ENSURING THE GROWTH AND SUCCESS OF THE OUTDOOR INDUSTRY

ANNUAL REPORT 2013
YOU CAN LEARN MORE ABOUT A MAN IN
ONE HOUR OF PLAY
THAN IN A LIFETIME OF CONVERSATION.
— PLATO
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 in Boulder, Colorado, and Washington, DC, 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
• Celebrating, inspiring and growing the active outdoor community.

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LETTER FROM THE CHAIR

I was honored to take the reigns as OIA Chair in 2013, and I commit to helping the association provide the best possible service to our members during my two-year term. It is important to recognize that we are all in this together. OIA is an inviting and inclusive organization to nearly 1,300 companies and more than 5,000 executives. OIA’s success and value hinges on bringing together our members to share ideas, innovation and solutions to the challenges we face as an industry.

During the past decade, the outdoor industry has experienced the most rapid, fundamental and exciting shifts ever to impact our community. Thanks to technology, we have watched the traditional rules of retail give way to a new consumer-driven and mobile model that is at the core of an expanding global marketplace. OIA is working to help our industry understand and adapt to these trends.

OIA has reliably demonstrated how the industry can effectively invent new solutions and make an impact through member involvement in the association. From unmatched research, to the conceptualization and promotion of the outdoor recreation economy, to the development of a global eco index for apparel, footwear and equipment, members have joined together repeatedly and found OIA was the place to innovate and launch new ideas.

In the face of constant change, OIA remains in tune with its historical core membership while also welcoming new member attitudes. This means being even more inclusive and inviting to the new business models, political leaders and non-traditional executives who are disrupting old boundaries and promoting the active outdoor lifestyle in fresh environments, to new demographics and in more omnipresent ways.

It was an outstanding year for OIA in 2013. I look forward to working with all of you to make 2014 even better. If you’re not already actively involved with OIA, find out how you can contribute to our work to ensure the growth and success of the outdoor industry. All of our futures depend on it.

Sincerely,

Jennifer Mull
CEO of Backwoods Retail, Inc. and Chair of the OIA Board of Directors
LETTER FROM THE PRESIDENT

This was another breakthrough year for Outdoor Industry Association (OIA). Record program investment levels, industry involvement, and political influence prove the growing strength of the association and the value we provide our members.

In 2013, OIA focused heavily on expanding our Market and Consumer Insights initiative, launching an Outdoor Retail of the Future initiative — part of a sustained effort to help members understand the needs of a fast-changing outdoor consumer and better position the industry for success.

We also made vital long-term investments in our government affairs department, transitioning to a D.C.-based policy team. Our heightened advocacy presence, combined with years of successful positioning and outdoor recreation economy messaging, enabled OIA to influence important legislation that affects our customers’ ability to play outside. In addition, we played a timely and critical role in former REI CEO Sally Jewell’s selection as Secretary of the Interior.

Our corporate responsibility work made great strides in 2013. The Sustainability Working Group launched tools for chemicals management and materials traceability and also published several new resource documents that companies can use to measure and improve the sustainability of their products and equipment.

This was also a banner year for The Outdoor Foundation, which exceeded $2 million in annual revenue for the first time and spearheaded the Outsider’s Ball — an industry fundraising event that attracted more than 1,000 industry leaders to the inaugural gala.

We can all be proud of the 25-year rise of OIA and our current position, impact and success in 2013. OIA is as strong as it has ever been. At the same time, there is much more to do. We are committed to helping our members grow and thrive and take full advantage of immeasurable opportunities in this dynamic marketplace.

Thank you for being a valued member of OIA in 2013 and if there is anything we can do to serve you better, please let us know.

Sincerely,

Frank Hugelmeyer
OIA President and CEO
Outdoor Industry Association (OIA) is committed to helping our members stay on top of evolving market dynamics and consumer trends. It’s critical to the success of the outdoor industry. Right now, our industry is facing new challenges driven by shifting demographics, urban migration, emerging technologies and changing business models.

To help, in 2013 OIA established a Market & Consumer Insights Department, hiring two full-time staff members, to stay on top of both macro level trends as well as those directly impacting our industry.

