

# OUTDOOR INDUSTRY<sup>®</sup> ASSOCIATION

TOGETHER WE ARE A FORCE.™



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**DAVID LEINWEBER**  
OWNER AND FLY  
FISHING GUIDE,  
ANGLER'S COVEY

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GOVERNOR,  
STATE OF COLORADO

## OUR INDUSTRY FACES BIGGER ISSUES THAN PRODUCT SALES AND MARKET VALUE

Tackling supply chain sustainability, advocating for a balanced trade agenda, lobbying for outdoor recreation and getting more kiddos in the outdoors are OIA's focus areas. Achieving success in these areas requires collaboration, along with healthy competition. By tapping our brain trust and pooling our combined resources, we can create meaningful change.

Day in and day out, each of us is intently focused on our respective jobs. We have budgets to balance, products to make, inventory sell through and campaigns to run.

But when we take a step back from our desks or cubicles or cash registers and lift our eyes beyond our immediate tasks, we all gaze upon the same shared vision: a strong and thriving outdoor recreation economy. Together, we are stronger. Together, we are a force.

1989-1996

Incorporated and formed the association (originally as Outdoor Recreation Coalition of America) and received nonprofit status

Entered into an exclusive endorsement agreement with Outdoor Retailer

Held the National Summit on Outdoor Recreation, the industry's introduction to Washington, D.C.

Helped form Leave No Trace, Inc., with a generous grant and in-kind support

1996-2001

Led the movement to oppose and defeat the proposed Backpack Tax

Completed the industry's first Retail Distribution Study

Released the first annual Outdoor Recreation Participation Study



# IF YOU'RE PART OF THE INDUSTRY, YOU'RE PART OF THE FORCE.

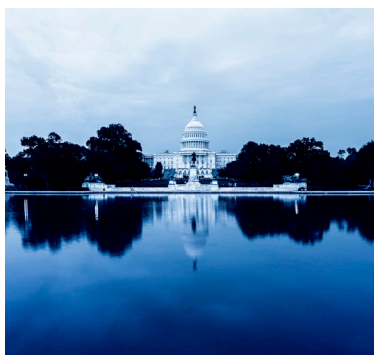
We're doing this work to better our industry no matter what. Because we believe in the power and future of outdoor. Your membership dues save you money and fund our work to move the needle in policy, sustainability and outdoor participation.



## A CLEAR FOCUS



**SUSTAINABILITY**



**POLICY**



**PARTICIPATION**

Becoming a part of OIA means claiming a seat behind the steering wheel to drive meaningful action. You're working alongside a distinguished list of global sustainability leaders to improve the way products are made. You're actively—not passively—communicating with your elected officials to create common sense recreation and trade policy. And you're passing your love of the outdoors on to the next generations through tangible and scalable programming.

Launched support of the Land & Water Conservation Fund (LWCF), part of the Conservation & Reinvestment Act (CARA)

Formed the Outdoor Foundation to activate the next generation of Outdoorists

**2001-2005**

Repositioned ORCA to Outdoor Industry Association, the industry's trade association

OIA chairs the national coalition focused on ensuring permanent funding of LWCF through CARA

Friend of the Industry Award was first given to Rep. George Miller and Sen. Mike DeWine

Realized the passage of CARA into law and the initial full funding of the \$12 billion CARA legislation

REI provided seed grant for industry-wide youth outreach program through the Outdoor Foundation

# A FORCE FOR SUSTAINABILITY.

Sustainable business is the business of asking, "How can we do this better?" We are proud to support the outdoor industry's collaborative efforts to build better products, address shared environmental challenges and drive impact reduction in the manufacturing of outdoor apparel, footwear and gear. We don't have all the answers, but we're not shying away from asking the questions.



## □ OIA SUSTAINABILITY WORKING GROUP (SWG)

Bring your insights, leadership and passion to a collective of hundreds of outdoor brands, retailers, suppliers and other organizations collaboratively identifying and implementing better business practices.

## □ THE HIGG INDEX

This assessment tool measures your environmental, social and labor impacts on the planet and identifies areas for sustainable progress.

## □ SUSTAINABILITY INSIGHTS CONFERENCE

Spend a valuable, informative and productive day with industry colleagues and experts on the sustainable business front.

# A FORCE FOR POLICY.

From recreation access to balanced trade, the issues that affect our businesses and our customers are constantly on the dockets of local, state and federal state houses. OIA educates and lobbies lawmakers to pass sound policies that support our industry's growth and viability.

## □ OUTDOOR RECREATION ECONOMY REPORT

Outdoor recreation is a larger and more critical sector of the U.S. economy than most people realize. Each year, we provide national and state-by-state evidence that proves the outdoor industry is an economic powerhouse.

## □ OIAPAC

Our political action committee fights for the election of federal candidates, regardless of political affiliation, who support the outdoor industry's policy objectives.

