MAINE OUTDOOR ECONOMY SUMMIT MOES24

AGENDA

WEDNESDAY, NOVEMBER 13

12:00pm | Registration Open

Lobby, Grand Summit Hotel

1:00pm – 4:00pm | Pre-Summit Demo Day, Site Visits, and Outdoor Adventures

Various - Must register for activities in advance

1:00pm – 2:30pm | Sled Dog and Guide Shop Tour at Mahoosuc Guide Service (session 1)

Mahoosuc Guide Service: 1513 Bear River Road, Newry, Maine

Mahoosuc Guide Service co founders Kevin Slater & Polly Mahoney have been fortunate to make their living as year round professional wilderness guides for 35 years. Prior to founding MGS Polly & Kevin spent time living and working in Alaska, Yukon Territory, Nunavut and Nunavik. During the visit participants will visit the sled dog kennel and learn some basics of dog sledding and visit the woodshop where canoes, paddles and sleds are handcrafted.

Dress to be outside. Address is: 1513 Bear River Road, Newry. There is plenty of parking, no pets.

Led by: Polly Mahoney, Kevin Slater and their dogs Erin and Bjorn, Mahoosuc Guide Service

1:00pm – 2:30pm | Roll and Stroll at Valentine Farm with Maine Adaptive

Valentine Farm at 162 North Road in Bethel

Join us for an inspiring and inclusive outdoor experience with Enock Glidden from Maine Adaptive Sports and Recreation and Kirk Siegel from Mahoosuc Land Trust. We invite participants of all abilities to explore the beauty of nature while discovering how we can make the outdoors more accessible for everyone. Participants should meet in the parking lot of Valentine Farm at 162 North Road in Bethel. The trail is an easy, flat 1.2 mile trail. Participants should dress accordingly for the weather.

Led by: Enock Glidden, Maine Adaptive Sports and Recreation

1:00pm – 2:00pm | ATVs with Maine Department of Inland Fisheries and Wildlife (Session 1)

Grand Summit Hotel, LOT A

Join the Maine Department of Inland Fisheries and Wildlife for information on how to enjoy riding safely, including information on Maine’s vast ATV trails and club network. There will be a chance to learn basic operation and an opportunity to try riding an ATV on a short loop. People should dress warmly as we’ll be outdoors and chatting for a bit before anyone actually rides. Gloves or mittens are a good idea.

Led by: Gary Proulx, Maine Department of Inland Fisheries and Wildlife

Please refer to the 'Floormap' section in Whova for the location of Lot A.

1:00pm – 2:00pm | Fly-Tying (Session 1)

Grand Summit Hotel, Grafton Room

Experience the simple pleasures of applying feathers and fur to a hook in hopes of fooling a fish someday. Owner of Selene's Fly Shop and professional fly tyer, Selene of Maine will be leading a fly tying session for all ability levels. Whether you have never touched a vise before or have tied a few and want to learn a new pattern or two, come fondle the feathers for an hour long session and learn a bit of angling history too.

Led by: Selene Frohmberg, Selene’s Fly Shop

1:00pm – 2:00pm | Pointing Bird Dogs (Session 1)

Sunday River South Ridge, Newry, ME 04261

Come and meet a variety of dog breeds used in pointing and retrieving upland game. See these beautiful breeds at work! Meet German shorthaired pointers, American brittanies, French griffons and more. Expert dog trainers from the Maine Professional Guides Association and the North American Versatile Hunting Dog Association will be there to answer any dog training questions you might have for your pet at home or hunting partner in the field.

Led by: Michael Tuminaro, Maine Professional Guides Association

1:00pm – 4:00pm | Mountain Bike Ride in the Bethel Community Forest Trails

121 Locke Mountain Road, Bethel, Maine

Explore the Bethel Community Forest intermediate trails including the new Gully-Verse Ext. We will cover about 10 miles of singletrack with about 1600 feet of climbing at a moderate pace. Riders should bring a well functioning mountain bike, helmet, water, snack, spare tube and any special tools their bikes may require. Could be chilly, could be warm, dress in layers!