**OUTDOOR RETAIL OF THE FUTURE**

Launched at Outdoor Retailer Summer Market 2013, Outdoor Retail of the Future is a multi-year initiative to help our industry evolve the outdoor retail experience to meet changing needs and expectations of outdoor consumers.

- **Outdoor Consumer Research:** OIA partnered with IDEO to conducted qualitative research with consumers to understand the evolving definition of outdoor and outdoor recreation.
- **IDEO Outdoor Retail of the Future Presentation:** At the Industry Breakfast at Outdoor Retailer Summer Market, IDEO presented their findings on the changing consumer and retail landscape to the attendees of the show. Industry input on the future of outdoor retail was collected at the OIA booth as well.
- **Member Brainstorm Session:** At OIA Rendezvous® in October, OIA conducted a brainstorm session with members to generate ideas for retail innovation. The results were compiled and shared back with members.

**RESEARCH REPORTS & TOOLS**

- **Millennial Insights Reports:** OIA released the final papers in this four-part series that examines millennial attitudes and purchasing behaviors.
- **Digital Marketing Roadmap Guide:** OIA released this e-book to help member companies implement successful digital marketing strategies, which are key to success in today’s online world.
- **Operational Benchmarking Reports:** Updated biannually, these reports provide outdoor-specific financial, operational, marketing and compensation metrics using data aggregated from outdoor companies. OIA published both retailer and manufacturer versions in 2013, helping members compare themselves to their competitors.
- **VantagePoint™ Retail Sales Tracking Platform:** In 2013, the VantagePoint tracking tool became even more robust with more channels and categories to provide a further segmented view of outdoor product sales.
- **Monthly Market Trend Reports:** OIA released a retail sales trend report each month which analyzed and summarized the VantagePoint data.
- **Data Dashboards:** Each month, OIA published a data dashboard with key economic indicators and trends affecting outdoor businesses.
At OIA, we strive to provide tools, learning opportunities and networking to help our members grow and thrive. To better serve the needs of our members, in 2013 OIA hired a full-time director of education in order to enhance the quantity and quality of our educational offerings.

Following are 2013 highlights and research publications, all of which are free for OIA members.

- **Outdoor University®**: In 2013, OIA provided more than 100 educational sessions to more than 5,000 industry executives.
- **Outdoor University at Outdoor Retailer**: OIA presented nearly 50 educational sessions at each Outdoor Retailer show, covering a broad spectrum of business issues.
- **Outdoor Retailer Industry Breakfast**: The winter event featured Majora Carter, an eco-entrepreneur and urban revitalization strategist.
- **E-News**: Through WebNews, OIA helps members stay on top of business issues and new technologies. In 2013, OIA published hundreds of stories covering dozens of topics.

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**SHARE YOUR EXPERTISE**

Whether live at Outdoor Retailer and Rendezvous or online webinars, speaking at Outdoor University Educational Sessions are a great way to gain exposure for your company and share your expertise with others in the industry. To get involved, contact mbiersner@outdoorindustry.org.

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“The Outdoor University sessions are amazing and every outdoor retailer should be listening in. The information is timely, relevant and is adding value to my business on a daily basis.”

David Polivy, Tahoe Mountain Sports
Outdoor Industry Association (OIA) serves as the political voice for the outdoor industry, advocating for increased funding for public lands, outdoor recreation access, and business and trade issues that affect your company’s bottom line.

In many ways, 2013 was OIA’s most politically influential year in history. We:

- Led the framing for establishing America’s National Outdoor Recreation System and creating a more holistic view towards our public lands.
- Deepened relationships with many members of Congress, as well as top advisors at the White House, Department of Interior, Council on Environmental Quality, Commerce Department and Department of Agriculture.
- Played a lead and influential role in former REI CEO Sally Jewell’s appointment as Secretary of the U.S. Department of the Interior.
- Brought more than 50 industry executives to Washington, D.C., for the Capitol Summit, OIA’s annual industry lobbying event.
- Released a recreation economy report for each state, detailing the economic impact of outdoor recreation. Government leaders, media, industry representatives and advocates are using this data to make a case for why it’s important to support outdoor recreation opportunities.
- The OIA Political Action Committee contributed to the campaigns of members of Congress who support our policies.

