

Iconify? Can I? I Can! Presenters Bios



Mike Bento

Mike Bento is President of Engage Strategies, a marketing and communications firm that partners with corporate, association, non-profit and government clients to help them engage with members, donors, clients and customers. Mike led the team that developed the Travel Montana branding strategy in 2008. For five years, Mike was Senior Vice President at the National Park Foundation, and for more than a dozen years was a Senior Vice President at Ogilvy Public Relations Worldwide in Washington DC.

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Allen Sachse (pronounced Sax)

Allen Sachse is the President of the Alliance of National Heritage Areas, and former Executive Director of the Delaware & Lehigh National Heritage Corridor. Allen has almost 30 years of service with the PA Department of Conservation and Natural Resources and PA Department of Community Affairs. His leadership in helping to craft and guide the PA Heritage Parks Program helped to make this a national model for public/private partnerships. An alumnus of Pennsylvania State University, Allen holds a Bachelor of Science, Recreation and Park Administration degree.