## □ ADVISORY COUNCILS TACKLING KEY ISSUES

Ensuring that our industry's future is accessible and viable, advisory council members develop policy positions for both U.S. trade-related and outdoor recreation-related issues.

## □ CAPITOL SUMMIT LOBBYING EVENT

Industry executives and emerging leaders come together in Washington, D.C., to lobby members of Congress and the administration to support industry recreation, trade and business priorities.

## □ BALANCED TRADE AGENDA

Strengthening the outdoor industry's economy goes beyond our nation's borders. We work to remove trade barriers with overseas markets and reduce tariffs on our industry's products and apparel.

## □ CLIMATE CHANGE

For the outdoors, climate change is not a partisan issue – it is an economic one. We use the unique voice and values of the outdoor industry to address the threat of climate change at the federal and state levels.



2001-2005

Released new participation, retail distribution and state of the industry research

Hosted the first annual OIA Capitol Summit lobby event in Washington, D.C.

Launched the inaugural Outdoor Industry Breakfast at Outdoor Retailer

2005-2009

Hosted Sec. of Interior Dirk Kempthorne at OR and partnered with the Centennial Initiative to prepare the national parks for the next 100 years

Released the first-ever Fair Labor Tool Kit and B2B standards for the industry

The first meeting of the OIA Sustainability Working Group was held, with the initial goal of developing an "Eco Index" to benchmark and measure the sustainability of outdoor products

# A FORCE FOR PARTICIPATION.

We come from different backgrounds, find different ways to play outside and work in different—sometimes competing—channels of the industry. But we are all outdoorists. OIA established the Outdoor Foundation to be the driving force behind a massive increase in active outdoor recreation. By working together to expand outdoor access and opportunities, we can ensure a vibrant outdoorist community for generations to come.



## □ GRANT GIVING

Develop and own a unique, branded community grant program that results in effective charitable giving, stakeholder activation and valuable marketing content.

## □ PARKS4KIDS

Parks4Kids was created to provide micro grants to teachers, schools and nonprofits to connect the next generation with our nation's parks.

## □ OUTDOOR NATION CAMPUS CHALLENGE

Research shows that outdoor activity drops off at college age. Through the ON Challenge, the next generation of outdoor leaders and outdoorists join their college community get active outdoors, and compete for the National Outdoor Championship.

# A FORCE FOR THE FUTURE.

The work we do today is for the progress we celebrate tomorrow. Every day, we are the driving catalyst behind issues critical to the future of the outdoor industry. Let's build stronger leaders and change the way we do business. Let's get our children outdoors. Let's inspire and grow the future of the outdoor community.

## □ CONSUMERVUE

OIA ConsumerVue provides industry-level consumer segmentation and data that help provide practical applications to inform and enhance your business strategies.

## □ SKIP YOWELL FUTURE LEADERSHIP ACADEMY

This six-month program was developed to prepare, unite and amplify the voice of future outdoor industry leaders and honors Skip Yowell, an industry visionary.

## □ EVENTS AND EDUCATION

We work continuously to deliver events, programs and services designed to share knowledge, stimulate innovation, and support business success across the industry.



2009-2012

Launched the first performance apparel trade bill designed to reduce import duties and invest in sustainable manufacturing techniques

Formed the OIA Political Action Committee

Outdoor University launched, offering more than 30 webinars and training over 1500 outdoor industry executives

OIAPAC has 92 percent success rate in the 2010 elections

After three years of collaborative development by the Sustainability Working Group, the Eco Index is launched

OIA becomes a major partner with the President's Green Cabinet and America's Great Outdoors Initiative



# TOO



# GETHER WE





# ARE A FORCE





CE.™



# BUSINESS COST SAVINGS

**YOUR BUSINESS COULD SAVE UP TO \$100,000\***

## SUSTAINABILITY/SUPPLY CHAIN

- bluesign
- Higg Index access
- Monadnock Paper Mills, Inc.
- OIA SWG Leadership Membership
  - preferred pricing
- Oregon International Airfreight (OIA) Global
- The Renewal Workshop

## FINANCE/OPERATIONS

- Altus Global Trade Solutions
- Avis Car Rental
- Budget Car Rental
- CCA Sports Retail Services
- Eco Products
- HotelStorm
- Lewis Roca Rothgerber Christie, LLP
- Office Depot
- OIA Career Center
- Outdoor Sports Insurance
- Planet Access Company
- SICA (Sports Industry Credit Association)
- UPS
- YRC Freight

## MARKETING/SALES

- Active Interest Media (AIM)
- Apogee Digital Media
- Brandlive
- Elastic/Plum River, LLC
- Fortnight Collective
- Locally.com
- Momentum Media PR\*\*
- New Normal Consulting
- RepSpark
- RootsRated
- Shotfarm

## RESEARCH

- ConsumerVue
- NPDP

## REP ASSOCIATIONS

- EORA
- WWSRA

## TRADE SHOW

- Freeman
- mackenzie EXHIBIT
- Outdoor Retailer (Emerald Expositions)

# BRAND RECOGNITION

## SPONSORSHIP AND ADVERTISING

OIA members receive special consideration for event sponsorship and special rates for advertising on our website, publications and Outdoorist newsletter.

