



2009 Outdoor Industry Association Progress Report – A comprehensive list of new member resources and services from OIA

Category	Program	Estimated Value
BUSINESS INTELLIGENCE	<i>The right information at the right time is vital to thriving in today's business environment. To give our members a competitive edge, OIA provides up-to-the-minute market intelligence to help you stay ahead of rapidly changing conditions.</i>	
	<i>All research reports are FREE to OIA members.</i>	
Sales Reports & Market Research	Industry Sales Data & Analysis	
<i>Market research helps businesses stay at the front end of the customer curve – supporting their competitiveness and profitability.</i>	<ul style="list-style-type: none"> • OIA Outdoor Topline Sales Report – provides a monthly summary and analysis of outdoor industry sales and 24/7 online access. 	\$4,500
	Industry Trends & Analysis	
	<ul style="list-style-type: none"> • Piper Jaffray Outdoor Industry Survey – reveals how industry leaders view the macro economic environment and the overall health of the outdoor market 	\$495
	Financial & Operational Benchmarks	
	<ul style="list-style-type: none"> • Manufacturer Employee Compensation Report – provides industry executive and employee compensation data including salaries, bonuses, commissions and fringe benefits 	\$495
	<ul style="list-style-type: none"> • Manufacturer Financial Performance Report – detailed financial and operating information for outdoor product manufacturers 	\$595
	<ul style="list-style-type: none"> • 2009 OIA Retail Financial & Operations Benchmarking Survey – allows outdoor specialty retailers to compare gross margins, operating expenses, inventory turns and salaries with similar retailers in the industry 	\$495
	<ul style="list-style-type: none"> • 2009 Outdoor Specialty Retail Survive and Thrive Assessment Report – takes a qualitative pulse of the industry and provides retailers with customized feedback and suggestions for improvement on their current business practices. 	\$395
Social Research	Consumer Participation Data	
<i>Social research reflects the macroeconomic forces and trends that influence the health of our industry.</i>	<ul style="list-style-type: none"> • Outdoor Recreation Participation Topline Report– details Americans' participation in outdoor activities from 2007 to 2008 	\$595
	<ul style="list-style-type: none"> • Next Generation of Outdoor Participants Study – captures participation by Americans ages six and older in 114 outdoor activities and provides insight into evolving participation trends of the next generation of outdoor enthusiasts 	\$495

BUSINESS SAVINGS

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.

Average savings of \$8,000 per member per year

- Savings of up to 46% on FedEx
 - Savings of 70% on less-than-truckload shipping with YRC and YRC Regional
 - 8% discount on booth space at Outdoor Retailer
 - Discounts of up to 79% off OfficeMax products and services
 - Credit card rates as low as 1.95% with First Data
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EDUCATION & PROFESSIONAL DEVELOPMENT

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.

Retail Training Workshops & Seminars

Outdoor University® provides training resources for independent specialty retailers and sales reps. Focusing on challenges specific to our industry's businesses, these educational workshops are designed to help improve business infrastructure, ensure skill development and provide information on emerging trends and technologies. The program consists of monthly one-hour Webinars led by topic experts that can be viewed live or via recording post event at the convenience of the retailer.

\$1,295

The Retailer Seminar Series at the Outdoor Retailer tradeshow provides a non-competitive atmosphere for retail store owners and managers to share successful business practices and learn new skills. Past topics have included financial management, staff training, customer service, merchandising, sales and marketing and community events.

\$695

Rendezvous®

The **Rendezvous** is an **annual leadership conference** that provides the outdoor industry with the single most powerful, creative and productive gathering of influential executives and strategic staff members.

Up to \$1,000

Past keynote speakers have included nationally renowned speakers and experts such as global economists Jeremy Rifkin, Clyde Prestowitz, environmental advocate Robert F. Kennedy, Jr., trendspotter Marian Salzman, retail analyst Marshal Cohen and political analyst Ken Rudin.

Industry Breakfast

Twice a year, OIA brings together all sectors of the industry for the **Industry Breakfast**. At each Outdoor Retailer show, over 600 industry members gather for an energetic and relevant presentation and a complimentary breakfast.

