

FOR IMMEDIATE RELEASE

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Corbin Founder Speaks at Trails Conference

Traverse City, MI – Corbin Design Founder Jeff Corbin will deliver a wayfinding primer to attendees at an outdoor recreation conference sponsored by Mammoth Lakes Trails and Public Access (MLTPA) in Mammoth Lakes, California.

The presentation, titled “Wayfinding and Signage in Mammoth: The Essential Steps to Success,” is planned for Saturday, November 3 at 7:30 PM.

The Mammoth region, home to the Town of Mammoth Lakes and the Mammoth Mountain Ski Area, is a popular outdoor recreation destination with thousands of acres of National Forest land and a vast network of trails for hiking, biking, snowmobiling and skiing.

MLTPA is working with public and private groups in the region as an advocate for better and more coordinated planning and stewardship of the trail network. Its four-day CAMP: Summer conference starts Nov. 1 to gather feedback and share information on summer trails and recreation in the Mammoth region.

Jeff’s wayfinding and information design expertise have made him a popular public speaker before a wide range of organizations, including the American Hospital Association, American Institute of Architects, International Downtown Association, Society for College and University Planning, and Symposium on Healthcare Design. A founding member and past national chairman of the Society for Environmental Graphic Design, Jeff is also a past president of the Association of Professional Design Firms. He also serves on the Advisory Council for Design Michigan, a program dedicated to improving Michigan’s places, products and communications through design.

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