Led by Lindsay Currier, Still Peaking LLC and Stu Johnson, Maine Trail Builders

2:30pm – 4:00pm | Sled Dog and Guide Shop Tour at Mahoosuc Guide Service (session 2)

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Led by: Polly Mahoney, Kevin Slater and their dogs Erin and Bjorn, Mahoosuc Guide Service

3:00pm – 4:00pm | ATVs with Maine Department of Inland Fisheries and Wildlife (Session 2)

Grand Summit Hotel, LOT A

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Led by: Michael Tuminaro, Maine Professional Guides Association

4:30pm – 5:30pm | 10-year Maine Outdoor Recreation Economy Roadmap

Grand Ballroom

This session will provide an in-depth look at the 10-year Maine Outdoor Recreation Economy Roadmap, highlighting the latest State of the Industry research and outlining key goals and strategies to advance Maine's outdoor economy. Attendees will learn about plans to drive growth in outdoor businesses, increase outdoor participation, and position Maine as a leading state for outdoor industry careers and education. The session will also cover next steps in the roadmap's implementation and offer opportunities for stakeholders to engage in and contribute to the future of Maine's outdoor recreation economy.

Goal 1 (https://13015430.xleap.net/k6zkzxyho78g)

Goal 2 (https://13015430.xleap.net/5k92o9ck2as3)

Goal 3 (https://13015430.xleap.net/yscs5wabky7u)

Goal 4 (https://13015430.xleap.net/rc6s8a2s76tt)

5:30pm – 7:00pm | Welcome Reception at Camp Restaurant

Camp Restaurant

Kick off this year's Summit with a tasty spread at Camp, Sunday River's cozy-yet-modern dining experience, reminiscent of an age-old Maine tradition: escaping daily life with a trip ‘upta Camp.’ Complimentary brews provided by Allagash Brewing and Eighteen Twenty Brewing Co., and plenty of great food to snack on. The opening kick-off reception is genersouly sponsored by: Miles Partnership.

THURSDAY, NOVEMBER 14

6:15am – 7:30am | Morning Wellness

Various - Must register for activities in advance

Start your day off with one of our fun (and free!) morning wellness activities.

6:15am – 7:15am | Yoga with Ashley Flowers Yoga

Moonstruck Patio

Join Ashley Flowers for an outdoor yoga session set against the stunning mountain landscape. This all-levels class blends mindful movement and meditation to help you feel energized and centered—an ideal start to the day.

Led by: Ashley Flowers, Ashley Flowers Yoga

6:15am – 7:15am | Trail Run

Lobby, Grand Summit Hotel

Join us for an invigorating morning trail run led by Patrick Caron, founder of Move Free! This session is perfect for runners of all levels who want to connect with nature while improving their fitness. Participants should meet in the lobby of the Grand Summit Hotel and bring trail running shoes and running bottle/vest if they want to hydrate.

Led by: Patrick Caron, Move Free

6:15am – 7:30am | Women's Fundamentals of Mountain Biking Skills Clinic

Whether you're a beginner looking to build a solid foundation or an experienced rider aiming to refine your technique, this session will help you elevate your biking experience with tips on things like cornering, overcoming obstacles and having more confidence on your bike. Participants should bring a well functioning mountain bike (flat pedals preferred but not required), helmet and any special tools their bikes might require. Could be chilly, could be warm, dress in layers!

Led by: Lindsay Currier, Still Peaking LLC

6:30am – 7:30am | E-Bike Ride

Lobby, Grand Summit Hotel

Try an E-Bike Ride with Bicycle Coalition of Maine! Join the Bicycle Coalition of Maine on a short wake-up e-bike ride. E-Bikes will be provided by Bicycle Coalition of Maine though you're welcome to bring your own. This 5.2 mile ride is an out-and-back to the Sunday River Covered Bridge. Downhill on the way there, 200' of gain on the return trip to

the hotel. Meet us at the front entrance of the Grand Summit Hotel and be sure to wear warm layers (bonus points for headlamp - sunrise is at 6:35am)! Prior cycling experience is needed, though the ride will be beginner level.

