2026

MAINE OUTDOOR ECONOMY SUMMIT

MOES 26

Attendee Brochure

JANUARY 21–23 / PORTLAND, ME

Presented by:

maine OFFICE OF OUTDOOR RECREATION

MAINE OUTDOOR BRANDS



ABOUT THE SUMMIT

MAINE OUTDOOR ECONOMY SUMMIT MOES 26

WHAT:

Three days to gather, learn, and kindle what's next for Maine's outdoor recreation economy.

The Maine Outdoor Economy Summit is a meeting ground for ideas and action: professional growth, practical tools, and big-picture thinking around economic resilience, workforce, access, and equity.

WHO'S IT FOR?

Business leaders. Community builders. Policymakers. Educators. Developers. The next generation of outdoor leaders. Anyone shaping Maine's outdoors.

WHY COME?

- Forge connections across Maine's outdoor industry
- Explore new ideas and the hard questions ahead
- Trade knowledge, spark inspiration, and build momentum

MOES is where the collective power of Maine's outdoor economy comes together in one room. Partnerships are struck, friends reconnect, and a shared vision for Maine's outdoor future comes into focus.

WHEN: January 21–23, 2026 **WHERE:** Holiday Inn by the Bay, Portland, Maine

#MOESUMMIT #MaineOutdoorEconomy

WHAT'S IN STORE FOR MOES 2026

[subject to change]

2026 Keynote Speakers

- **Robin Thurston**
  CEO of Outside Interactive, Inc.
- **Amanda Rector**
  Maine State Economist
- **Kelly Davis**
  Director of Research, Outdoor Industry Association
- **Christi Elliott**
  Author and Founder, Maine Women Hunters

Additional keynotes to be announced...

MOES 26 Kickoff

- Maine Outdoor Brands Product Showcase: Meet the Makers
- Maine Outdoor Recreation Economy Roadmap Implementation Update
- Industry Celebration and Awards
- Maine Outdoor Film Festival

Activities

Join us Wednesday afternoon for these fun excursions.

- Casco Bay Cold Plunge with Two Maine Mermaids
- Manufacturing Tour of Brant & Cochran Axes
- Ice Safety Training with Inland Fisheries and Wildlife and Maine Warden Service
- Cross Country Skiing with Portland Nordic
- Winter Hike / Snowshoe with Portland Trails

Rise & Shine Morning Activities

Start your day with one of our fun morning wellness adventures.

- Morning Run with Joan Bohlke Kaijala, Founder of Running Peas
- Yoga with Ashley Flowers Yoga

Breakout Sessions

Multiple options including Emerging Trends, Integrating AI, Equity & Inclusion, Marketing, and updates on the State's Comprehensive Outdoor Recreation Plan. More details coming soon!

Open Houses & Afterparty

KEYNOTE SPEAKERS

MAINE OUTDOOR ECONOMY SUMMIT MOES 26



Robin Thurston

Chief Executive Officer

Outside Interactive, Inc.

Outside



Kelly Davis

Research Director

Outdoor Industry Association

OUTDOOR INDUSTRY ASSOCIATION



Amanda Rector

State Economist

State of Maine

Maine.gov



Christi Elliott

Author and Founder

Maine Women Hunters

MAINE WOMEN HUNTERS

SPECIAL HAPPENINGS AT THE 2026 MOES

Outdoor Recreation Archive



OUTDOOR RECREATION ARCHIVE EXHIBIT

The Outdoor Recreation Archive at Utah State University is gaining global recognition, with recent exhibits in Tokyo and Paris—and now, Maine! The Archive celebrates decades of outdoor design, gear, and graphics, powered by its widely followed Instagram account. At the Maine Outdoor Economy Summit, the exhibit will be specially curated to showcase the legacy and creativity of Maine brands, offering historical context to better understand the past while sparking ideas for the future. Brands are also encouraged to bring catalogs, sketches, and other materials to contribute to the Archive's growing collection.

MAINE GEAR SHARE

GET YOUR GEAR FIXED FOR FREE!

Maine GearShare will be offering free gear repair at the Summit - enjoy the event while your gear gets a new life!

MOFF
MAINE OUTDOOR FILM FESTIVAL

MOFF @ MOES

Celebrate Maine with a selection of Maine-made adventure and environmental films.

MOES
ULTIMATE REC ROOM

STEP INTO THE MOES ULTIMATE REC ROOM

A space to unwind, play, and connect. With comfy seating, classic games like ping pong, foosball, and air hockey, plus snacks on hand, it's the grown-up rec room you've always dreamed of, available throughout the conference.

