ME OUTDOOR ECONOMY SUMMIT

Registration is open now at www.MOESummit.com

2022 SCHEDULE

WEDNESDAY, OCTOBER 12, 2022 (various locations at Thompson's Point)

Afternoon Concurrent Workshops — **Location**

2:30 - 4:30p — **Building Blocks of DEI Success** — **TBD, Thompson's Point**
Rachel Hailey, DEI Outdoors

2:30 - 4:30p — **Marketing The Great Outdoors: On Seas and Shores!** — **Rwanda Bean, Thompson's Point**
iBec Creative & Atlantic Sea Farms
Jesse Baines, Chief Marketing Officer, Atlantic Sea Farms; Justin Bazzano, Digital Marketer, iBec Creative; Liz Adley, Digital Marketer & Social Media Influencer, iBec Creative; Ross Webber, Digital Project Manager, iBec Creative

2:30 - 3:30p — **Managing Increased Demand for Recreation in Maine** — **Stroudwater Distillery, Thompson's Point**
Moderated by Gabe Perkins, Executive Director, Inland Woods + Trails
Panelists include Susan Adams, Recreation Manager, Elliotsville Foundation Inc.; and Rex Turner, Maine Bureau of Parks and Lands; and Stacey Keefer, Maine Marine Trades Association

3:30 - 4:30p — **Maine Trails Coalition Meet-Up** — **Stroudwater Distillery, Thompson's Point**
All are welcome!

5:00 - 7:00p — **Summit Kick-Off Reception and MAINE OUTDOOR BRANDS Product Showcase Reveal** — **Brick South, Thompson's Point**

THURSDAY, OCTOBER 13, 2022 (Brick South, Thompson's Point)

7:00 - 7:45a — **Thompson's Point Trail Walk with Paul Drinan**
Paul Drinan, Executive Director, Friends of Fort Gorges

8:00 - 8:30a — **Breakfast**
Prepared by Black Tie Company, fuel up for the day with a variety of homemade fritattas, yogurt parfaits, a hot oatmeal station, Wicked Joe regular and decaf coffee, teas and juices. Accommodations will be available for vegan, vegetarian, dairy-free and gluten-free diets.

8:30 - 10:00a — **Welcome** Governor Janet T. Mills
Commissioner Heather Johnson, Department of Economic & Community Development

The State of the Outdoor Market
Kelly Davis, Director of Research, Outdoor Industry Association

Outdoor Innovator Stories: Outdoor Equity Fund
Anthony Jackson, Nature Based Education Consortium

Defining and Driving the Outdoor Recreation Economy
Jessica Wahl Turner, Executive Director, Outdoor Recreation Roundtable

Outdoor Innovator Stories: Sidecountry Trails
John Anders, Sidecountry Trails

10:00 - 10:30a — **Coffee Break**

Resource Hub
Ask an expert about fueling business, organizational and community growth

10:30 - 11:15a — **Discovering New Audiences - Dark Skies**
Moderated by Jenny Ward, Appalachian Mountain Club. Panelists include Nick Puleo, Founder of Comsint; Bridget Ryan, John D. O'Bryant School; Jessica Doonan, Museum of Fine Arts, Boston; and Rondi Stearns, Appalachian Mountain Club

Discussion with Outdoor Industry Entrepreneurs
Moderated by Ponch Membreño, Outdoor Industry Consultant. Panelists include Amanda Hatley, Founder & Director, She Summits Company; Dylan Veilleux, Founder, Tree Free Fire, Ainsley Judge, the Gear Hub

11:30a - 12:15p — **Retail and Consumer Trends**
Matt Powell, The NPD Group

How Local Economies Can Benefit From Outdoor Recreation Trends – Thinking Bigger For A Greater Economic Impact
Rachel Selsky, Camoin Associates

Outdoor Access for All
Moderated by Doug Beck, Maine Bureau of Parks & Lands. Panelists include Enock Glidden, Go Beyond the Fence; Gerry James, Together Outdoors Coalition Lead; and Anthony Jackson, Nature Based Education Consortium

maine OFFICE OF OUTDOOR RECREATION

MAINE OUTDOOR BRANDS

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12:15 - 1:00p **Lunch**
Choose from a selection of Black Tie Company's signature box lunches, served with chilled beverage, salad du jour, dill pickle and dessert: Vegan Rainbow Wrap, Tuna Salad, Chicken Pecan Salad, and Smoked Turkey

Resource Hub
Ask an expert about fueling business, organizational and community growth

1:15 - 2:00p **Authentically Using Your Business as a Force for Good**
Moderated by Jenna Klein Jonsson, Partner, Blaze Partners. Panelists include Devin McNeill, Co-Founder, Flowfold and Beth Greenlaw, President and Chief Sustainability Officer, Sea Bags

Leveraging Outdoor Recreation to Grow Rural Economies
Moderated by Carolann Ouellette, Maine Office of Outdoor Recreation. Panelists include Mike Wilson, Northern Forest Center; Kristina Cannon, Main Street Skowhegan; Gerry Seavo James, Together Outdoors Coalition Lead/ Consultant, EPA Recreation Economy For Rural Communities; Polly Mahoney, Mahoosuc Guide Service; Jennifer Neptune, beadworker, basketmaker and herbalist

2:00 - 2:50p **Outdoor Innovator Stories: Maine Gear Share**
Emily Mackeown, Maine Gear Share

Evolution of the Outdoor Industry
Drew Simmons, Pale Morning Media; Kristin Hostetter, Outside Inc. and Russell Walters, Northern Outdoors, Adventure Travel Trade Association

Outdoor Innovator Stories: Beach Box
L.L.Bean

2:50 - 3:20p **Energizer Break**

Resource Hub
Ask an expert about fueling business, organizational and community growth

3:20 - 4:20p **Outdoor Innovator Stories: Streetlight Project**
Dr. Kathleen Bell, University of Maine

Outdoor Innovator Stories: Shred Electric
Nick Planson, Shred Electric

Workforce Solutions: Talent Attraction
Interactive discussion moderated by Nate Wildes, Live + Work in Maine

5:00 - 7:00p **Basecamp Gather: Maine**
Outdoor industry career networking and hiring event. FREE to anyone who works in the outdoor industry or wants to!

FRIDAY, OCTOBER 14, 2022 (Lone Pine Brewery, Gorham)

9:30a - 12:30p **BONUS WORKSHOP**
International Mountain Bicycling Association
Trail Building - Planning & Design

IMBA Trail Ride
Steve Kasacek, IMBA

as of 9/30/22

Thank you to our sponsors:

Gold Sponsors

Maine Marine Trades Association · Blaze (Guiding Brands With Courage.™) · Johnson Outdoors · L.L.Bean · headlight audio visual video

Silver Sponsors

Malone (Changing the way you get there) · Outdoor Industry Association (Together we are a force.) · Maine Trails Coalition · Maine Connectivity Authority · YPP Yarmouth Payroll Plus · Acadia Benefits · Norway Savings Bank · NaviTour · Skowhegan Savings

Event management by: Green Tree Event Consultants

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