Led by: Travis Clough, Bicycle Coalition of Maine

7:00am – 8:30am | Breakfast

Grand Ballroom

8:00am – 1:00pm | Maine GearShare - FREE Repairs

Grafton

Maine GearShare will be offering free gear repair at the Summit on Thursday. Drop off gear in need of repair, then enjoy the event, attend panels, and meet great Maine Outdoor Brands while our staff give your gear new life! All items must be clean. Common repair types accepted: stuck or misaligned zippers, nylon with rips, puffy coat holes, broken backpack buckles and straps, seam failures, etc. Some stoves, tents, snowshoes and other hard goods can be repaired on a case-by-case basis. Unsure? Bring it and find out.

8:30am – 9:00am | Welcome, Maine Office of Outdoor Recreation and Maine Outdoor Brands Reports

Grand Ballroom • Speakers: Carolann Ouellette, Jeff McCabe, Jenny Kordick, Dana Bullen

9:00am – 9:30am | Keynote Speaker: Luis Benitez, Global Impact | Government Affairs | Philanthropy | Strategy & Transformation

Grand Ballroom • Speakers: Luis Benitez

Higher Ground

Our public lands are the places we go for relief from modern society and to know ourselves better. They are also the economic basis for one of our nation's strongest economic pillars: the outdoor recreation industry. With a 1.1 trillion dollar economic impact and over 5 million jobs, it’s time for the political voice of the outdoor recreation industry to own its power and coalesce around the fight for the clean air, clean water and public lands we cherish.

9:30am – 10:30am | Keynote Speaker: Kelly Davis, Research Director, Outdoor Industry Association

Grand Ballroom • Speakers: Kelly Davis

The State of the Outdoor Market and Participation Trends

A deep dive into outdoor recreation participation and consumer behavior and exploration of the implications and opportunities the future may hold. The outdoor recreation participation base is growing but the base of “core” outdoor consumers is getting smaller. We will explore key market issues of demographic shift, the impacts of climate change on outdoor recreation, and the effects of inflation on consumer spending. We will also discuss industry issues including PFAS regulation and potential risks and opportunities in supply chains. The audience will walk away with a clear view of the current state of the outdoor market and a few ideas about future opportunities.

10:30am – 10:45am | Coffee Break

Grand Ballroom

11:00am – 12:00pm | Breakout Session 1

What is a Brand and How Do You Create One? Principles for Meaningful and Enduring Brand Building in the Outdoor Space

The word “brand” gets tossed around all too frequently. But what does it actually mean? And how do you build one that will connect meaningfully to its customers, consumers, and loyalists? Contrary to popular belief, a brand is not a logo. Nor is it a name, tagline, video, website, or product. A brand is a living, breathing entity. It makes people feel something, and drives connection, decision-making, and, ultimately, loyalty. A great brand also doesn’t take big budgets and entire teams of people to create. In this presentation, we’ll outline 10 Principles that can help outdoor companies here in Maine build a brand that people viscerally care about, remember, and go back to. Join us in a discussion around what we know to be the principles that build great brands in the outdoor industry, right here at home.

