



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

Category	Program	Estimated Value
<b>BUSINESS INTELLIGENCE</b>	<p>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.</p> <p>All research reports are FREE to OIA members.</p>	
<b>Sales Reports &amp; Market Research</b>	<p><b>Industry Sales Data &amp; Analysis</b></p> <ul style="list-style-type: none"> <li>• <b>OIA Outdoor Sales Reports</b> – provides a monthly summary and analysis of outdoor industry sales and online access to point of sale data</li> </ul> <p><b>Industry Trends &amp; Analysis</b></p> <ul style="list-style-type: none"> <li>• <b>Piper Jaffray Outdoor Industry Survey</b> – reveals how industry leaders view the macro economic environment and the overall health of the outdoor market</li> </ul> <p><b>Financial &amp; Operational Benchmarks</b></p> <ul style="list-style-type: none"> <li>• <b>Manufacturer Employee Compensation Report</b> – provides industry executive and employee compensation data including salaries, bonuses, commissions and fringe benefits</li> <li>• <b>Manufacturer Financial Performance Report</b> – detailed financial and operating information for outdoor product manufacturers</li> <li>• <b>2009 OIA Retail Financial &amp; Operations Benchmarking Survey</b> – allows outdoor specialty retailers to compare gross margins, operating expenses, inventory turns and salaries with similar retailers in the industry</li> <li>• <b>2009 Outdoor Specialty Retail Survive and Thrive Assessment Report</b> – takes a qualitative pulse of the industry and provides retailers with customized feedback and suggestions for improvement on their current business practices.</li> </ul>	<p>\$4,500</p> <p>\$495</p> <p>\$495</p> <p>\$595</p> <p>\$495</p> <p>\$395</p>
<b>Consumer Participation Research</b>	<p><b>Consumer Participation Data – New</b></p> <ul style="list-style-type: none"> <li>• <b>Special Report on Youth</b></li> <li>• <b>A Special Report on Paddlesports</b></li> <li>• <b>A Special Report on Camping</b></li> <li>• <b>A Special Report on Fishing and Boating</b></li> <li>• <b>Outdoor Recreation Participation Report, 2009</b></li> <li>• <b>Outdoor Recreation Participation Topline Report</b></li> </ul>	

Market research helps businesses stay at the front end of the customer curve – supporting their competitiveness and profitability.

Produced by The Outdoor Foundation, these reports investigate the depth and effect of Americans participation in active outdoor recreation.

<p><b>BUSINESS SAVINGS</b></p>	<p><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 on average, over \$8,000 per member per year.</i></p> <ul style="list-style-type: none"> <li>• Savings of up to 46% on FedEx</li> <li>• Savings of 70% on less-than-truckload shipping with YRC and YRC Regional</li> <li>• 8% discount on booth space at Outdoor Retailer</li> <li>• Discounts of up to 79% off OfficeMax products and services</li> <li>• Credit card rates as low as 1.95% with First Data</li> </ul>	<p>Average savings of \$8,000 per member per year</p>
<p><b>EDUCATION &amp; PROFESSIONAL DEVELOPMENT</b></p>	<p><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.</i></p>	
<p><b>Retail Training Workshops &amp; Seminars</b></p>	<p><b>Outdoor University®</b> provides training resources for independent specialty retailers and sales representatives. 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.</p> <p><b>The Retailer Seminar Series</b> 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.</p>	<p>\$1,295</p> <p>\$695</p>
<p><b>Rendezvous®</b></p>	<p>The <b>Rendezvous</b> is an <b>annual leadership conference</b> that provides the outdoor industry with the single most powerful, creative and productive gathering of influential executives and strategic staff members.</p> <p>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.</p>	<p>Up to \$1,000</p>
<p><b>Industry Breakfast</b></p>	<p>Twice a year, OIA brings together all sectors of the industry for the <b>Industry Breakfast</b>. At each Outdoor Retailer show, over 600 industry members gather for an energetic and relevant presentation and a complimentary breakfast.</p>	<p>\$200</p>

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## 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.*

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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. A level playing field and access to overseas markets for American manufacturers of outdoor products is critical to their business and our economy. Balanced and predictable trade policy results in lower costs to consumers and ensures continued product innovations that are critical to the outdoor industry's viability.

