



Registration is open now at www.MOESummit.com

2022 SCHEDULE

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

Afternoon Concurrent Workshops

Location

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| 2:30 - 4:30p | Building Blocks of DEI Success Rachel Hailey, DEI Outdoors | TBD, 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)

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| 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 |



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RECREATION





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| 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 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 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)

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