OIA’s increased profile means we are frequently at the table in the early stages of policymaking, and are invited to participate in strategy discussions regarding funding for natural resources and recreation.

Our momentum in public policy leadership means that our members have much greater direct influence on the legislation that matters most to their businesses and industry.
TRADE POLICY

OIA pursues a balanced trade agenda, working to eliminate import duties on products with no commercially viable U.S. manufacturing, while providing support and guidance for companies that make their products in the United States or want to manufacture domestically.

It was an influential year for OIA trade policy, with OIA lobbying on important tariff issues, rallying our members to voice their opinions, and organizing industry-wide efforts to explore the viability of domestic manufacturing. Trade policy highlights from 2013 include:

- **Tariff Bills**: OIA continued to rally on outdoor companies’ behalf for favorable tariff legislation, including the Affordable Footwear Act, U.S. OUTDOOR Act, and Miscellaneous Tariff Bills.
- **Mainstreet Fairness Act**: OIA supports a fair and equitable retail environment for outdoor industry businesses regardless of retail channel. This legislation will level the playing field for brick-and-mortar stores by enabling states to collect tax from online retailers, catalog companies and other remote sellers.
- **Trans Pacific Partnership (TPP)**: In 2013, TPP negotiations neared completion, after nearly three years of OIA involvement to ensure outdoor products receive maximum benefits in the pending Pacific Rim trade agreement.
- **Made in America Working Group**: OIA launched this new working group in 2013 to facilitate discussion about how outdoor industry companies can manufacture or source more products and/or components domestically.
- **Colombian Trade Mission**: In June, OIA members participated in a trade mission to Colombia to learn more about sourcing alternatives for outdoor apparel.
- **Trade Advisory Council**: Eleven OIA member companies are participating in this advisory council, which provides guidance on OIA’s trade policy initiatives.

AWARDS

**Friend of the Outdoor Industry**: In 2013, OIA recognized Sen. Max Baucus (D-MY) for his leadership and support for the outdoor industry.

**Advocacy Leadership Awards**: Rafferty Jackson of VF Outdoor and Travis Campbell of Far Bank Enterprises were recognized for their contributions to the advancement of the OIA policy agenda and the outdoor industry’s stature in the public policy arena.

“The Business Advisory Council is engaging policymakers in industry concerns, such as business regulations, taxes, intellectual property, product recall rules and more. This group has great potential for adding the unique voice of the outdoor industry to important policy conversations.”

Mark Berejka, Director of Government and Community Affairs for REI and Chair of the OIA Business Advisory Council
RECREATION POLICY

OIA knows that our members’ success depends on plentiful and high-quality outdoor recreation opportunities. Key to this are the preservation of and funding for public lands, along with access to outdoor recreation. This is why we work with government leaders every day to promote favorable policies, and to create tools to equip our members to make a case for the importance of outdoor recreation.

- **Great Outdoors America Week**: OIA helped promote the importance of outdoor recreation and protecting wild places to government leaders during this June event in Washington, D.C.
- **State-by-State Recreation Economy Reports**: OIA followed up its national report with 50 state recreation economy reports, quantifying the economic impact of outdoor recreation in every state.
- **Recreation Advisory Council**: OIA formed this new council in 2013 to bring together OIA members to advise on recreation policy issues of importance to the industry. 13 companies are participating.
- **Utah Outdoor Recreation Vision**: With OIA’s encouragement and input, Utah’s Governor Herbert unveiled his vision for outdoor recreation in Utah, establishing an Office of Outdoor Recreation and appointing a Director of Outdoor Recreation. As the first state to so visibly make outdoor recreation an economic priority, Utah is setting a valuable precedent we hope other states will follow.
- **National Leadership Award**: A stateside coalition representing the National Association of State Parks Directors, the National Association of Outdoor Recreation Liaison Officers, the National Recreation and Parks Association, and America’s State Parks Foundation presented this award to recognize OIA’s work on behalf of parks and other public lands.
- **Society of Outdoor Recreation Professionals (SORP) Award**: OIA received a National Leadership Award from SORP as recognition for OIA’s impact on outdoor recreation and the outdoor recreation profession.