Presented by: Meranne Behrends and Luke Behrends, Words from the Woods and featuring perspectives from the brand directors of companies like Stio, Wolverine, Yeti, TNC, Saddleback and others

Wabanaki Cultural Tourism Plan Update

The Wabanaki Cultural Tourism Plan, developed by Wabanaki leaders in collaboration with key stakeholders, outlines a vision for advancing cultural tourism in Maine that celebrates the rich heritage of the Wabanaki Nations—Penobscot, Passamaquoddy, Maliseet, and Mi’kmaq. Attendees will learn about the plan’s goals to promote regenerative tourism rooted in Wabanaki cultural traditions, expand economic opportunities for tribal communities, and create authentic, culturally meaningful experiences for visitors. The session will cover key areas of the plan, such as developing cultural heritage tourism destinations and promoting the stewardship of natural and cultural resources. This session is essential for anyone interested in the intersection of cultural tourism, economic development, and outdoor recreation and for those who want to learn how to engage with and support this growing segment of Maine’s tourism economy.

Presented by: Sarah Woog and Courtney Wynn, Four Directions Development Corporation

Public-Private Partnerships to Successfully Create a Vibrant Trail System

This session will examine Gorham's successful public-private partnership as a case study for developing complex, multi-modal, and seasonal trail systems. The Town of Gorham, NEMBA, and the Gorham Conservation Committee collaborated to establish a 53-mile trail network, featuring paved, gravel, and narrow hiking and biking trails on public, quasi-public, and private lands. This network supports year-round activities like snowshoeing, cross-country skiing, fat tire biking, and snowmobiling. Since 2020, Gorham's trail mileage has nearly doubled, with ongoing expansions and new constructions underway. The partnership also pioneered one of Southern Maine's first pump tracks and organizes the annual Gorham Cleans-up Event, which collects substantial amounts of trash. This case study highlights the potential for municipalities and private entities to work together in creating and maintaining

extensive trail systems.

Moderated by Thomas Poirier, Director of Community Development, Town of Gorham

Panelists: Rob Lavoie, Town Councilor and GPNEMBA Member, Bill Moreno, Gorham Conservation Commission, Chair, Sam Morton, GPNEMBA Member, and Cindy Hazelton, Director of Parks and Recreation, Town of Gorham

12:00pm – 1:00pm | Lunch

Grand Ballroom

1:15pm – 2:15pm | Breakout Session 2

Going Global: Expanding Maine's Outdoor Recreation Economy through International Trade and Tourism

As the world looks to Maine for both its high-quality outdoor products and breathtaking outdoor experiences, there is growing potential to expand the state's outdoor recreation economy through international trade and tourism. This session explores two key facets of global growth: exporting Maine's outdoor products and attracting international visitors to experience the state's natural beauty firsthand. Join industry experts, resource providers, and business leaders as they share insights on where global demand is rising and how Maine companies are tapping into international markets. Attendees will leave with actionable insights and a deeper understanding of how to leverage global demand for both products and tourism.

Presented by: Abby Gray, Maine International Trade Center, Devin McNeill, Flowfold, Carolann Ouellette, Maine Office of Tourism, Outdoor Recreation and Film, Gilles Simard, Tourisme Saguenay-Lac-Saint-Jean

#WEOUTSIDE - Lessons in Partnership with the Maine Association of New Americans and Maine Appalachian Trail Land Trust

In the summer of 2023, the Maine Association for New Americans teamed up with the Maine Appalachian Trail Land Trust to start the #WEOUTSIDE program for asylum seekers. This youth-based series aims to destigmatize the presence of communities of color in Maine’s conserved lands and trails while deploying nature as a tool for self-care for teenagers who had journeyed for thousands of miles to arrive in Maine. Activities have included outdoor orientation, birding, hiking, canoeing, mountain biking, downhill and nordic skiing, ice fishing and more. This session will focus on strategies for connecting with new, diverse audiences, the benefits DEI programming opportunities bring, and how to work with nonprofit organizations to meet common goals.

Presented by: Moon Machar, Maine Association of New Americans and Simon Rucker, Maine Appalachian Land Trust

Sustaining the Volunteer Ecosystem: Landowner Relations and Access

Access on private land is critical to Maine's outdoor recreation economy throughout the state and along the coast. Often the communication with landowners falls in the hands of clubs, associations, or nonprofits. Those entities typically rely heavily on volunteer leadership and volunteer stewardship hours. This panel discussion will highlight several different organizations and how they manage landowner relationships, while also trying to maintain and/or

grow volunteer participation. Inland Fish & Wildlife will talk about best practices they recommend with landowner relations and how the state gets volunteers involved in stewardship.