MAINE OUTDOOR BRANDS

DISCOVER THE MAINE OUTDOOR BRANDS PRODUCT SHOWCASE:

Meet the Makers, where you can connect directly with local outdoor innovators and entrepreneurs and explore the best products Maine has to offer.

MOVE, MINGLE, AND MAKE MEMORIES WITH THESE FUN, FREE EXPERIENCES!

WEDNESDAY OUTDOOR ACTIVITIES

Join us Wednesday afternoon for these fun (and free!) outdoor excursions.

- **Casco Bay Cold Plunge with Two Maine Mermaids**
- **Manufacturing Tour of Brant & Cochran Axes**
- **Ice Safety Training with Inland Fisheries and Wildlife and Maine Warden Service**
- **Cross Country Skiing with Portland Nordic and Portland Gear Hub**
- **Winter Hike / Snowshoe with Portland Trails**

RISE & SHINE MORNING ACTIVITIES

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

- **Morning Run with Joan Bohlke Kaijala, Founder of Running Peas**
- **Yoga with Ashley Flowers Yoga**

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SESSION DESCRIPTIONS

[subject to change]

Find Your Voice: Create a Brand that's Consistent, Ownable and True

Brand voice isn't just a creative exercise—it's a strategic tool that can guide the entire business. When defined clearly, it brings alignment, speeds up decisions, and ensures your brand feels consistent at every touch point. It deepens connection with your fans, and gives them language to spread the word for you.

In this interactive workshop, you'll identify the core human traits that define your brand, and distill them into a simple, memorable shorthand that simplifies decisions. You'll walk away with shared language for decision-making and storytelling that lets you quickly decide: Is this how our brand would show up? Your entire team can use it to communicate with confidence, consistency, and authenticity—across every touchpoint.

Maine Outdoor Recreation Economy Roadmap Implementation Update

Maine's 10 Year Outdoor Recreation Roadmap was launched in January of 2025. In Maine, outdoor recreation is a cornerstone of the state's identity, economy, and quality of life. Our advantage lies in a uniquely collaborative industry supported by world-class natural resources—but we need focused investment. That's why we've created a bold blueprint to grow and sustain the $3.4B industry, which represents 4.5% of the state's workforce. This roadmap guides collaborative action to build infrastructure, invest in workforce and business development, and communicate the full value (real and potential) of this sector. Join us for a dynamic presentation from 10 different organizations who have been pushing this initiative forward over the last year through their work across the state.

[Click here to download the Roadmap Presentation](https://0aeef5a9-231a-451b-97a2-78e6e5f727dd.usrfiles.com/ugd/55beb7_0eae7885ab0e41fd9ca01cad87805a1a.pdf).

General Session: Economic & Consumer Trends Shaping Maine's Outdoor Economy

What's ahead for Maine's economy and what does it mean for the outdoor sector? This session brings together three expert perspectives on the economic and consumer trends shaping Maine's outdoor economy in 2026 and beyond. Presented by: Amanda Rector, Maine State Economist, Kelly Davis, Director of Research at the Outdoor Industry Association, and Juan Vargas, Account Director at Miles Partnership. A must-attend session for outdoor businesses, destinations, and service providers planning for the future. The session concludes with a Q&A, giving attendees the opportunity to engage directly with the speakers.

SESSION DESCRIPTIONS

[subject to change]

Building Inclusive Pathways: Addressing What's Missing in Maine's Outdoor Economy

Maine's outdoor economy is thriving, yet New Mainers, first-generation youth, and people with disabilities remain largely absent from its workforce and leadership pipelines. This session highlights how Maine Community Integration is bridging that gap through culturally rooted, accessible programs that prepare underrepresented communities for careers in conservation, outdoor leadership, and environmental science. Participants will leave with practical strategies to embed equity, accessibility, and belonging into the outdoor sector, helping Maine build a workforce that reflects the full diversity and talent of its people.

Emerging Voices: Student Visions for Outdoor Industry Careers in Maine

As Maine's outdoor economy continues to grow, the next generation of outdoor recreation professionals is preparing to enter the field with fresh perspectives—and clear expectations. This session brings together eight undergraduate students majoring in outdoor recreation from universities across Maine for an open, candid conversation about what they want and need from internships and early-career employment opportunities in the state.