“I have shared the state-by-state recreation economy numbers with state and local decision makers, members of the media, and even in testimony before Congress. I encourage all OIA members to use these numbers to make the case for protecting outdoor recreation opportunities.”

Sutton Bacon, President & CEO of Nantahala Outdoor Center

IN UTAH, OUTDOOR RECREATION GENERATES:

- $12 BILLION IN ANNUAL CONSUMER SPENDING
- 122,400 DIRECT UTAH JOBS
- $3.6 BILLION IN ANNUAL WAGES AND SALARIES
- $856 MILLION IN STATE AND LOCAL TAX REVENUE
INDUSTRY PROMOTION, COLLABORATION AND NETWORKING

OIA is dedicated to promoting our industry and creating a community for networking and collaboration. In order to foster idea exchange and help industry professionals connect with one another, we host events, facilitate working groups, promote our members, and provide forums for discussion about topics of importance to our industry.

Here’s a snapshot of how we brought our members together in 2013:

• **Rendezvous®:** In the fall, we hosted Rendezvous, the annual leadership forum for the outdoor industry. More than 300 professionals came to San Diego for educational sessions, networking, service work and to brainstorm ideas for the future of the outdoor industry.

• **15th Rendezvous® Service Project Sponsored by Timberland:** This year during Rendezvous, hundreds of outdoor industry representatives helped clean up the Tijuana River Valley as part of the 15th annual service project with Timberland’s support. Over the years, the Rendezvous Service Project Sponsored by Timberland has touched all corners of the nation, spanning 12 cities and contributing more than 7,000 hours of volunteer labor.

• **Colorado Floor Fundraiser:** When a devastating flood ravaged our home community in Colorado, OIA sprang into action, helping host an event that raised more than $100,000 to support rebuilding Colorado’s trails and outdoor recreation areas. We used this as an opportunity to bring attention to importance of recreational facilities for communities and economies.

• **Media Exposure for Members:** OIA is a go-to source for the media. We have access to expertise, research reports and data that are helpful for news stories, yet we also realize that our members can provide the best perspective on issues facing our industry. During 2013, we referred dozens of media requests to our members, creating opportunities for our member companies to get valuable public exposure for the work they do.

**OIA COLLABORATIVE GROUPS**

• Made in America Working Group
• Trade Advisory Council
• Business Advisory Council
• Recreation Advisory Council
• Sustainability Working Group

“With the service projects, we are able to make a real difference in the communities that host Rendezvous while also creating a rewarding experience for the participants.”

Jay Steere, Timberland
“The Chemicals Management Module is the result of hundreds of volunteer hours over 18 months. It will continue to evolve with the support of OIA membership, whose passion for protecting the outdoors and willingness to collaborate can drive continuous improvement and innovation in chemicals management practices.”

Todd Copeland, Environmental Product Specialist for Patagonia and Chair of the Chemicals Management Working Group
Outdoor Industry Association continues to shepherd industry-wide sustainability work, and the OIA Sustainability Working Group (SWG) has distinguished itself as a thought leader. In 2013, the OIA SWG launched new indexing tools to help companies identify and reduce the environmental impacts of their products. In addition, the SWG expanded its work in social responsibility and materials traceability.

- **Equipment Index Pilot:** The OIA SWG launched an equipment index pilot. The results helped refine the equipment index content, which will be incorporated into an equipment module for the Higg Index in 2014.
- **Chemicals Management Module Pilot:** OIA members participated in a pilot to provide feedback on a tool the OIA SWG developed to help companies better manage the chemicals they use to create products. This tool launched as part of the Higg Index 2.0.
- **Social Responsibility Toolkit:** In August, the OIA SWG released the first of a three-part updated Social Responsibility Toolkit, designed to help brands and suppliers initiate and improve social responsibility programs.
- **Code of Conduct:** Part of the OIA Social Responsibility Toolkit, this updated code of conduct outlines criteria for safe working conditions, worker treatment, and environmentally responsible manufacturing processes.
- **Higg Index 2.0:** An expansion on the Eco Index work started by OIA members in 2007, this tool was updated in 2013 to incorporate new index work.
- **Materials Traceability Tools:** The OIA Materials Traceability Working Group works to address the challenges of traceability in common outdoor raw material supply chains. In 2013, the group made important progress in several areas.
  - Organic Content Standard
  - Recycled Claim Standard
  - Down and Wool Standards.

