



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 Rachel Hailey, DEI Outdoors	Bissell Brothers, Thompson's Point
2:30 - 4:30p	Marketing The Great Outdoors: On Seas and Shores! 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	Rwanda Bean, Thompson's Point
2:30 - 3:30p	Managing Increased Demand for Recreation in Maine Moderated by Gabe Perkins, Executive Director, Inland Woods + Trails Panelists include Susan Adams, Recreation Manager, Ellitsville Foundation Inc.; and Rex Turner, Maine Bureau of Parks and Lands; and Stacey Keefer, Maine Marine Trades Association	Stroudwater Distillery, Thompson's Point
3:30 - 4:30p	Maine Trails Coalition Meet-Up All are welcome!	Stroudwater Distillery, Thompson's Point
5:00 - 7:00p	Summit Kick-Off Reception and  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 (Breakout Space) 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 (Main Room) 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 (Main Room) Matt Powell, The NPD Group How Local Economies Can Benefit From Outdoor Recreation Trends – Thinking Bigger For A Greater Economic Impact (Main Room) Rachel Selsky, Camoin Associates Outdoor Access for All (Breakout Space) 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



2022 SCHEDULE (p. 2)

12:15 - 1:00p	<p>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</p> <p>Resource Hub Ask an expert about fueling business, organizational and community growth</p>
1:15 - 2:00p	<p>Authentically Using Your Business as a Force for Good (Breakout Space) 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</p> <p>Leveraging Outdoor Recreation to Grow Rural Economies (Main Room) 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</p>
2:00 - 2:50p	<p>Outdoor Innovator Stories: Maine Gear Share Emily Mackeown, Maine Gear Share</p> <p>Evolution of the Outdoor Industry Drew Simmons, Pale Morning Media; Kristin Hostetter, Outside Inc. and Russell Walters, Northern Outdoors, Adventure Travel Trade Association</p> <p>Outdoor Innovator Stories: Beach Box L.L.Bean</p>
2:50 - 3:20p	<p>Energizer Break</p> <p>Resource Hub Ask an expert about fueling business, organizational and community growth</p>
3:20 - 4:20p	<p>Outdoor Innovator Stories: Streetlight Project Dr. Kathleen Bell, University of Maine</p> <p>Outdoor Innovator Stories: Shred Electric Nick Planson, Shred Electric</p> <p>Workforce Solutions: Talent Attraction Interactive discussion moderated by Nate Wildes, Live + Work in Maine</p>
5:00 - 7:00p	<p>Basecamp Gather: Maine Outdoor industry career networking and hiring event. FREE to anyone who works in the outdoor industry or wants to!</p>

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

9:30a - 12:30p	<p>BONUS WORKSHOP International Mountain Bicycling Association Trail Building - Planning & Design</p> <p>IMBA Trail Ride Steve Kasacek, IMBA</p>
----------------	--

as of 9/30/22

Thank you to our sponsors:

Gold Sponsors



Silver Sponsors



Event management by:



GREEN TREE
EVENT CONSULTANTS

MOESummit.com