



2007 OIA Progress Report – A comprehensive list of new member resources and services from OIA

Category	Program	Estimated Value
RESEARCH	<i>Outdoor Industry Association research aims to provide all the information needed to keep businesses up-to-date on consumer participation in active outdoor activities, retail sales of outdoor products, and other industry trends. All research reports are FREE to OIA members.</i>	
Sales Reports & Market Research	Monthly Topline Sales Reports posted online for member access. 24 hour access to online, sales reporting on outdoor and paddlesports markets. The online format includes a topline market summary with an overview and analysis, tables for a quick glance at monthly/yearly comparisons, and topline dynamic cubes which allow members to slice and dice four years of sales figures.	\$4,500
Market research helps businesses stay at the front end of the customer curve – supporting their competitiveness and profitability.	Specialty Retail Operational Ratio Report delivered to members in January 2007. This ratio report provides a close-up of best practices and average operating costs and margins among specific categories of outdoor retail businesses. Retailers and manufacturers have benefited from the report by comparing their operational practices with the successes of their industry peers.	\$395
	The Active Outdoor Recreation Economy Report demonstrates the \$730 billion active outdoor recreation economy. The report defines the national economic contribution of active outdoor recreation; estimating the total economic contribution, jobs supported, taxes generated, expenditures for goods and services, trip related expenditures, and participation in active outdoor recreation.	\$1,200
	Active Outdoor Recreation Economy State-by-State Reports released at Capitol Summit 2007. OIA completed Active Outdoor Recreation Economy studies for 21 states defining the economic contribution, jobs, taxes generated, and retail sales from active outdoor recreation. A detailed technical report and the one-page reports are housed on the Association website.	\$500
Social Research	The Next Generation of Outdoor Participants Outdoor Industry Foundation's (OIF) report provides insight into changing participation trends in outdoor recreation and highlights the activities of the next generation of outdoor enthusiasts. The report is based on an on-line survey capturing responses from over 60,000 Americans ages six and older and covers 114 different activities, and is the largest survey of its type examining participation in sports and outdoor activities.	\$500
Social research reflects the macroeconomic forces and trends that influence the health of our industry.		
In-House Research Desk	OIA has an in-house research desk to serve as an ongoing resource in assisting members with data interpretation and trend tracking.	\$2,400

MEMBER COST SAVINGS BENEFITS	<i>Over the past six years, OIA members have saved over \$50 million through OIA membership cost savings benefits. OIA members realize benefits that provide direct financial returns, operational efficiencies, improved services, and reduced expenses.</i>	
Shipping Discounts	<ul style="list-style-type: none"> • FedEx – discount of up to 49%, including Express, International and Ground • Yellow Association Solutions – 58% discount on LTL shipping • Roadway – 56.5% discount on LTL shipping • NEW! YRC Regional – 63% discount on regional LTL shipping 	\$8,000+ (average)
Business Services Discounts	<ul style="list-style-type: none"> • NEW! OfficeMax – special pricing on office supplies and up to 56% off copy services • NEW! Chase Paymentech™ – great member rates for credit card processing • NEW! OIA Wireless Center – Savings of up to \$100 on new cell phones 	\$3,400+
Travel and Tradeshow	<ul style="list-style-type: none"> • NEW! Travel discounts on Continental Airlines, Frontier and Hertz • Outdoor Retailer – 3% discount on booth space and special package for GES services 	\$300+ per show (average)
Technology Services Savings Program	Wildcat Software supports the technology needs of OIA members in the implementation and operation of B2B XML Standards and provides a discount for its program development and support services to OIA members.	\$500 +
EDUCATION	<i>Outdoor Industry Association fosters growth of the industry through professional opportunities that educate, develop skills, and support networking and inspiration at the retail, sales, management, and executive levels. Industry-wide events highlight business involvement opportunities across industry and government sectors.</i>	
Outdoor University – Retail Training Workshops & Seminars	<p>Outdoor University® provides training resources for management and higher level specialty retail staff, to help improve business infrastructure and ensure top-down skill development. Outdoor University includes a series of workshops that explore business topics such as retail sales benchmarking, internet sales and technology, management, HR skill development, and marketing tips.</p> <p>The Retail Seminar Series at the Outdoor Retailer tradeshows provides a non-competitive atmosphere for retail owners and managers to share successful business ideas and learn new skills. Retailers learn tangible skills they can implement immediately; past topics have included staff training, customer service, merchandising, sales and marketing, and community events. In 2007, OIA provided education, best business practices and tools to over 2,000 attendees through programs at Outdoor Retailer, Outdoor University, Rendezvous, and regional ORA and EORA tradeshows.</p>	\$800
Rendezvous	The 2007 OIA Rendezvous, entitled Business Sustainability in Our Rapidly Changing World: Examining the economic, social, environmental, and geopolitical aspects of business in today's world , featured nationally renowned speakers and educators that inspired and informed outdoor industry professionals on issues affecting our industry. Special breakout sessions provided practical education opportunities for all segments of the industry – retailers, manufacturers and industry associates.	\$500 savings on registration