\$200

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.

OIA Recreation Program

Preserving and Enhancing the Outdoor Recreation Experience

Active outdoor recreation contributes \$730 billion annually to the U.S. economy. The vast majority of this powerful economic activity takes place on public lands managed by the federal government making the continuous voice of recreation at the national level essential.

Priceless

The OIA Recreation program works to:

- Pursue increased federal investment in close-to-home recreation infrastructure such as neighborhood parks, hiking trails and bike paths. An investment in recreation infrastructure and federal public lands should be a part of any national economic stimulus plan.
 - Advocate for increased funding for the Land and Water Conservation Fund State Assistance Program, the Recreation program at the U.S. Forest Service, the Recreational Trails program managed by the Department of Transportation and the Bureau of Land Management's National Landscape Conservation System and recreational land exchanges under the Federal Land Transaction Facilitation Act.
 - Ensure that comprehensive climate change legislation reflects the needs of the outdoor industry and contains policies and funding that will preserve recreational opportunities on public lands.
 - Seek passage of the National Park Service Centennial Challenge Act and ensure that projects of interest to the outdoor recreation community are included in the legislation.
 - Work with policymakers to ensure that fire suppression costs are managed in a way so that they no longer negatively impact other important missions of the Forest Service, specifically the Recreation budget which must regain its status as a priority program for the agency.
 - Participate in the Forest Service and BLM land management planning process to ensure that government policies on multi-use public lands preserve the availability and quality of human-powered recreation opportunities. This OIA policy specifically recognizes the immense value of Forest Service and BLM lands and supports the ideal that appropriate uses of public lands cover the spectrum from fully multi-use to preservation as wilderness.
 - Support legislation that has the outcome of reconnecting children with nature and encourages youth participation in active outdoor recreation.
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OIA Trade Program

Priceless

Protecting the Health of Outdoor Businesses

The outdoor industry produces some of the most innovative products in the world. Our merchandise reaches all corners of the globe and enriches people's lives by supporting healthy and active lifestyles through outdoor recreation. In a rapidly evolving global economy, fair and predictable trade is essential for our industry's continued innovation and growth. Predictable trade policy results in lower costs to consumers and ensures continued product innovations that are critical to the outdoor industry's viability.

The OIA Trade Program works to:

- Ensure fair and proper treatment of the outdoor industry's innovative products as they move through the supply chain to retail.
- Support passage of the U.S. OUTDOOR Act, which seeks to reduce tariffs on performance outerwear while reinvesting in American jobs and U.S. based technology that are focused on sustainable manufacturing and supply chain efficiencies.
- Support passage of the Affordable Footwear Act, which will eliminate outdated tariffs on several categories of outdoor footwear and make these products more affordable to a broader range of consumers.
- Work with the appropriate federal agencies to establish a delineation of specialized, innovative performance apparel and other outdoor products from mass consumer goods.
- Work with the Obama Administration and Congress as they develop trade policy with a stronger focus on labor and environmental standards. The outdoor industry's history of environmental awareness, corporate responsibility and sustainable manufacturing practices can serve as a valuable resource to policymakers in this new era of trade policy.
- Protect the specialty outdoor industry against adverse trade actions.
- Support legislation that enables associations and small businesses to access affordable health insurance.
- Encourage policymakers to include tax provisions in the stimulus bill and economic policy that will help our businesses thrive, continue to invest in innovation and create jobs during the economic downturn.

OIA Political Action Committee

The Outdoor Industry Association Political Action Committee is the voluntary, non-partisan political action committee of OIA. As the only national trade association representing the complete spectrum of manufacturers, suppliers, distributors, retailers and media of the active outdoor recreation industry, an OIA-sponsored PAC represents the diversity of interests, activities and companies within our industry. Formed in 2008, OIAPAC has a long-term goal of establishing a political environment conducive to the growth and success of the outdoor industry. For more information, please contact Amy Roberts, vice president, OIA government affairs at 303.327.3511 or OIAPAC@outdoorindustry.org
