2012 OIA ANNUAL REPORT
Ensuring the Growth and Success of the OUTDOOR INDUSTRY
Outdoor Industry Association® (OIA) is the leading trade association for the outdoor industry and the title sponsor of Outdoor Retailer.

Outdoor Industry Association® (OIA) was founded in 1989 by a group of visionary outdoor industry professionals who realized that “outdoor” could be much more than a passing consumer trend. Today, OIA is the leading trade association and voice of the outdoor recreation industry, serving more than 4,000 manufacturers, distributors, suppliers, sales representatives and retailers in the active outdoor lifestyle.

With offices Boulder, Colo., and Washington, D.C., OIA is the title sponsor of Outdoor Retailer and the trade voice representing a $646 billion industry. OIA supports the growth and success of the outdoor industry through its focus on government affairs, sustainability, outdoor consumer insights, industry trends and youth participation. OIA hosts an annual industry leadership forum and delivers on-demand and in-person education, tools and resources to help its members grow and succeed in the dynamic and ever-changing outdoor recreation marketplace.

Every day, OIA works with our members to benefit the industry by:

» Advocating for issues critical to the future of the outdoor industry
» Building stronger business leaders
» Changing the way the world does business
» Inspiring and growing the active outdoor community
LETTER

FROM THE CHAIR

Outdoor Industry Association

Thanks to the efforts of Outdoor Industry Association® (OIA) and our members, 2012 was a year of unprecedented growth and leadership for the outdoor industry.

My term as Chair of the OIA Board of Directors has been incredibly rewarding. In 2012, through the tireless efforts of the board, staff and engaged members, OIA made significant strides in championing issues critical to a vibrant future for the outdoor industry. In a fast-changing business and political environment, we’ve learned to cope, adapt and thrive.

OIA provides a strong, clear voice for the outdoor industry. We serve our members through strategically designed programs and initiatives — all focused on the fundamental goal to “Ensure the Growth and Success of the Outdoor Industry.”

In 2012, OIA worked hard to help our members adapt to dynamic market shifts. OIA doubled its educational seminars online and at Outdoor Retailer to ensure you and your staff understand shifting trends and are faster, more nimble and smarter as a result.

To demonstrate the value of outdoor recreation to American society, OIA released “The Outdoor Recreation Economy” report, which shows that outdoor recreation contributes $646 billion annually to the U.S. economy and supports 6.1 million domestic jobs. More than 140 million Americans engage in outdoor activities each year, according to our 2012 participation report.

In an election year with critical legislative policy decisions at stake, the OIA government affairs team led an industry shift towards a pragmatic approach to policy and issue discussions. OIA continues to forge valuable relationships with key members of Congress.

Corporate responsibility is one of OIA’s fundamental core values. We’ve made great strides in this area, and this work is now recognized at the highest levels. In April, the White House named the Outdoor Industry Association Sustainability Working Group (SWG) as a Champion of Change for Corporate Environmental Sustainability. In July, the Sustainable Apparel Coalition launched the Higg Index, based on the foundation of the OIA Eco Index — a groundbreaking tool the OIA SWG developed to help companies to measure the sustainability of their products.

The lifeblood of the outdoor industry flows from inviting new enthusiasts to our community. Outdoor Nation, The Outdoor Foundation’s signature program, is gathering momentum as a successful millennial-led movement. In 2012, we hosted 10 millennial summits across the country.

Finally, through our partnership with Outdoor Retailer and the Collective Voice project, we conducted an unprecedented and open feedback process with membership to help determine the future location of the trade show. As a result, Outdoor Retailer renewed its contact with Salt Lake City through 2016.

We are proud of our accomplishments in 2012. Together, we can do so much more to support the growth and success of the outdoor industry. Please reach out to us and offer your thoughts and suggestions.

Will Manzer
Chair, OIA Board of Directors
Former CEO, Eastern Mountain Sports
GOVERNMENT AFFAIRS

OIA works with our nation’s leaders to promote policies that support the outdoor industry. We pursue a balanced trade agenda and promote recreation and public land policies that protect and enhance quality outdoor recreation opportunities.

In 2012, OIA established a permanent presence for the industry in Washington, D.C., hiring Kirk Bailey as vice president of government affairs. The OIA government affairs team led an industry shift towards a pragmatic approach to policy and issue positioning that strives to make it politically safe for policymakers of any party to support our initiatives.

OIA members are important advocates for the outdoor industry’s priorities. In a critical election year, OIA members supported grassroots efforts that bolstered strategic House and Senate candidates and influenced recreation policy discussions.