**AWARDS**

- **Sustainability Awards:** The OIA SWG awarded its inaugural Individual Contribution Awards to Greg Scott of MEC and Nicole Bassett of prAna, recognizing the two for their years of dedication to the outdoor industry’s sustainability efforts.
- **Chairman’s Award:** In August, OIA presented this esteemed award to five individuals who have been instrumental in solidifying the outdoor industry’s global leadership in sustainability:
  - Jamie Bainbridge, nau
  - Betsy Blaisdell, Timberland
  - Kevin Myette, formerly with REI, now with Bluesign
  - Greg Scott, MEC
  - Jill Dumain, Patagonia
- **Green Supply Chain Award:** Supply & Demand Chain Executive magazine presented this award to the OIA SWG for its work to address supply chain sustainability.
INSPIRING AND GROWING THE ACTIVE COMMUNITY

By any measure, 2013 was one of the most successful and impactful years in the history of The Outdoor Foundation. 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 makers, and investing in effective projects to dramatically increase outdoor participation. Here are some highlights from 2013:

OUTDOOR NATION SUMMITS

Outdoor Nation hosted 20 leadership summits across the country, bringing together more than 1,000 diverse millennial leaders (as well as the Secretary of Interior) to champion the outdoors. Each summit reflected the face of America, with minorities comprising 50 percent of all attendees. In 2013, Outdoor Nation piloted a new summit strategy where young leaders plan, coordinate and host their “own-it” summits, which is the model for exponential growth in 2014 and beyond. The overall result of these summits and ensuing projects: an expected 15,000 additional young people outdoors and active.

COMMUNITY INVESTMENTS

Through its grant management program, the Foundation works with outdoor companies to develop giving campaigns that enable brands to integrate business objectives, marketing messages and philanthropic priorities. This year, the Foundation helped partners invest $500,000 in support of the most effective projects that connect a new generation with the outdoors. Success stories include:

- **Explore Fund:** Worked with The North Face to invest $250,000 in projects that inspire outdoor exploration.
- **KEEN Effect:** Partnered with KEEN to launch its first consumer-facing grant program — a global initiative that is investing $100,000 in programs that focus on responsible outdoor recreation.
- **Pack Project:** Helped Merrell incorporate a grants program into its “Pack” campaign — investing $25,000 in projects that drive outdoor participation.
- **Paddle Nation Project:** Worked with the Paddle Advisory Council to increase its grants program to invest $65,000 in projects that increase paddle participation.
- **Take Me Fishing Awards:** Continued a $25,000 program for Recreational Boating and Fishing Foundation that invests in projects to increase fishing.
- **Game-On Grants:** Working with Entertainment Software Association and National Fish and Wildlife Foundation, launched the Game-On Grants to invest $25,000 into projects that leverage gaming principles to drive outdoor activities.
- **GO NC Grants:** With support from Blue Cross Blue Shield, created a special $25,000 grants program to support projects that use outdoor recreation to inspire healthy living.

OUTSIDERS BALL

The Outdoor Foundation hosted the most successful industry charity event of the year — Outsiders Ball — assembling 1,000 industry leaders to work together to inspire the next generation of outdoor enthusiasts. The event raised nearly $400,000 to support Outdoor Nation and fund 100 projects across the country, which are expected to introduce more than 10,000 youth to outdoor activities.

Outsiders Ball not only raised money, it also engaged industry thought leaders in important conversations about what we can all do — as individuals and executives, brands and businesses — to inspire a new generation of outdoor champions and consumers.
OUTDOOR PARTICIPATION

Since 2006, The Outdoor Foundation has been tracking participation in a wide range of outdoor activities. This research informs and influences programs and policies in every sector while simultaneously positioning us as a valuable resource for media who cover outdoor activities.

Outdoor demographics and trends are key to understanding our industry — how to serve outdoor consumers better, what opportunities exist for product development, and where we need to boost efforts to get more people outdoors.

