK AS BEST THEY CAN. YOU KNOW, \$12 BILLION OF DEFERRED MAINTENANCE BACK LOG IS NECESSARY. ABOUT HALF OF THAT'S ROADS. WE DO HAVE SOME FUNDING IN THE TRANSPORTATION BILL THAT'S GOING TO BE IMPORTANT. WE ALSO LEVERAGE VOLUNTEERS, BUT WE MAKE THOSE DOLLARS GO A PRETTY LONG WAY. SO I'D SAY THAT EVERY PERSON THAT I'VE MET THAT WORKS IN A PARK, EVERY PERSON I'VE MET THAT WORKS ON A WILDLIFE REFUGE IS A JACK-OF-ALL-TRADES. THEY MAYBE WORK IN THE VISITOR'S CENTER, LATER IN THE DAY, FIXING A BROKEN TOILET AND THEN BUILDING A TRAIL. THAT'S THE WAY WE RUN. BUT YOU STILL CAN'T DO IT WITH

A VERY SMALL BUDGET. AND THAT'S WHAT WE FACE. SO I THINK -- I SAID TO JOHN WE'RE LIKELY TO HAVE A HUGE NUMBER OF VISITORS IN 2016. ARE WE GOING TO PUT OUR BEST FOOT FORWARD FOR THE CENTENNIAL? AND THE ANSWER IS WE MAY NOT IN SOME CASES. BUT IF THAT HELPS WAKE UP THE AMERICAN PEOPLE, AS IT DID BACK IN, YOU KNOW, 1953, THEN MAYBE THEY WILL SUPPORT THESE IN THE WAY THE AMERICAN PEOPLE EXPECT.

>> OR MAYBE YOU CAN SPUR AN EFFORT FOR PEEK TO PEOPLE TO TAKE PICTURES AND PUT THEM ON INSTAGRAM, HASHTAG, FIX THIS PARK.

>> AS LONG AS THEY SEND THAT TO PEOPLE THAT CONTROL THE BUDGET. AND NOT JUST TO ME.

>> THAT'S TRUE. I'M JUST GIVING YOU GRIEF THERE. I WAS INTERESTED IN WHAT YOU SAID ABOUT AMERICA'S OUTDOOR ECONOMY AND TRYING TO REALLY QUANTIFY IT. YOU KNOW, WHAT IS -- WHAT DO WE GAIN FROM THE ECONOMIES AROUND THE IMPACT OF HUNTING AND FISHING AND OTHER OUTDOOR RECREATION? WHAT'S INTERESTING THOUGH IS SOMETIMES THOSE COMMUNITIES AND THE CONSERVATION COMMUNITY HAVEN'T REALLY SEEN EYE TO EYE. HOW DO YOU -- HOW DO YOU THINK THAT
WOULD
WORK?