In 2012, the OIA Political Action Committee tripled its political giving, contributing more than $89,000 to elected officials on both sides of the political aisle. OIAPAC supported the winning candidates in 73 percent of the races where contributions were made.

“For an industry that is growing its voice in Washington, D.C., contributing to campaigns is an important part of the political process. The outdoor industry needs to support elected officials who support our industry’s priorities.”

Jennifer Mull, CEO of Backwoods Equipment and Chair of the Outdoor Industry Association Political Action Committee (OIAPAC)
TRADE POLICY

» Supported by outdoor industry executives, the OIA government affairs team championed the U.S. OUTDOOR Act, met with U.S. trade negotiators regarding the industry’s position on the Trans-Pacific Partnership (TPP), and fostered ongoing discussions with lawmakers about the miscellaneous tariff bill (MTB) process.

» The OIA Trade Advisory Council (OIA-TAC) welcomed Rafferty Jackson, vice president and general counsel of VF Outdoor, Inc., as incoming Chair.

» In November, opposition from the Obama administration threatened eight miscellaneous tariff bills that have saved an estimated $30 million in tariffs for outdoor companies over six years. OIA mobilized our membership, prompting dozens of companies to contact senior administration officials and members of Congress, which led the administration to reverse its opposition — a major victory for the industry and OIA members.

RECREATION POLICY

» In April, 43 leaders from the outdoor industry convened in Washington, D.C., for the 2012 OIA Capitol Summit, holding 30 face-to-face meetings with members of the House and Senate.

» In June 2012, OIA released the “The Outdoor Recreation Economy,” a report that shows that outdoor recreation contributes $646 billion to the U.S. economy each year and supports 6.1 million domestic jobs. OIA also partnered with the Western Governors’ Association to promote the economic impact of outdoor recreation in the West.

» OIA member phone calls, letters and emails helped stave off budget cuts resulting from sequestration, which would have drastically reduced funding for federal land management agencies.

» The OIA Board of Directors deepened its conversations with Utah Governor Herbert, prompting him to examine the state’s outdoor recreation priorities and how to balance them with competing uses.

“Protecting America’s parks, waters and trails is about protecting the economy, the communities and the people whose lives depend on the ability to play outside.”

Sally Jewell
Former CEO of REI and now Secretary of the U.S. Department of the Interior
BUILDING STRONGER BUSINESS LEADERS

MARKET INSIGHTS

OIA strives to stay ahead of business trends and provide the resources our members need to make strategic business decisions. In 2012, we expanded our focus on custom research and consumer insights to help members understand the rapidly shifting outdoor marketplace, consumer behavior and technology.

Professional development is central to OIA’s member benefit programs. Extensive educational opportunities and networking events such as OIA Rendezvous® and Outdoor Retailer build industry community and inspire innovation.

“Rendezvous is great for networking, building new friendships, sharing ideas and broadening your skills in the outdoor business environment.”

Todd Bradley
Co-Founder, C4 Waterman

At Rendezvous in Boston, attendees got dirty and bonded with colleagues while working on the Rendezvous Service Project Sponsored by Timberland.
OUTDOOR UNIVERSITY

» In 2012, OIA trained more than 5,000 members and non-members through Outdoor University® educational programs.

» Outdoor University® presented 50 live online webinars, and posted recordings of them on the OIA website to enhance our online library of valuable educational resources.

» OIA and Outdoor Retailer partnered to make Outdoor University® the dominant education platform at the trade show, offering nearly 40 educational sessions at the Summer Market.

» With Industry Breakfasts sponsored again by The North Face, OIA kicked off Outdoor Retailer with keynotes from nationally recognized consumer experts. In January, Andrew Winston, environmental strategist and green business expert, discussed how environmental and economic trends are driving a movement toward smarter, more sustainable business practices. At the Summer Market, TRU — world leader in tweens, teens and 20-somethings research — revealed preliminary findings of an OIA-commissioned study on millennial trends.

» In 2012, OIA and the University of Colorado Leeds School of Business continued the Business of Outdoor Recreation series, with presentations from Patagonia CEO Casey Sheahan, SmartWool President and General Manager Mark Satkiewicz, and The North Face Vice President of Marketing Aaron Carpenter.

» Nearly 400 outdoor industry leaders convened in Boston for Rendezvous, the outdoor industry’s annual leadership forum, to discuss strategies to adapt to the fast-changing business environment.

BUSINESS INTELLIGENCE

» In 2012, OIA launched a major upgrade to OIA VantagePoint™ — our point-of-sale data platform — to strengthen its projection model and add nearly 100 reporting retailers and websites, including sellers in running specialty, action sports specialty, outdoor specialty, sportsman’s specialty, big box outdoor and independent footwear.