Moderated by: Kris MacCabe, Maine Department of Inland Fisheries and Wildlife. Panelists include Brian Marcaurelle, Maine Island Trail Association, Christopher Riley, Central Maine NEMBA and Matt Stedman, Maine Snowmobile Association

2:15pm – 2:45pm | Dessert Break

Grand Ballroom Foyer

2:45pm – 3:45pm | Breakout Session 3

Transforming Rural Narratives: Embracing Outdoor Recreation for Economic Revitalization in Maine

In this session, we'll explore how Maine's rural communities are reframing their local narrative from a deficit-based mentality—focused on the challenges of declining industries and population loss—to an asset-based one that recognizes the unique strengths of their natural landscapes.

Attendees will explore the specific tactics, strategies, and tools local leaders use to shift these narratives and overcome challenges such as resistance to change and limited resources. From innovative marketing campaigns to community engagement initiatives, speakers will share the messages and approaches that empower residents to see their natural surroundings as valuable assets.

The session will feature real-world examples of how these strategies drive sustainable tourism, attract new investments, and foster a renewed sense of community pride. Participants will leave with practical insights on how to leverage outdoor recreation as a catalyst for economic revitalization and cultural transformation in their communities.

Moderated by: Mary Haley, MxH Marketing

Panelists include: George O'Keefe, Town of Rumford and Tracey Perry, Katahdin Collaborative

From Sci-Fi to Maine-Street: How to Harness the Power of AI for Business

Hailed as "the most profound" technology by Google CEO Sundar Pichai, generative AI such as ChatGPT have been making waves around the world. But what does it mean for the outdoor recreation industry? What should you focus on to stay ahead of the curve? In this must-attend session, we'll explore valuable insights on the essential aspects of generative AI, the most compelling applications for destinations and outdoor recreation businesses, and what you can expect in the future.

Presented by Justin Gibbs, Miles Partnership

The PFAS Landscape: Phasing Out 'Forever Chemicals' in Outdoor Products

Maine has been a national leader in regulating PFAS (per- and polyfluoroalkyl substances), commonly known as 'forever chemicals.' This session will provide an overview of Maine's recent legislative updates, which phase out the use of intentionally added PFAS across product categories by 2032. Attendees will hear about innovative approaches from outdoor industry leaders, including Boyne Resorts' initiatives around ski wax and apparel. The session will also feature a showcase of PFAS-free outdoor products, offering insight into how companies are transitioning to safer alternatives and what the future of PFAS-free gear looks like for Maine's outdoor economy.

Moderated by Jenny Kordick, Maine Outdoor Brands. Panelists include Brian Lenberg, Sunday River Resort and Phil Shettig, Sterling Rope

4:00pm – 5:00pm | Small Business Speed Networking: Pitch, Connect, Collaborate

Simmonds

This fast-paced session is designed for outdoor entrepreneurs and small business owners to make meaningful connections and build valuable partnerships. Participants will have the opportunity to give a short pitch introducing their business, highlighting what they do, and sharing what they need—whether it's funding, resources, partnerships, or advice. Attendees will include resource providers, funders, state government representatives, and industry experts, offering access to support and solutions. The goal for this session is to create a collaborative space for businesses to explore opportunities, exchange ideas, and foster relationships that can help drive growth within Maine's outdoor economy.