In 2013, The Outdoor Foundation published the following participation reports:

- **2013 Outdoor Participation Topline Report**: Released in advance of the full report, this snapshot of participation provides high level data as well as participation trends for 43 outdoor activities.
- **2013 Outdoor Participation Report**: The full annual participation report digs into a wide range of trends, including youth, diversity, household makeup, and motivations for getting outside.
- **2013 Special Report on Fishing and Boating**: This report, sponsored by Recreational Boating and Fishing Foundation, reveals new fishing and boating research, including participation by gender, age, ethnicity, income, education and geographic region.
- **2013 American Camper Report**: Sponsored by the Coleman Company, this report details camping participation, provides data and analysis on trends, and gives an in-depth look at buying behaviors.

The 2013 Outdoor Participation Report found that outdoor participation reached its highest level in six years, with 141.9 million Americans taking part in outdoor activities.
OIA’s is the only market and consumer research that is refined and focused enough on the outdoor activities we support, to be meaningful.

Ben Pearson, Product Line Manager-Winter/Summer Sports and Camping, L.L. Bean

OIA shares our values. OIA’s efforts at a national level to promote the protection of wide open spaces, access to them, and opportunities for people to enjoy them fundamentally support the NOLS mission.

Aaron Bannon, NOLS

The OIA staff has been our trusty consultants and representatives on numerous complex legal and trade issues.

Harry Kazazian, CEO, Exxel Outdoors

WHAT OUR MEMBERS SAY
In 2013, Outdoor Industry Association conducted a member survey to assess how our membership thinks we’re doing, identify what benefits are most valued, and learn how we can best serve our members. The results were encouraging. More than 600 OIA member companies validated our strategic investments and more than 91 percent of respondents said that they were likely to recommend OIA to another business.

**RESULTS FROM MEMBER SURVEY**

**What do members value overall?**

**What are the three top challenges you face in your business today?**

**Of the current OIA member benefits offered, which three are the most important to your business?**

**Lastly, what ideas or suggestions do you have to help OIA better serve your needs?**
In 2013, OIA met or exceeded all of our major fiscal performance goals. The association achieved record results in total revenues, reserves and surplus. OIA 2013 group revenues exceeded $7.75 million compared to budgeted revenues of $7.26 million.

The Outdoor Foundation reached a financial milestone in 2013, generating more than $2 million in revenue in support of its mission. In addition to attracting industry support, the Foundation secured donations from many non-endemic organizations — including Kaiser Permanente and Blue Cross Blue Shield — reinforcing the broad appeal of the Foundation’s mission.

MEMBERSHIP BY DUES REVENUE
$1,039,131

MEMBERSHIP BY NUMBER OF MEMBERS
1,358

2013 REVENUES
$7,737,680

2013 EXPENSES
$6,984,634

* 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.
The Outdoor Industry Association (OIA) Board of Directors consists of 28 outdoor industry leaders, including 18 voting members elected by the OIA membership, and 10 appointed non-voting members. Board members may serve up to two consecutive three-year terms.

**BOARD OFFICERS**

Jennifer Mull, CEO of Backwoods, Inc. – Chair
Zohar Ziv, President and COO of Deckers Corp. – 1st Vice Chair
Casey Sheahan, CEO of Patagonia – 2nd Vice Chair
Travis Campbell, CEO of Far Bank Enterprises – Treasurer
Sue Rechner, President and CEO of Confluence Watersports – Secretary

**BOARD MEMBERS**

Todd Bradley, Co-Founder, C4 Waterman
Peter Bragdon, Senior Vice President of Legal and Corporate Affairs, Columbia Sportswear Company
Carolyn Brodsky, President, Sterling Rope Co.
Darren Bush, President, Rutabaga Paddlesports
Fred Clark, CEO, Thule
Darrell Denny, SVP, Emerald Expositions
Bob Holding, Co-Founder, Waypoint Outdoor
Scott Kerslake, CEO, prAna
David Kulow, President and CEO, All Terrain
David Labistour, CEO, MEC
John Lacy, EVP Global Product and North American Sales, Burton Corporation
Jill Layfield, President and CEO, Backcountry.com
Eva Lorenz, DMM Sporting Goods, Amazon
Will Manzer, Past Chair, OIA
Ed McAllister, President, River Sports Outfitters
Mark Satkiewicz, President, SmartWool, Americas
Ed Schmults, CEO, Wild Things
Gordon Seabury, CEO, Horny Toad
Nora Stowell, VP of Sales, Amer Sports Group
Brian Unmacht, Interim CEO, REI
Kim Walker, Founder and President, outdoor DIVAS
Jim Zwiers, President, Wolverine Outdoor Group, Wolverine Worldwide Inc.