» OIA enhanced its online member resources, creating a Data Dashboard with key measures relevant to the outdoor industry, and adding more than 450 articles on industry-relevant topics to the OIA digital resource library.

» Partnering with TRU, OIA released four reports examining millennial consumer behavior and attitudes towards brands and the outdoors.
CHANGING THE WAY THE WORLD DOES BUSINESS

CORPORATE RESPONSIBILITY

Through industry-wide, pre-competitive collaboration, the outdoor industry has emerged as a global thought leader in sustainability.

Thanks to the member-driven efforts of the OIA Sustainability Working Group (SWG), OIA is providing meaningful tools and best practices in corporate responsibility for the outdoor industry. In 2012, the OIA SWG focused on development and adoption of the Higg Index (formerly the OIA Eco Index), creation of other standards and tools, and articulation of the business case for implementing sustainable business practices.

“The outdoor industry has taken proactive steps to provide hands-on tools that enable companies to monitor and evaluate the way they do business and empower them to make positive changes. The SWG reflects the next generation of business — one that recognizes that integrating environmental and social responsibility into every aspect of operations is no longer called sustainability. It’s just called good business.”

Jamie Bainbridge
Director of Materials and Product Development, nau
Chair, OIA Sustainability Advisory Council
The Outdoor Industry Association Sustainability Working Group (SWG) formed in 2007 to explore issues of corporate responsibility in the outdoor industry. Today the SWG is a volunteer collaboration of more than 250 outdoor industry companies working to identify and execute sustainable business practices throughout their shared global supply chains.

» OIA partnered with the Sustainable Apparel Coalition (SAC) to develop and launch the Higg Index 1.0, a tool that combines the pioneering OIA Eco Index with Nike’s Materials Sustainability Index data to enable companies to reduce the impacts of their footwear and apparel products. OIA members also continued work on an equipment module for the Higg Index.

» In 2012, OIA made significant investments in the future of corporate responsibility by launching a task force on Durable Water Repellency technologies, a Materials Traceability Working Group (including task forces on down, wool and other materials supply chains), and a Communications Working Group, as well as driving the development of a Chemicals Management module for the Higg Index.

» The Durable Water Repellency (DWR) Task Force began examining the use of Perfluorinated Chemicals (PFCs) in outdoor products. This task force aims to increase the global industry’s understanding of repellency technologies and their impacts, and align upon collective next steps.

» The Materials Traceability Working Group completed a Content Claim Standard to help companies trace raw materials in their supply chains.

» The Social Responsibility Working Group created a robust social responsibility program framework, which will be leveraged to develop educational tools to assist member companies in implementing social responsibility practices into their supply chains.

In April, the White House recognized the OIA Sustainability Working Group as a Champion of Change for Corporate Environmental Sustainability as part of President Obama’s Winning the Future initiative. OIA members Kevin Myette (REI), Jill Dumain (Patagonia), Besty Blaisdell (The Timberland Company) and Sandra Cho (Columbia Sportswear) attended the event.
InspirIng and Growing the Active Outdoor Community

The Outdoor Foundation

By any measure, 2012 was the most successful and impactful year in the history of The Outdoor Foundation, the nonprofit organization OIA established to inspire and grow future generations of outdoor enthusiasts. With support from more than 175 organizations, The Foundation has become a recognized national leader that is empowering tens of thousands of youth to champion the outdoors, publishing groundbreaking research to inform decision-making, and investing in effective projects to dramatically increase outdoor participation.
OUTDOOR NATION
Outdoor Nation, The Outdoor Foundation’s signature program, has evolved from a single summit on the outdoors to a growing millennial-led movement with a strategic framework that will allow the initiative to scale and engage tens of thousands of young people in communities and on campuses across the country. In 2012, Outdoor Nation invested $1 million to inspire a new generation of outdoor enthusiasts.

» Outdoor Nation hosted 10 millennial summits in 2012, in Los Angeles, Austin, Boston, New York, Denver, Minneapolis-St. Paul, San Francisco, Atlanta, Salt Lake City and Washington, D.C., empowering 1,400 outdoor leaders.

» The program launched or expanded 15 Campus Club Programs that invest in a nationwide network of university outdoor programs.

» Outdoor Nation funded 200 millennial-led projects that are expected to engage 40,000 youth in the outdoors.

GRANT PROGRAM
Two years ago, The Foundation launched its grant management program — working with industry brands to invest in effective community projects that activate a new generation of outdoor enthusiasts.