>> I TALKED ABOUT CONVERSATION NECESSARY MY SPEECH AND THE IMPORTANCE OF PEOPLE GETTING AROUND THE TABLE TO FIND COMMON GROUND. YOU KNOW, YEARS AGO, WHEN I WAS IN THE OUTDOOR RECREATION BUSINESS EARLY ON, AND I WENT TO R.E.I. IN 2000, WE REALLY HADN'T DONE A GOOD JOB OF QUANTIFYING, YOU KNOW, WHAT IT WAS THAT WE DID FOR THE ECONOMY. AND WE KEPT COMING TO WASHINGTON, D.C. AS PURVEYORS OF OUTDOOR GEAR TALKING ABOUT THE IMPORTANCE OF CONSERVATION. BUT WE DIDN'T TALK ABOUT THE OTHER GREEN SIDE, WHICH IS THE GREEN OF MONEY. SO IT WAS IN THE MIDDLE OF THAT DECADE THAT THE OUTDOOR INDUSTRY ASSOCIATION LAUNCHED THE FIRST STUDY AND THEN BROADENED THAT NETWORK TO LAUNCH A SECOND STUDY THAT WAS MORE INCLUSIVE OF OUTDOOR RECREATION, TO SAY THIS IS ACTUALLY A \$646 BILLION INDUSTRY THAT EMPLOYS 6.1 MILLION PEOPLE. THAT'S WHERE THE STATISTICS COME FROM THAT IS BIGGER, OR ABOUT AS BIG AS PHARMACEUTICALS, PLUS MOTORCYCLES AND THEIR PARTS COMBINED. THAT GOT A LOT OF ATTENTION. THE ASSOCIATION DID IT ON A STATE-BY-STATE BASIS. WHEN I WAS GOING THROUGH MY CONFIRMATION HEARINGS, I PRINTED OUT THOSE SHEETS AND TOOK THEM WITH ME. I THINK THAT THAT HELPED THE BUSINESS SIDE COME FORWARD, AND I'D SAY GENERALLY THERE HAS BEEN GOOD ALLIANCE BETWEEN THE OUTDOOR RECREATION ECONOMY AND THE CONSERVATION COMMUNITY. BUT WHEN THERE ISN'T, THERE HAVE BEEN A LOT OF CONVERSATION AROUND THE TABLE TO WORK THOSE OUT. AND EARLY ON CONVERSATIONS ABOUT, YOU KNOW, BOLTING ROOTS FOR ROCK CLIMBERS S. THAT OK OR NOT OK? IF YOU'RE A WILDERNESS PURIST, IT MIGHT NOT BE OK? ON THE CONFLICTS BETWEEN MOUNTAIN BIKES AND HIKERS AND SNOW MACHINERS AND CROSS COUNTRY SKIERS. THAT GETS SORTED OUT WHEN YOU SIT AROUND THE TABLE AND YOU UNDERSTAND THAT THERE'S ALSO PLACES THAT PERHAPS SHOULDN'T HAVE ANY ACCESS, THAT REALLY ARE IMPORTANT TO SET ASIDE FOR CONSERVATION. THIS ALL REVOLVES AROUND CONVERSATIONS.

>> I MEAN, YOU'VE HAD A LOT OF REALLY INTERESTING JOBS. BUT WHEN I THINK ABOUT THE AMOUNT OF CONFLICT THAT YOU HAVE TO DEAL WITH IN THIS JOB, IS THIS THE TOUGHEST JOB THAT YOU'VE EVER HAD?

>> YES. YES. YES. BY FAR. I MEAN, YOU KNOW, RUNNING A BUSINESS, DEAD EASY COMPARED TO THIS JOB. AND AS MY HUSBAND, WHO'S SITTING OVER THERE WILL TELL YOU, A LITTLE MORE FINANCIALLY REWARDING. THE -- YOU KNOW, THE REALITY IS THE WORLD IS COMPLEX. AND IT IS NOT WHAT YOU HEAR ABOUT WITH A LOT OF THE POLITICAL CAMPAIGNS AT EVERY LEVEL. PEOPLE TRY AND OVERSIMPLIFY THINGS THAT ARE REALLY COMPLEX. I WAS JUST WALKING TO THE ZOO THE OTHER DAY WITH SOME FRIENDS WHO WERE OUT OF TOWN, AND SOMEBODY POPPED OUT OF HIS HOUSE ON THE MIDDLE OF THE STREET AND INTRODUCED HIMSELF TO ME. I WAS WITH SUNGLASSES, WITH A HOARD OF PEOPLE, I HAVE NO IDEA AND NOBODY KNEW I WAS GOING TO BE THERE. AND HE SAID, YOU KNOW, THANKS FOR THE WORK YOU'RE DOING. BY THE WAY, YOU NEED TO KEEP ALL OIL AND GAS IN THE GROUND. I'M NOT KIDDING, ALMOST JUST LIKE THAT. AND I SAID, IS THIS YOUR CAR? HE SAID IT WAS THAN HIS CAR, BUT I THINK THE CAR IN FRONT OF THE HOUSE THAT HE CAME OUT OF. YOU KNOW, IT'S NOT AS SIMPLE AS THAT. WE NEED TO HAVE A STRONG ECONOMY, BUT WE NEED TO UNDERSTAND AND DEAL WITH THE ISSUES OF CLIMATE CHANGE, WHICH ARE CAUSED BY FOSSIL FUELS, WHICH WE DO USE, ALL OF US, USE EVEN WHETHER WE DON'T WANT TO IN OUR EVERYDAY LIVES. AND THIS JOB IS VERY DIFFICULT IN THAT

WAY. AND YOU'RE NOT JUST FOCUSING ON ONE THING. THE BOTTOM LINE OF YOUR BUSINESS OR YOU KNOW, IF YOU'RE A COMPANY, HOW IT FITS WITHIN A BROADER WORLD.