Coordinated by Marshall Merriam, Founder, Uphill Advisory and Paul Botticello, Founder, Botticello Consulting

5:30pm – 7:00pm | The Rugged Runway: Maine Outdoor Brand Fashion Show and Industry Celebration, Trailblazer Awards, and Reception

Grand Ballroom • Speakers: Jason Brown/Firefly, Paul Drinan, Jordan Parks

Celebrate Maine's outdoor industry at The Rugged Runway, a unique fashion show spotlighting Maine-designed and made outdoor gear and apparel. This event will showcase the creativity, innovation, and craftsmanship of Maine's outdoor brands, while highlighting the latest in functional, sustainable outdoor fashion from Maine brands. The evening will also honor trailblazers in the industry with the Maine Outdoor Brands Trailblazer Awards, recognizing outstanding leadership, collaboration, and innovation.

The reception will feature a cash bar, complimentary Eighteen Twenty Brewing Company beer, and plenty of apps to snack on.

9:00pm – 11:00pm | Afterhours Mountainside

Moonstruck Patio

Join fellow Summit attendees around the firepit, mountainside, for smores, beverages and convos.

FRIDAY, NOVEMBER 15

7:30am – 9:00am | Breakfast

Grand Ballroom

8:00am – 9:00am | Becoming an Outdoor Entrepreneur - Student Prototype Presentations and Q&A

Ketchum

Students from the University of New England's Outdoor Business and Innovation program will share their innovative ideas for the outdoor recreation industry. These future leaders have worked this semester to apply business and economics principles to develop creative solutions addressing real-world challenges in outdoor recreation.

After the students present their prototypes, there will be a Q&A session where industry professionals can offer feedback and insights. This is a great opportunity to see the next generation of outdoor entrepreneurs in action and to explore fresh perspectives on growing the outdoor economy.

9:00am – 9:15am | Welcome Back

Grand Ballroom • Speakers: Carolann Ouellette, Jeff McCabe, Jenny Kordick

9:15am – 10:30am | Future-Proofing the Outdoor Industry: Higher Education and Workforce Development

Maine's outdoor industry is rapidly evolving, and ensuring the workforce is equipped to handle future challenges is essential for long-term success. This session will focus on what it means to "future-proof" the outdoor economy by developing adaptable, skilled professionals who can meet the changing demands of the industry. Featuring experts in higher education program development, workforce readiness, and industry leadership, the discussion will explore strategies to bridge the gap between education and industry needs. Attendees will gain insights into aligning workforce capabilities with the future requirements of the outdoor economy, from addressing talent shortages to cultivating effective leadership. The conversation will highlight the role of higher education in building programs that prepare graduates to tackle evolving industry challenges, the importance of nonprofits in fostering workforce readiness, and the industry's needs beyond seasonal and guiding roles, focusing on long-term career opportunities that drive growth and innovation.

Moderated by: Joel Hartter, University of Colorado Boulder and Parallel Labs

Panelists include Maureen Lafferty, L.L.Bean, Danny Twilley, West Virginia University, Jake Ward, University of Maine

10:30am – 10:45am | Coffee Break

Grand Ballroom

10:45am – 12:00pm | Future-Proofing the Outdoor Industry: Net Zero Commitments and Climate Solutions

As climate change intensifies, the outdoor recreation industry faces significant challenges that require both immediate and long-term solutions. This roundtable, moderated by the Governor’s Office on Policy, Innovation, and the Future, will bring together leading businesses from the outdoor sector who are making bold commitments to achieve net zero emissions and other steps toward climate resiliency. They will discuss the practical steps they are taking to reduce carbon footprints, adopt renewable energy, and create more resilient operations. Attendees will gain insights into how Maine’s outdoor industry is driving climate action, preparing for a more resilient future, and positioning itself as a leader in sustainability amidst our changing climate.

Moderated by Hannah Pingree, Director, Governor's Office of Policy Innovation and the Future

Panelists include Jennifer Natyzak, Appalachian Mountain Club, Aaron Anker, Grandy Organics, and Dana Bullen, Sunday River Resort

12:00pm | Adjourn

12:30pm – 2:30pm | (Invite only) Higher Education and Industry Forum

River Room