In 2010, the OIA Trade Program will:

- Ensure fair and proper treatment of the outdoor industry's innovative products as they move through the supply chain to retail.
  - Support companies that produce outdoor products in the United States and serve as a resource for these businesses.
  - Assist our members with access to foreign markets, education about government resources and support in overcoming export barriers.
  - Support passage of the US OUTDOOR Act, which seeks to reduce tariffs on performance outerwear while reinvesting in American jobs and U.S.- based technologies that are focused on sustainable manufacturing and supply chain efficiencies.
  - Support passage of the Affordable Footwear Act, legislation developed in conjunction with U.S. footwear manufacturers to eliminate outdated tariffs on several categories of outdoor footwear and make these products more affordable to a broader range of consumers.
  - 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.
  - Support and promote the work of the OIA Sustainability and Fair Labor Working Group and seek to offer policy initiatives based on its work.
  - Work with the appropriate federal agencies to establish a delineation of specialized, innovative performance apparel and other outdoor products from mass consumer goods.
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## 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 voice for recreation at the national level essential for our customers and our industry. We seek to engage Americans of all ages in active, outdoor lifestyles and ensure they have quality places to play.

Priceless

In 2010, the OIA Recreation program will:

### **Promote outdoor recreation and recreation infrastructure**

- Secure full funding for the federal portion of Land and Water Conservation Fund to protect and enhance quality outdoor recreation venues across the country.
- Work to enact the Department of Interior's Treasured Landscapes initiative.
- Support recreation as a core mission for the USDA Forest Service and protect quality, diverse backcountry recreation through protection of Forest Service Roadless Areas.
- Secure annual funding for the BLM's National Landscape Conservation System to protect and manage recreation gems.
- Promote recreation-based public lands funding in economic stimulus and jobs legislation.

### **Promote close-to-home recreation**

- Secure full funding for the Land and Water Conservation State Assistance program.
- Support funding for the Recreation Trails Program managed by the Department of Transportation and the visionary national network of recreation, trails and parks proposed in livable cities legislation.

### **Seek to connect America's youth with outdoor recreation and nature**

- Support legislation aimed at reconnecting kids with nature and outdoor activities.
- Engage policymakers with youth leaders promoting active lifestyles.

### **Promote funding for resource management and recreation**

- Provide quality experiences across the recreation spectrum through implementation of travel management plans on Forest Service and Bureau of Land Management lands.
- Ensure fire suppression costs no longer derail core Forest Service programs such as recreation by ensuring adequate funding of the newly established Flame Fund.

### **Support the passage of comprehensive climate change legislation**

- Ensure that comprehensive climate change legislation reflects the needs of the outdoor industry and enhances natural-area protection and recreation on federal lands and waters.
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**OIA Sustainability and Fair Labor**

The outdoor industry strives to be a global leader in sustainable and fair business practices. Outdoor companies strive to be responsible corporate citizens where doing the right thing is the norm.

Priceless

In 2010, the OIA Sustainability and Fair Labor program will:

- Leverage global partners and established resources enabling outdoor companies to speed the implementation of best business practices.
- Develop tangible tools with the goal of assisting outdoor companies in making informed sourcing, product life cycle and purchasing decisions.
- Advocate for incentive-based government regulations that reward innovation and early adopters of sustainable business practices in conjunction with the OIA Trade Advisory Council.

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**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 suppliers, manufacturers, distributors, retailers and media in the active outdoor recreation industry, OIAPAC 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 Craig Mackey, OIAPAC manager, at 303.327.3522 or [OIAPAC@outdoorindustry.org](mailto:OIAPAC@outdoorindustry.org).

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