



**National Outdoor  
Recreation Executive Forum**

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# National Outdoor Recreation Executive Forum

## Hosted by Outdoor Recreation Roundtable (ORR)

May 7, 2024 - Washington, D.C.

**On behalf of the Outdoor Recreation Roundtable (ORR)**, the nation's leading coalition of outdoor recreation trade associations made up of over 50 national members representing more than 110,000 businesses, state Offices of Outdoor Recreation, and academic partners across the country, thank you for being part of the first-ever National Outdoor Recreation Executive Forum.

**This essential thought leadership convening** is setting the stage for how the outdoor recreation economy grows as a force for social, environmental, physical and mental, and economic health in America for generations to come. With more Americans than ever before in the outdoors, along with new funding sources for recreation infrastructure and transformative federal legislation working its way through Congress, now is the time to celebrate these opportunities and solve for the biggest challenges across the entire outdoor recreation economy.

**ORR represents the interests of the recreation industry that contributes \$1.1 trillion** to the economy while supporting 5 million American jobs and comprising 2.2 percent of GDP, according to the U.S. Department of Commerce. Hosting the National Outdoor Recreation Executive Forum is part of ORR's ongoing efforts to convene industry leaders and government officials and provide thought leadership and cross-sector collaboration between CEOs, agency leaders, and policy makers.

**We are thrilled to bring together leaders** from across the industry's many segments to drive collective goals and strategies forward. Thank you for being here today and for all you do to create more sustainable, accessible, and equitable opportunities for Americans to get outdoors.



## Itinerary - Tuesday, May 7, 2024

Venue: Ronald Reagan Building and International Trade Center, Pavilion (2nd Level)  
1300 Pennsylvania Avenue NW, Washington, D.C. 20004

10:00 — 10:30 a.m. **Coffee & Networking**

10:30 — 10:45 a.m. **Welcome**

*Jessica Wahl Turner, President, Outdoor Recreation Roundtable*  
*Frank Hugelmeyer, Chair, Board of Directors, Outdoor Recreation Roundtable & President, National Marine Manufacturers Association*

10:45 — 11:15 a.m. **Meeting the New Consumer Outside through Inclusion, Infrastructure & Innovation**

This discussion will focus on the new consumer and the needs of current and future outdoor recreation participants. Topics include housing in gateway communities, new services at resorts, campgrounds and marinas, how to connect to the public and keep them visiting, modernizing amenities and infrastructure with a conservation ethos, increasing diversity of visitors and staff, and public-private partnerships with businesses and Tribes.

*I Ling Thompson - CEO, Foundation for America's Public Lands (Moderator)*  
*Toby O'Rourke - CEO, KOA*  
*Lesford Duncan - Executive Director, Outside Foundation*  
*Chuck Sams - Director, National Park Service*  
*Robin Thurston - CEO, Outside*

11:15 — 11:30 a.m. **Future of Recreation Funding Report**

ORR conducted a study to develop a better understanding of federal spending on outdoor recreation, associated trends, and issues that might impact future funding needs. Forum attendees will get an exclusive preview of this new report that quantifies outdoor recreation-related spending and outlines threats and potential solutions related to these findings.

*Rob Southwick - President, Southwick Associates*  
*Luis Benitez - Chief Impact Officer, Trust for Public Land*

11:30 a.m. — 12:05 p.m. **State of the Outdoor Recreation Economy**

Speakers will explore the landscape of the recreation economy in 2024 across various leading industry segments. Topics will include inventory health, trade and labor, supply chain shifts, competitiveness overseas and how new investments and collaborations can move us forward.

*Steve Liesman - Senior Economics Reporter, CNBC (Moderator)*  
*U.S. Representative Don Beyer (D-VA)*  
*Aine Denari - President, Brunswick Boat Group*  
*Bob Martin - President & CEO, THOR Industries*  
*Tom Walton - CEO, Runway Group*

12:05 — 12:35 p.m. **Access: People, Places & Stories**

This panel will explore Americans' deep connection to the outdoors and unpack the challenges in accessing and navigating public lands and waters for recreation. How do we make our parks and public lands places everyone can enjoy and inspire the next generation of outdoor enthusiasts through our stories?