**STAFF**

**Executive**
Frank Hugelmeyer, President & CEO
Lori Herrera, Executive Vice President/COO
Karen McNamee, Executive Assistant

**Government Affairs**
Kirk Bailey, Vice President of Government Affairs
Alexander Boian, Senior Director, Government Affairs
Jessica Wahl, Policy Advisor (Recreation)
Rich Harper, Policy Advisor (Trade)
Lindsay Bourgoine, Advocacy Manager

**Corporate Responsibility**
Beth Jensen, Director, Corporate Responsibility
Nikki Hodgson, Corporate Responsibility Coordinator

**Finance & Operations**
Cindy Haddox, Controller
Adele Sparkman, Staff Accountant
Matt Hicks, Salesforce/CRM Administrator

**Marketing, Communications & Membership**
I Ling Thompson, Vice President of Marketing and Communications
Ingrid Malmberg, Director of Membership
Lindsay Sutula, Marketing Manager
Donalee Jones, Membership Coordinator
Jenn Brunson, Communications and Digital Coordinator

**Research, Education & Events**
Christie Hickman, Vice President of Market Insights
Samantha Searles, Director of Consumer Insights
Michelle Biersner, Director of Education and Events

**The Outdoor Foundation**
Chris Fanning, Executive Director
Stasia Raines, Director, Marketing and Communications
Ivan Levin, Director, Outdoor Nation
OIA MEMBER BENEFITS

Outdoor Industry Association (OIA) isn’t just a business association. It’s a community. By joining OIA, members connect with more than 1,300 businesses — including manufacturers, suppliers, retailers, service providers, and outdoor recreation partners — and 5,000 executives who are working together to share ideas, pool resources, and contribute to the growth and success of the outdoor industry.

Learn more about the benefits of OIA membership at outdoorindustry.org/membership

EDUCATION AND EVENTS

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

Unlimited access to hundreds of live and online educational seminars

MARKET RESEARCH AND INSIGHTS

Access to point-of-sale data and monthly sales trend reports

Outdoor Recreation Economy: Data you can use to quantify the economic benefits of outdoor recreation

Complimentary access to OIA’s manufacturer and retailer benchmarking reports

Participation Studies: The only detailed research of its kind tracking American participation in outdoor recreation

Market Research: Free access to OIA research publications and consumer insights

WebNews — Bi-weekly OIA e-newsletter with vital outdoor industry news

BUSINESS SAVINGS

10% discount on Winter and Summer Market booth space

70% discount on all qualifying less-than-truckload shipments

Complimentary and discounted job postings

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

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

Discounts on operational process improvement services

10% discount off advance prices on standard and custom furnishings, all carpet grades, padding and graphics at Outdoor Retailer

Preferred pricing on business insurance packages for outdoor retailers and manufacturers

F R E E M A N 10% discount off advance prices on standard and custom furnishings, all carpet grades, padding and graphics at Outdoor Retailer

Up to 75% savings on select UPS® services

BRAND RECOGNITION

Industry Visibility: Free unlimited press release postings on the OIA website

Sponsorships/Advertising: Special member rates and opportunities for event sponsorship and advertising in OIA publications

ADVOCACY

Representation in Washington, D.C., on issues critical to outdoor recreation and the outdoor industry

OIA Working Groups: Opportunities to collaborate with OIA member companies to tackle issues affecting the outdoor industry

Support for The Outdoor Foundation, the not-for-profit that OIA established to inspire and grow future generations of outdoor enthusiasts

Log into the member center at outdoorindustry.org to take advantage of all our great membership benefits.
ENSURING THE GROWTH AND SUCCESS OF THE OUTDOOR INDUSTRY