>> YOU NEVER THOUGHT ABOUT WHAT YOU CALLED THE EXTREME MOVEMENT TO SEIZE PUBLIC LANDS BEFORE THIS JOB. YOU KNOW, OUR YELLOWSTONE ISSUE, IT SAYS YELLOWSTONE AND THEN THE SUB HEAD ON THAT IS THE BATTLE FOR THE AMERICAN WEST. AND THE LESSONS THAT CAME OUT OF THE OREGON TAKEOVER, HOW WOULD YOU COMPARE THAT TO WHAT HAPPENED WITH THE NEVADA TAKEOVER FROM THE -- WHAT DID YOU LEARN FROM THAT?

>> WELL, THE FACT IS THAT THERE ARE PROBABLY A THOUSAND RANCHERS AND PEOPLE THAT WORK PUBLIC LANDS THAT WORK WITHIN THE SYSTEM, THAT WORK WITH US IN A COOPERATIVE WAY FOR EVERY ONE THAT MIGHT NOT LIKE THE WAY THE SYSTEM WORKS. THERE MIGHT EVEN BE MORE THAT ARE COOPERATIVE. AND THE SITUATION AT THE WILDLIFE REFUGE WAS AN INTERESTING ONE. THE REFUGE MANAGER HAD WORKED FOR MORE THAN A DECADE WITH A RANCHER NAMED GARY MARSHALL TO FORM A PARTNERSHIP TO SAY HOW CAN WE WORK THESE LANDS SO THAT RANCHING IS COMPATIBLE WITH WILDLIFE? HOW CAN WE BRING BACK THE NATIONAL SHEET WATER FLOW IN THE BASIN TO FACILITATE THE WATER FOWL MIGRATION AND DO IT IN A WAY THAT ENHANCESING A? IN AREAS OF NEVADA, WE HAVE TREMENDOUS RELATIONSHIPS WITH RANCHERS WHO SUPPORTED THE NATIONAL MONUMENT, FOR EXAMPLE, IN NEVADA, A VAST AREA THAT IS HOME TO RANCHERS, BUT IS ALSO HOME TO INCREDIBLE WILDLIFE, INCREDIBLE SCENERY, INCREDIBLE VASTNESS, AND THE LARGEST WALL OF PICTOGRAPHS THAT I'VE EVER SEEN. IT FILLED MY WHOLE VIEW. THESE ARE PLACES THAT CAN BE DONE IN HARMONY. AND THAT'S WHERE CONVERSATIONS ON THE GROUND THAT ARE TAKING PLACE BETWEEN OUR B.L.M. FIELD OFFICES, OUR WILDLIFE REFUGES, OUR NATIONAL PARKS, OUR U.S. FOREST SERVICE LANDS, TAKING PART WITHIN THESE COMMUNITIES SO THAT WE DON'T END UP IN CONFLICT. SO THE SITUATION THAT OCCURRED IN NEVADA IS AN ANOMALY. IT IS SOMETHING THAT'S WORKING ITS WAY THROUGH THE COURTS RIGHT NOW. THE SITUATION THAT OCCURRED IN THE WILDLIFE REFUGE DID NOT GET THE SUPPORT OF THE LOCAL COMMUNITY. THE SHERIFF WAS AGAINST IT. THE COUNTY COMMISSIONERS WERE AGAINST IT. THE PEOPLE WERE AGAINST IT. AND WHEN I WENT OUT THERE, WHAT I HEARD FROM THE PEOPLE WAS WE ARE SO PROUD OF THE COLLABORATIVE EFFORTS THAT WE HAD HERE, WE WANT TO SPREAD THE WORD ABOUT WHAT YOU CAN DO WHEN YOU COLLABORATE ACROSS THE LANDSCAPES. AND THAT'S WHAT I AM COMMITTED TO HELPING THEM ENSURE THAT THE COUNTY AND THE WILDLIFE REFUGE ARE KNOWN FOR IN ADDITION TO GREAT BIRDS. IF YOU ARE BIRDERS, IF YOU GET TO THAT REMOTE PART OF OREGON, IT'S INCREDIBLE. SO PLEASE GO.