*Yvonne Leow - Founder & CEO, Bewilder (Moderator)*  
*U.S. Representative Gabe Vasquez (D-NM)*  
*U.S. Representative Ryan Zinke (R-MT)*  
*Sasha DiGiulian - Founder & CEO, Send Bars; Professional Climber*  
*Zachary Friedley - Founder & CEO, Born to Adapt; On Running*

12:35 — 1:05 p.m. **Lunch**

1:05 — 1:30 p.m. **Keynote: Secretary Deb Haaland "The Power of the Outdoors"**

Followed by Q&A with Carolyn MacNaughton, CEO of Manitobah

As our community of outdoor enthusiasts grows in size and diversity, so too must the federal government's partnership with leaders of the outdoor recreation space. Secretary Haaland will discuss the Department of the Interior's historic efforts to bolster initiatives that both improve outdoor access as well as the health of the landscapes we depend on—from parks in urban areas to connecting young people with the outdoors. This progress is underpinned by partnerships that span federal, state, Tribal and local governments and the philanthropic and private sectors, an enduring testament to the all-hands-on-deck approach that protecting our lands and waters demands.



## Itinerary Continued - Tuesday, May 7, 2024

- 1:30 — 2:00 p.m. **Recreation Rebuilding Rural America**  
Experts will share stories of rural communities around the United States that have leaned into recreation as a tool for economic diversification and resilience, sharing perspectives from their professional experience working with and within rural communities to position outdoor recreation as a core contributor to community and economic vitality.  
*Chris Fussell - Vice Chairman, McChrystal Group and Co-Owner, Waterstone Outdoors (Moderator)*  
*Meryl Harrell - Deputy Under Secretary for Natural Resources and Environment, U.S. Department of Agriculture*  
*Alyssa Ravasio - CEO, Hipcamp*  
*Sam Reiman - Director, Richard King Mellon Foundation*
- 2:00 — 2:35 p.m. **Recreation Industry's Path to Sustainability**  
The outdoor industry has a deep commitment to reduce our carbon footprint and leave our planet better than we found it. This panel will highlight sustainability best practices and momentum from across industry segments, inspiring innovation and collaboration among outdoor recreation businesses and beyond.  
*Kelly Pawlak – President & CEO, National Ski Areas Association (Moderator)*  
*Mike Happe - CEO, Winnebago Industries*  
*Roma McCaig - Vice President of Public Affairs and Impact, REI Co-op*  
*Justin Sibley - CEO, POWDR*  
*Ben Speciale - President, Yamaha Marine*
- 2:35 — 3:00 p.m. **Break**
- 3:00 — 3:30 p.m. **Healthy Land, Water, People & Communities**  
This panel will explore the connection between our experiences on healthy lands and waters and the positive mental, physical, and societal impacts of outdoor recreation. How do we keep the world turning and communities connected through outdoor recreation and pass on an outdoor legacy to the next generation?  
*Stacy Bare - Executive Director, Friends of Grand Rapids Parks; Co-Founder, Great Outdoors Lab (Moderator)*  
*U.S. Representative Jen Kiggans (R-VA)*  
*Dr. Wallace "J" Nichols - Best-Selling Author, Blue Mind*  
*Robert Bean – Chief Financial Officer and Chief Administration Officer, The Orvis Company*  
*Kenny Thompson, Jr. - Senior Vice President and Chief Public Affairs Officer, Vail Resorts*
- 3:30 — 4:00 p.m. **Fireside Chat with John Podesta, Senior Advisor to President Joe Biden**
- 4:00 — 4:30 p.m. **Leading the Way: The Future of Recreation Leadership**  
Prominent elected leaders from across the country will outline key ways they have promoted outdoor recreation in their states and opportunities to grow the recreation economy into the future.  
*Leland Vittert - Chief Washington Anchor, NewsNation (Moderator)*  
*U.S. Senator John Hickenlooper (D-CO)*  
*Governor Sarah Huckabee Sanders, Arkansas*  
*Governor Doug Burgum, North Dakota*  
*Katherine Andrews - Director of Outdoor Recreation, Arkansas; Chair, Confluence of States Confluence of States Signing*

## Itinerary - Tuesday, May 7, 2024

**Venue: Decatur House**

**748 Jackson Pl NW, Washington, D.C. 20006**

- 5:30 — 6:30 p.m. **Reception**  
Presentation of Outdoor Recreation Leadership Award to Governor Sarah Huckabee Sanders
- 6:30 — 8:30 p.m. **Dinner & Awards**  
Presentation of the Legends Awards with Members of Congress and Agency Leadership

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