



2008 Outdoor Industry Association® 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.	Manufacturer Financial Performance Report delivered to members in September 2008. This new report is a useful tool that provides a baseline for outdoor manufacturer brands' financial, operation and compensation practices. Created in conjunction with input from an advisory panel of over 30 outdoor businesses, this new report allows outdoor industry manufacturers to compare gross margins, operating expenses, inventory turns, salaries for specific positions and several other categories with similar manufacturers in the industry in terms of revenue base and manufacturing type (equipment, apparel, footwear, accessories). This collaborative effort provides financial and operational benchmarks that outdoor manufacturers can use as tools to evaluate their businesses.	\$495
	The Manufacturer Employee Compensation Report is a CEO-level report that allows outdoor industry manufacturers to compare employee compensation and benchmark against the industry median. Also a collaborative effort, this new report establishes industry manufacturer benchmarks for employee and executive compensation, bonuses and benefits.	\$595
	Piper Jaffray Survey of Consumer Industry Executives released in November 2008 serves as a useful tool for OIA member companies in developing a stronger understanding of the views industry executives have on current economic conditions and what impacts those perceptions might have on shaping business decisions such as inventory, margins, operations and investment spending.	\$500
Social Research	The Next Generation of Outdoor Participants This Outdoor Foundation 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 online 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.		

Research Assistance	As an OIA member, you have unlimited access to OIA staff to assist you with data interpretation and trend tracking.	\$2,400
MEMBER COST SAVINGS BENEFITS	<i>Much of our work on behalf of the outdoor industry intends to expand markets and guide business decisions. While both of these objectives build long-term value, OIA also offers benefits with direct and immediate advantages to the bottom line. OIA negotiates preferred cost savings programs on behalf of our members, having saved our members over \$50 million over the past five years and over \$8,000 per member per year, on average.</i>	
Shipping Discounts	FedEx – discount of up to 46%, including Express, International and Ground Yellow Association Solutions – 67% discount on LTL shipping Roadway – 67% discount on LTL shipping YRC Regional – 67% discount on regional LTL shipping	\$8,000+ (average)
Business Services Discounts	OfficeMax – up to 80% discount on office supplies and up to 56% off ImPress copy services Chase Paymentech™ – great member rates for credit and debit card processing OIA Wireless Center – Savings of up to \$100 on new cell phones	\$3,400+
Travel and Tradeshow	Travel discounts on Continental Airlines, Frontier and Hertz Outdoor Retailer – Current 5% discount on booth space and 10% discount on select GES services	\$500+ per show (average)
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>Outdoor University opened its 2008 national tour July 23 at the new Midwest Outdoor Reps Exchange (MORE) rep show in Madison, Wisconsin, to a receptive crowd of independent specialty retailers representing outdoor, paddlesports, and bicycle shops. In only its second year in the new format, the attendance of the Madison event tripled over last year, with many 2007 attendees returning with co-workers to benefit from the free learning opportunity.</p> <p>The Retail Seminar Series at the Outdoor Retailer tradeshow 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 2008, OIA provided education, best business practices and tools to over 2,000 attendees through programs at Outdoor Retailer, Outdoor University, Rendezvous and regional MORE and EORA tradeshow.</p>	\$950

Rendezvous™	The 2008 OIA Rendezvous in Boston, Massachusetts, featured nationally renowned speakers and experts such as global economist Clyde Prestowitz, acclaimed environmental advocate Robert F. Kennedy, Jr., and noted trendspotter Marian Salzman, who 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.	Up to \$1,220 savings possible 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>	
OIA Website	<p>Media privileges and free access to:</p> <ul style="list-style-type: none"> OIA weekly WebNews and other relevant association news Proactive media outreach through our PR portal Outdoor industry news and press releases and event postings. <p>Easy access to OIA member benefits including:</p> <ul style="list-style-type: none"> Up-to-the-minute market intelligence and benchmarking reports Social research Discounted job postings on the Outdoor Industry Career Center Cost savings benefit enrollment Online event registration Industry standards 	\$500
MEMBER WORKING GROUPS	<p>Member working groups transform competitors into a community to solve some of the outdoor industry’s most pressing problems. 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.</p>	

GOVERNMENT AFFAIRS

The OIA Government Affairs team represents outdoor industry businesses' interests at all levels in the regulatory and policy development process. Our work in Washington, D.C., has two ends: to ensure Americans have access to quality places to play outdoors and to reduce trade barriers to encourage innovation and ensure outdoor products remain affordable for American consumers.

Recreation Program

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

In our view, every child in America should live within 15 minutes of quality parks and trails. That's why the stateside Land and Water Conservation Fund (LWCF) is at the top of our legislative agenda. The LCWF stateside programs have helped states fund over 41,000 projects that create bike paths, parks, facilities and trails. OIA will continue to ensure this program remains a priority for members of Congress.

Funding for recreation programs on public lands will likely remain at 2008 levels as Congress will pass a bill this fall continuing current funding into FY2009. This means approximately \$30 million for stateside Land and Water Conservation Fund in FY2009.

OIA has joined with other groups in asking Congress to pass legislation establishing the National Park Centennial Initiative and legislation granting permanent recognition of the National Landscape Conservation System. Both of these items are priorities on the OIA policy agenda.

OIA is continuing to work 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

The outdoor industry produces some of the most innovative products in the world. Our merchandise enriches people's lives by supporting healthy and active lifestyles through outdoor recreation. Open, fair and predictable trade results in lower costs to consumers, and is essential for our industry's continued innovation and economic growth.

Priceless

On the policy front, The Recreational Performance Outerwear Apparel Act of 2008 (S. 3439) has been introduced in the both the House and Senate. Senate sponsors are Senator Ken Salazar (D-CO) and Senator Mike Crapo (R-ID), both members of the Senate Finance Committee, which has jurisdiction over trade related legislation. H.R. 6483, the House version of the bill, was introduced last month by Representative Earl Blumenauer (D-OR), a member of the House Ways and Means Committee.

This important legislation creates new tariff classifications for specific types of recreational performance outerwear, makes those specific products duty free and invests in U.S. technologies and jobs that focus on sustainable, environmentally-conscious manufacturing and streamlined supply chains.

OIA will seek opportunities to pass this bill as well as the Affordable Footwear Act (H.R. 3934/S. 2372), which provides duty relief on footwear, during the "lame duck" session of Congress following the recent presidential election. However, it is likely that Congress will push consideration of most trade legislation into 2009.