>> YOU KNOW, THERE ARE SO MANY DIFFICULT ISSUES, YOU KNOW, ANOTHER ONE IS WITH THE ENDANGERED SPECIES ACT. FOR INSTANCE, I KNOW THERE'S HEARINGS RIGHT NOW ABOUT TAKING THE GRIZZLIES OFF OF THE LIST. THAT IS, ASSUMING THAT HAPPENS, THAT IS LIKELY TO CAUSE QUITE A DUSTUP, WOULDN'T YOU THINK?

>> WELL, THE ENDANGERED SPECIES ACT IS GOOD FOR DUSTUPS, YEAH.

>> ALL RIGHT, SO WHEN --

>> PROBABLY SOME CRITTER CALLED A DUSTUP.

>> IT'S PROBABLY ENDANGERED. SO WHEN, YOU KNOW, I HATE TO SAY IT WHEN THE FIRST GRIZZLY BEAR THOUGH, YOU KNOW, WALKS OUT OF YELLOWSTONE AND GETS SHOT AND THEN WHAT? THERE WILL BE A HUMAN CRY. AND I UNDERSTAND THERE'S SCIENCE BEHIND, YOU KNOW, TAKING THEM OFF THE LIST. BUT THERE'S STILL ONLY 700.

>> WELL, OK, SO I'LL LOOK AT DAN OVER THERE IN THE AUDIENCE BECAUSE HE LIVES THIS EVERY DAY. THE ENDANGERED SPECIES ACT IS ONE OF THE MOST EFFECTIVE PIECES OF LEGISLATION EVER PASSED BY CONGRESS. IT BASICALLY HAS KEPT WELL OVER 99% OF SPECIES FROM GOING EXTINCT. VERY, VERY SMALL NUMBER WE'VE ACTUALLY LOST. THE OBAMA ADMINISTRATION HAS ACTUALLY PRESIDED OVER THE RECOVERY OF MORE SPECIES I THINK THAN ALL OTHER ADMINISTRATIONS COMBINED. SO IT IS WORKING. IT IS DIFFICULT. IF IT WEREN'T FOR THE ENDANGERED SPECIES ACT, WE WOULDN'T HAVE REALIZED THAT THE SAGEBRUSH STEP ECOSYSTEM WAS AN OLD GROWTH ECOSYSTEM LIKE THE

FORESTS OF THE PACIFIC NORTHWEST THAT I GREW UP WITH OR THE REDWOODS OF CALIFORNIA IF WE DIDN'T KNOW THE SCIENCE AND UNDERSTAND THAT. WE WOULDN'T HAVE APPRECIATE THAT IT'S NOT ABOUT THE GREATER SAGE GROUSE. IT'S ABOUT 350 DIFFERENT SPECIES THAT DEPEND ON THIS ECOSYSTEM THAT BY THE WAY, CAN GET WIPED OUT WITH ONE WILDFIRE THAT WIPES OUT 150 YEARS OF GROWTH. IN THE CASE OF THE GRIZZLY BEAR, IT'S A CHARISMATIC MEGAPHONE, AS IS THE GRAY WOLF. THAT MAKES IT VERY, VERY VISIBLE. BUT THE SCIENCE SAYS THAT THE GRIZZLY BEAR HAS RECOVERED IN THE ROCKY MOUNTAIN REGION. AND THAT IS SOMETHING THAT, YOU KNOW, THAT THE FISH AND WILDLIFE SERVICE HAS PROPOSED IT FOR DELISTING. THERE AREN'T HEARINGS GOING ON EXACTLY, BUT THERE'S INPUT THAT'S BEING TAKEN ON THAT. BUT THE SCIENTISTS ARE REALLY WHO GOVERN THAT. I DON'T MAKE ANY DECISIONS ABOUT ENDANGERED SPECIES.

>> DO YOU THINK THAT WOULD BE THE RIGHT THING?