## PRESS RELEASES

Post your press releases in our news section, one of the most visited sections on the OIA website. Press releases also appear on the OIA home page and Outdoor Retailer site.

## MEMBERSHIP DIRECTORY

This member-only directory lists all OIA member company names, websites and general information.



### STAY UPDATED. SUBSCRIBE TO:

Outdoorist | Policy Alerts | Sustainability Snapshot

Need more information?

Get in touch with the membership team at [membership@outdoorindustry.org](mailto:membership@outdoorindustry.org).

\*Based on participation in available vendor programs.

\*\*OIA Agency of Record

2009-2012

The Outdoor Foundation launched Outdoor Nation to engage college students in outdoor recreation

OIA joined Business for Innovative Climate and Energy Policy (BICEP) to support and drive thoughtful climate policy

Eco Index named one of the "Ten Most Hopeful Green Business Stories" of 2010 by GreenBiz

Partnerships established with European Outdoor Group (EOG) and Sustainable Apparel Coalition (SAC) to continue development of the Eco Index and its evolution into the Higg Index

2013-NOW

Established a full-time D.C.-based office for the government affairs department and the Outdoor Foundation

The Sustainability Working Group launched tools that companies can use to measure and improve product sustainability



# ONE MEMBERSHIP FOR ALL EMPLOYEES

When you sign up for or renew your OIA membership, your benefits extend to every single person in your company. Simply add your entire team to your membership roster. From there, they will be able to select their communications and benefit preferences.



## MEMBERSHIP PRICING

Membership dues are based on annual revenue and are determined by industry category. See where your business fits in below.

ANNUAL REVENUE LEVEL	MANUFACTURER/SUPPLIER/ DISTRIBUTOR DUES	SPECIALTY RETAILER/ SALES REP DUES
>\$1M	\$350	\$250
\$1M to \$2.5M	\$600	\$350
\$2.5M to \$5M	\$1,000	\$600
\$5M to \$10M	\$1,200	\$1,000
\$10M to \$20M	\$2,200	\$1,750
\$20M to \$50M	\$3,500	\$3,000
\$50M to \$100M	\$5,000	\$4,200
\$100M to \$250M	\$6,500	\$5,500
\$250M to \$500M	\$7,500	\$7,500
\$500M to \$1B	\$8,500	\$8,500
\$1B +	\$10,000	\$10,000
ASSOCIATE DUES		
Firms/Corporations: \$1,500	Media/PR/Agency: \$1,000	Nonprofit/Government: \$500

The Outdoor Foundation exceeded \$2 million in annual revenue and launched the Outsiders Ball—an industry fundraising event

Launched the Made in America Working Group to discuss and encourage domestic sourcing and manufacturing

Secured significant changes to the short supply list under consideration in the Trans-Pacific Partnership (TPP) negotiations to ensure outdoor products receive maximum benefits in the pending Pacific Rim trade agreement

Provided more than 100 educational sessions to over 5,000 industry participants

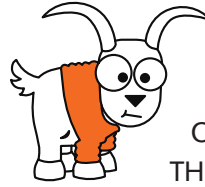
Introduced ConsumerVue, an online research tool that showcases findings from consumer segmentation studies that look into the outdoors through the eyes of consumers

Appointed Amy Roberts as the new executive director of OIA

Led the introduction and passage of the REC Act to ensure that the outdoor recreation economy is quantified as part of the GDP

## WHAT YOUR OIA MEMBERSHIP MAKES POSSIBLE

**\$1.5 MILLION**  
IN FUNDING  
FOR OUTDOOR PARTICIPATION PROJECTS



**111**  
COMPANIES USING  
THE **HIGG INDEX**

SUPPORTED THE  
PROTECTION OF

**1.8 MILLION+**



ACRES OF PUBLIC LANDS



**22** SUPPLY  
CHAIN  
MANAGEMENT TOOLS INTRODUCED

**53,700** KIDS   
**GOT OUTSIDE**  
WITH THE OUTDOOR FOUNDATION

CONDUCTED A RECREATION ECONOMY REPORT TO COUNT OUR  
**\$887B INDUSTRY AND 7.6 MILLION JOBS**

ADVOCATED FOR  
PASSAGE OF THE **REC ACT**  
TO ENSURE OUR OUTDOOR INDUSTRY JOBS WILL BE COUNTED

**\$48**  
**MILLION** SAVED FOR THE  
OUTDOOR INDUSTRY  
THROUGH OIA  
TRADE INITIATIVES

\*Numbers are estimated based on OIA policy, sustainability and outdoor participation programs from 2015-2017.

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[OUTDOORINDUSTRY.ORG](http://OUTDOORINDUSTRY.ORG)