Through a moderated panel discussion, students will share insights into the factors that shape their decisions to apply for and accept outdoor-related positions: from pay and housing to mentorship, training, workplace culture, and opportunities for advancement. They will highlight what makes an opportunity truly meaningful, what barriers they encounter, and how employers can better support their learning, growth, and long-term engagement in Maine's outdoor sector.

Employers will also have the chance to ask questions directly, gaining valuable, actionable feedback about designing internships, seasonal roles, and entry-level jobs that attract and retain emerging talent. The session concludes with dedicated networking time, offering participants an opportunity to build relationships, explore potential placements, and strengthen connections between Maine's outdoor industry and the students who will shape its future.

Join us to better understand the needs of Maine's future outdoor professionals—and to learn how your organization can help them thrive while contributing to a vibrant, resilient outdoor economy.

SESSION DESCRIPTIONS

[subject to change]

The Cost of Search and Rescue: Discussion on How/Who Can Help Fund Public and Private SAR Efforts

Search and Rescue (SAR) saves lives—but it can place major financial strain on state agencies, towns, and volunteer responders. This session will explore educational efforts to prevent SAR situations and where SAR funding currently stands in Maine.
With efforts to enhance Maine's outdoor recreation infrastructure to meet evolving demands (Roadmap Goal 2; Strategy 2A), we can discuss how to ensure the safety system is sufficiently matched to the needs.

Recreation for Rural Communities: Leveraging Recreation for Economic Growth and Community Vitality

Recreation can transform rural economies and strengthen community identity. This session explores how the Greater Bangor Region (GBR) used the Recreation Economy for Rural Communities process to unite 21 communities, build a regional coalition, and elevate local recreation and cultural assets in alignment with Maine's Outdoor Recreation Economy Roadmap. You will gain clear, practical insights and take part in a quick asset-mapping activity to spark ideas you can bring back to your own community.

Working with Photographers: Best Practices for Photo Rights, Access, and Use for Outdoor Businesses and Organizations

This session explores the challenges that arise when brands, photographers, and creative agencies work together—and how each party can collaborate more effectively. Using real-world scenarios, this discussion will examine common friction points including creative alignment, briefing and expectations, usage and licensing, budgets and timelines, approval processes, and feedback dynamics. The session offers insight into how brands evaluate photographers, how agencies manage creative on behalf of clients, and where misunderstandings most often occur. Attendees will leave with practical strategies for clearer communication, stronger creative partnerships, and workflows that balance brand objectives with photographic vision to achieve better outcomes for everyone involved.

Emerging Trends & Opportunities in Outdoor Recreation: Boating

Panelists will discuss what boating might look like for the next generation as many current boaters (locally and nationally) are on the verge of retirement from the boating lifestyle in the coming years. Maine has ample boating opportunities but access, cost, and perceived barriers need to be overcome. Our speakers will address efforts underway to build enthusiasm for new boaters.

SESSION DESCRIPTIONS

[subject to change]

Emerging Trends & Opportunities in Outdoor Recreation: Surfing

Surfing participation has surged since COVID, and Maine's cold waters are no exception. With the growing amount of surfers in the lineup what new opportunities and challenges does this bring? How do we harness this popularity to encourage safe, inclusive environments in our Maine surf community?

Emerging Trends & Opportunities in Outdoor Recreation: Gear Libraries

As Maine's outdoor recreation economy continues to grow, community gear libraries are emerging as a key strategy for expanding equitable access while creating efficiency and reducing waste. This session brings together Maine GearShare, Skowhegan Outdoors, and Kindling Collective to explore how shared-gear models and the newly formed Maine Gear Library Network are meeting rising demand, lowering barriers, and engaging the new outdoor recreation enthusiasts that brands and policymakers most want to reach.

Emerging Trends & Opportunities in Outdoor Recreation: Gravel Cycling

Join us for an engaging discussion on the evolution and momentum of gravel riding across the state. Panelists will explore emerging trends, the development of new routes and events, and how partnerships between advocacy groups, land stewards, and local communities. From statewide event series and guided gravel weekends to grassroots community rides and the rise of bikepacking culture, this conversation will dive into what's driving interest, who's getting involved, and how Maine is positioning itself as a national hub for gravel adventure tourism. Attendees will gain insight into how this activity supports local recreation economies, connects people to the outdoors, and inspires new riders of all ages. Whether you're a cyclist, an outdoor industry professional, or simply curious about this growing movement, this session offers a dynamic look at the present and future of gravel cycling in Maine.
You can download the Gravel Cycling presentation here.