>> I SUPPORT THE SCIENTISTS AND THE FISH AND WILDLIFE SERVICE IN THEIR DETERMINATION. [APPLAUSE] I WILL SAY THAT I'VE SPOKEN TO THE GOVERNORS IN THAT AREA ABOUT THE IMPORTANCE OF HOW THE PUBLIC VIEWS CHARISMATIC FEGA FAUNA AND HOW MUCH OF AN IMPACT THAT HAS ON THEIR ABILITY TO CARRY OUT THEIR WORK IN MANAGING WILDLIFE THAT IS NOT ON THE ENDANGERED SPECIES LIST. AND THEY WANT TO HANDLE ANYTIME A SMART WAY. THAT'S THEIR JOB. FISH AND WILDLIFE SERVICE HAS DONE THEIR JOB. IT WILL BE AN OPPORTUNITY NOW FOR THE STATES TO DO THEIR JOB AND IF THEY DON'T DO THEIR JOB, THE FISH AND WILDLIFE SERVICE WILL STEP BACK IN AND DO THEIR JOB AGAIN. WE HAVE TIME, I THINK, FOR JUST A COUPLE MORE QUESTIONS. THIS WAS OUR FIRST ISSUE IN OUR YEAR-LONG SERIES ABOUT PARKS. AND IT TALKS HOW WONDERFUL IT IS TO GET OUTSIDE AND HOW BEING OUTSIDE IN NATURE IS GOOD FOR YOUR BRAIN. OUR LAST ISSUE IN THIS SERIES IN DECEMBER WALKS ABOUT THIS DISCONNECT THAT YOU MENTIONED BETWEEN YOUNG PEOPLE AND NATURE. AND WHAT WE DID WAS WE TOOK A FATHER AND SON WRITING TEAM AND SENT THEM ON A CAMPING TRIP. AND THE FATHER CALLS HIMSELF THE GREAT OUTDOORSMAN AND THE SON CALLS HIMSELF THE GREAT INDOORSMAN, BECAUSE HE NEVER GETS HIS HEAD OUT OF HIS PHONE. DO YOU THINK YOU HAVE TO HAVE WIFI IN THE PARKS TO GET PEOPLE OUT THERE? I'M SERIOUS. WHEN WE WENT TO PHOTOGRAPH THIS STORY, IT WAS REALLY HARD BECAUSE WE COULDN'T FIND THEM. YOU KNOW HOW WE FINALLY FOUND YOUNG PEOPLE IN THE PARKS, OUR PHOTOGRAPH PUT SOME PICTURES UP ON INSTAGRAM AND SAID, I'M HERE, WHERE ARE YOU? AND HE WAS ACTUALLY ABLE TO FIND SOME YOUNG PEOPLE THROUGH SOCIAL MEDIA IN THE PARKS AND GOT SOME GREAT PICTURES IN THE END. BUT JUST GOING THERE AND LOOKING, YOU REALLY COULDN'T FIND THEM.

>> ARE THEY IN THE LOBBIES WHERE THEY CAN GET WIFI? OK, GOOD.

>> BUT WHAT DO WE -- HOW CAN THE PARKS BE COOL?

>> THE PARKS ARE COOL.

>> WELL, TO YOU. TO ME. [APPLAUSE] I BELIEVE WE HAVE TO EMBRACE TECHNOLOGY. AND USE IT TO THE BENEFIT OF THE OUTDOORS. YOU KNOW, WE MIGHT ASSUME THAT A YOUNG PERSON IS PLAYING A VIDEO GAME, BUT THEY MAY WELL BE UPLOADING AND SENDING ON SNAPCHAT THAT PICTURE THAT THEY JUST TOOK IN THE NATIONAL PARK. AND IF THEY ARE WIRED, THEY HAVE AN OPPORTUNITY TO DO THAT. PART OF OUR DEFERRED MAINTENANCE HAS TO DO WITH AGING SIGNS. AND THE CONTENT OF THOSE SIGNS SOMETIMES IS PRETTY DATED. THINK OF HOW COOL IT WOULD BE IF YOU WERE THAT SIGN WAS AND YOU COULD BRING IT UP ON YOUR PHONE AND COULD YOU ACTUALLY HEAR THE VOICE OF A REENACTOR OR YOU COULD HEAR A HISTORICAL VOICE OR A VOICE IN A NATIVE AMERICAN TONGUE TELLING YOU WHAT YOU WERE LOOKING AT, TELLING YOU THE CREATION STORY THAT YOU CAN SEE FROM THAT VISTA. THAT'S FACILITATED BY HAVING WIFI CONNECTIONS IN THE PARK. DOESN'T MEAN IT HAS TO BE EVERYWHERE. BUT I DO THINK WE NEED TO EMBRACE TECHNOLOGY. AND FOR MORE THAN A DECADE, I'VE BEEN CHAMPIONING THIS, IN MY OLD JOB AT R.E.I., I POUNDED ON VIDEO GAME DESIGNERS. YOU'RE INVENTING ALL THESE PLANTS AND ANIMALS, COULDN'T YOU INVENT A REALLY ADDICTIVE GAME THAT GOT KIDS LOOKING IN NATURE AND COMPETING WITH EACH OTHER ON WHO COULD GET THE MOST OR IDENTIFYING INVASIVE SPECIES AND THEN PULLING THEM OUT. YOU KNOW? SO I GUESS I'M, LIKE, YOU KNOW, IF YOU CAN'T BEAT THEM, JOIN THEM. I MEAN, THE STATISTICS ARE TOUGH. KIDS TODAY 6 TO 18 SPEND 56 HOURS A WEEK IN FRONT OF A SCREEN. AND ON AVERAGE ONLY 30 MINUTES A WEEK IN AN UNSTRUCTURED OUTSIDE PLAY. THIS IS SOMETHING THE KAISER FAMILY