Industry Breakfast	Twice a year, OIA brings together all sectors of the industry for the Industry Breakfast . At the Summer Outdoor Retailer show, over 600 industry members gathered for the largest and most successful Industry Breakfast to date. The event includes an energetic and relevant keynote business speaker and complimentary breakfast.	\$200
COMMUNICATIONS		
<i>OIA strives to keep members abreast of up-to-the minute news regarding industry and business issues through a variety of communication vehicles: The weekly WebNews, special member notifications and Action Alerts, trade updates, and Outdoor Recreation and Business Policy Trends News to Capitol Hill staff.</i>		
Member Resource Guide	The OIA Member Resource Guide includes valuable content to improve business practices, identify member partners, and connect with industry leaders.	\$50
OIA Website	<p>Media privileges and free access to:</p> <ul style="list-style-type: none"> ◆ OIA weekly WebNews ◆ Proactive media outreach ◆ Job classifieds, news and press releases, and event postings. <p>Easy access to OIA member benefits including:</p> <ul style="list-style-type: none"> ◆ Sales and market research ◆ Social research ◆ Cost savings benefit enrollment ◆ Event registration ◆ Industry standards 	\$500
MEMBER WORKING GROUPS		
Member working groups bring together outdoor industry businesses that share the need for a common resource. Through the efforts of member working groups, OIA works to monitor industry standards and educate outdoor companies. Working groups include Eco, Fair Labor ASTM and B2B. Working group documents are available at www.outdoorindustry.org .		

GOVERNMENT AFFAIRS

Outdoor Industry Association Government Affairs team represents outdoor industry businesses' interests at all levels in the regulatory and policy development process. OIA works with legislators to promote outdoor recreation funding, management, and other opportunities that increase participation in active outdoor recreation.

Public Lands and Places to Play

OIA works to ensure that there are quality recreation experiences on public lands. One-third of all of America's lands are managed by the federal government, so the continuous voice of recreation at the national level is essential.

Priceless

Recently, Congress approved legislation that for the first-time provides a small permanent source of funding for Stateside Land and Water Conservation grants. This is the key federal program that builds bike paths, parks and trails across the U.S.

This permanent revenue source is good news for the program. However, additional dollars are needed in cities across the U.S.

OIA intends to build on this success and our goal is to secure \$125 million in state Land and Water Conservation funding.

OIA is also working with Congress to achieve passage of a robust budget for the National Park Service as we prepare to celebrate the system's Centennial in 2016. Congress is considering a historic increase in spending for trails, park maintenance and natural resource preservation. In addition, a special Centennial Initiative would fund high-profile signature projects that would prepare the parks for a sustainable future and would focus on introducing the next generation to the wonder of our National Park System.

Trade Program

In its first year of existence, OIA's trade program achieved two major trade victories. Twelve OIA-crafted bills to provide relief from high import duties on high performance footwear – some as high as 37.5 percent – became law. In addition, Congress granted permanent normalized trade relations (PNTR) for Vietnam. Both initiatives were top priorities for the first year of the OIA trade program.

Priceless

In 2007, OIA is also focusing in performance apparel. During last August's Outdoor Retailer (OR) trade show, OIA hosted representatives of the U.S. Department of Commerce and U.S. Trade Representative's office, the administrative agencies responsible for governing imports, enforcing U.S. trade law and determining penalties for damage to U.S. industry. These trade officials joined more than 20,000 OR attendees and toured the show to meet with representatives from performance apparel manufacturers.

The current tariff code, the trade officials acknowledged, has not kept up with innovations in the outdoor industry and offers no specific way to separate and remove performance apparel from enforcement of trade penalties.

OIA will request exemptions for performance outerwear from import restrictions and relief from the exorbitant tariff rates that are as much as 20 times higher for outdoor apparel.

These measures will mean better availability of product at a better price for the outdoor industry customer. This results in greater prosperity and uninterrupted production processes for outdoor industry businesses.