» With financial support from Outdoor Retailer, The Foundation and the OIA Paddle Advisory Council launched the Paddle Nation Project, a $30,000 grant program to increase paddle participation. In 2012, the program awarded grants to 13 projects, engaging 1,000 youth.

» The Foundation collaborated with The North Face to continue the Explore Fund, investing $265,000 in 130 projects that inspire outdoor exploration. To date, this program has awarded $750,000 to 300 projects across country.

» Merrell and The Foundation incorporated the Pack Project grant program into a “Pack” marketing campaign, investing $25,000 in 10 projects.

» The Foundation collaborated with CamelBak to drive the CamelBak Challenge, a college campus campaign that challenges students to develop ideas that leverage $500 and 100 CamelBak water bottles to create sustainable eco-friendly practices around water conservation.

» Working with The Foundation, the Recreational Boating and Fishing Foundation invested $25,000 to support the Take Me Fishing Awards, which funds projects that are youth-developed and result in increased fishing participation.

PARTICIPATION RESEARCH
In 2012, The Outdoor Foundation expanded its research work, producing its most comprehensive outdoor participation study to date, as well as special reports on fishing and camping. The Outdoor Foundation’s research influences programs and policies in every sector and has been featured in prominent news outlets. For the first time, the 2012 research included trend analysis and forecasts from industry experts as well as in-depth profiles of Hispanic-American campers.

According to the 2012 participation report, outdoor recreation reached a five-year high in 2011, with more than 141 million Americans — nearly 50 percent — enjoying the outdoors.

“The Foundation is cranking right now, engaging young leaders and creating the platform to allow kids to define their own future.”

Beaver Theodosakis
Foundation Board Member and prAna Founder
Outdoor Industry Association’s financial position remains strong, with stable revenues and a positive bottom line. Overall we saw modest increases to most revenue streams and managed expenses organization-wide to meet fiscal goals.

OIA’s number of member companies increased 2 percent and dues revenue increased 5 percent. In 2012, The Outdoor Foundation revenue increased 13 percent over the previous year, with total group revenues up by 21 percent overall.
OIA Membership 2012
MEMBERSHIP BY DUES REVENUE
$1,032,061

MEMBERSHIP BY NUMBER OF MEMBERS
1,295

2012 REVENUES
$7,239,286
- Registration Fees 3%
- Membership Dues 14%
- Sponsorships & Royalties* 59%
- Outdoor Foundation Contributions & Grants 24%

2012 EXPENSES
$6,737,283
- Administration & Fundraising 13%
- Education & Research 23%
- Member Communications & Programs 19%
- Government Affairs 20%
- Outdoor Foundation Charitable Grants & Participation Outreach 25%

* Includes sponsorships and royalties for utilization of OIA names and marks and endorsement of other corporate products, services and events, including member cost saving benefit alliance programs.
BENEFITS OF
OIA MEMBERSHIP

Membership in OIA delivers a comprehensive collection of services critical to the success of today's outdoor industry companies, including market and consumer insights, sales trend reports, professional development, representation in Washington, D.C., and industry networking and leadership opportunities. In addition, OIA members have access to substantial discounts and benefits that offer direct and immediate bottom line advantages.

OIA benefits have saved our members more than $60 million over the past six years — an average of $8,000 per member, per year. Take advantage of these valuable member benefits today.

**OutdoorRetailer**

10% discount on Winter and Summer Market booth space

**CAREER CENTER**

Complimentary and discounted job postings

**INDUSTRY VISIBILITY**

Free press release postings on the OIA website

**RENDZVOUS**

Member rates to Rendezvous®, the annual leadership forum for the outdoor industry

**MEMBERS ONLY**

Access to industry research, networking and advocacy events

**OUTDOOR UNIVERSITY.**

Unlimited access to hundreds of live and online educational seminars

**Bank of America Merchant Services**

Merchant Services credit card rates as low as 1.97%, debit and check card rates as low as 1.72%

**FREEMAN**

Save 10% on advance prices on standard and custom furnishing, all carpet grades, padding and graphics

**YRC**

70% discount on all qualifying less-than-truckload (LTL) shipments

**OfficeMax**

Up to 79% discounts on office products, printing, furniture and technology

**NOW**

Discounts on operational process improvement services

**Preferred**

Preferred pricing on business insurance packages for outdoor retailers and manufacturers

NEW IN 2013!

OIA members receive up to 75% off select UPS® services
2012

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Former CEO, Eastern Mountain Sports

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ENSURING THE GROWTH AND SUCCESS OF THE OUTDOOR INDUSTRY

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