FOUNDATION STUDIES. BUT RICH AND HIS BOOK, HIS MOST RECENT BOOK, I THINK IT'S "VITAMIN N." GOT A BIG N ON THE COVER, GOT IT RATING TO READ AFTER NATIONAL GEOGRAPHIC AND MY BRIEFING. IT PROVIDES REALLY PRACTICAL GUIDANCE ON HOW TO CONNECT KIDS WITH NATURE. AND I DON'T THINK IT UNIVERSALLY MEANS UNPLUGGING. BUT WHEN KIDS GET INVOLVED IN NATURE AND GET EXCITED, THE DESIRE TO PICK UP THE DEVICE GOES AWAY. AND I THINK THAT'S WHAT WE ALL NEED TO WORK TOWARD.

>> VERY LAST QUESTION BECAUSE WE ARE ACTUALLY OUT OF TIME. SO THE FIND YOUR PARK CAMPAIGN. WHAT'S YOUR PARK? ONE ONLY. ONE.

>> I LOVE ALL –

>> NO, NO, NO, NO. ONE PARK.

>> I CAN'T PICK JUST ONE.

>> OH.

>> I CAN'T PICK JUST ONE. KIND OF LIKE EATING A LAY'S POTATO CHIP. REMEMBER THAT OLD COMMERCIAL?

>> IF YOU COULD GO THIS WEEKEND?

>> I'M GOING GO THIS WEEKEND.

>> OK, WHERE ARE YOU GOING?

>> PROBABLY SHENANDOAH. IS THAT WHERE WE'RE GOING? BECAUSE CAN I GET THERE. I'LL TELL YOU, I FIND MY PARK WHEREVER I AM. AND SOMETIMES IT IS A CITY PARK. SOMETIMES IT'S THE NATIONAL ZOO. THAT'S WHAT FIND YOUR PARK IS ALL ABOUT, IT'S ABOUT FINDING A PARK, A PUBLIC LAND, A WILDLIFE REFUGE, A FOREST, YOU KNOW, A CITY PARK, A STATE PARK, A PLACE THAT CONNECTS YOU WITH NATURE AND THE OUTDOORS. AND I'LL TELL YOU THAT WHEN I'M DONE WITH THIS JOB, I'M GOING TO FIND A LOT MORE PARKS AND PUBLIC LANDS ON A SLOW DRIVE BACK TO SEATTLE. [APPLAUSE]

>> ALL RIGHT. THAT WAS SUCH A SOFTBALL QUESTION. I'M EMBARRASSED I ASKED IT. ALL RIGHT SO, WE ARE GOING TO CONCLUDE WITH A FILM FROM THE NATIONAL PARK FOUNDATION TO MARK A SPECIAL OCCASION.

>> LADIES AND GENTLEMEN, THANK YOU FOR COMING. PLEASE MAKE YOUR WAY TO THE NEAREST EXIT AND HAVE A GREAT REST OF YOUR DAY.