Emerging Trends & Opportunities in Outdoor Recreation: Disc Golf

This session will be discussion-based conversation highlighting disc golf as an accessible, low-cost outdoor recreation asset with growing relevance for municipalities. We can explore participation and growth, the role of disc golf in building community, and how thoughtfully designed courses and programming can activate public spaces, support local economies, and expand access to outdoor recreation.

SESSION DESCRIPTIONS

[subject to change]

How AI and LLMs Work—and How They're Changing Consumer Behavior

Most conversations about AI focus on efficiency—how businesses can automate tasks and move faster. That's important. But it misses a critical shift: consumers are using AI, too. Today, roughly 65% of Americans use AI regularly to research purchases, plan travel, and compare options. That change has profound implications for how businesses are discovered, evaluated, and chosen. In this session, we'll explain how large language models, the technology behind these tools, work. Then, we'll touch on how to use AI effectively, while remaining aware of potential risks. Finally, we'll explore what this means for marketing, selling, and building trust when AI increasingly mediates the relationship between brands and customers.

Universal Design in Action: Creating Equitable Recreation Experiences

In partnership with Outdoor Access Solutions, Maine Adaptive will share practical insights from 40+ years in adaptive outdoor recreation on how universal design can strengthen inclusive experiences in recreation and tourism. Through real examples, we'll show how accessibility extends beyond trails and facilities to program structure, communication, staffing, and overall guest experience.

Participants will learn how to assess their offerings through an accessibility lens and leave with actionable strategies to expand access for visitors and residents with disabilities. This session is ideal for recreation and tourism leaders looking to create more welcoming, barrier-free experiences for all.

Cross-Border Opportunities: Navigating Trade Barriers and Realities for Maine Brands

Maine's outdoor recreation economy is not only recognized in the US, but also internationally. E-commerce and a shared border with Canada have increasingly enabled Maine businesses to reach customers beyond the United States. In this session, you'll hear from L.L. Bean, the Northern Maine Development Commission, and the Maine International Trade Center, as they chat through the realities of cross-border business in 2026 and the opportunities it can present. Attendees will leave the session with a deeper understanding of how Aroostook county businesses are engaging with Canada and considerations for Maine businesses approaching international customers in 2026.

SESSION DESCRIPTIONS

[subject to change]

Community Forests and Mountain Biking: Anchoring Maine's Outdoor Recreation Economy

At the Maine Outdoor Economy Summit, Trust for Public Land (TPL) will join key partners from Outdoor Sport Institute and Inland Woods + Trails to highlight the economic benefits of community forests and mountain biking. Community forests, which are locally owned, permanently protected, and publicly accessible, provide more than ecological and recreational value—they are powerful tools for economic resilience and community development. TPL will share its role in supporting communities through the introduction, planning, and implementation of community forests, as well as research that demonstrates the economic impacts of community forests and mountain biking.
Outdoor recreation generates millions annually in Maine, and community forests help anchor local recreation economies by attracting visitors, supporting small businesses, and enhancing quality of life. Gabe Perkins of Inland Woods + Trails will share the story of the Bethel Community Forest, developed in partnership with TPL, which now serves as a hub for multi-use trails and has fueled growth in tourism, trail-based businesses, and workforce attraction. Steve Kasacek of Outdoor Sport Institute will provide a regional and national perspective on how community forests contribute to outdoor recreation infrastructure, youth engagement, and long-term community health. Together, these examples demonstrate that community forests are not just conservation projects, but smart economic investments that strengthen towns, diversify local economies, and connect people to the outdoors. The session will close with a call to action for more communities to pursue these opportunities through collaborative partnerships.

Maine Outdoor School for All: How Maine is Helping to Lead the Way in Outdoor Youth Education

Maine is now one of only four states in the nation to pass legislation intended to provide universal outdoor learning for all public school students. Currently, less than 25% of Maine middle schoolers have access to immersive outdoor programs. Supported by the landmark passage of bipartisan legislation (LD 895), the Maine Outdoor School for All (MOSFA) initiative is launching its statewide pilot in the 2025–26 school year.
Administered by the University of Maine Cooperative Extension, this initiative provides grants to certified outdoor learning centers to fund residential, 3-day/2-night experiences for students in grades 4–8. In this session, we will explore MOSFA's coalition-driven, place-based model that aligns with Next Generation Science Standards and the 10-Year Maine Outdoor Recreation Economy Roadmap. Join us to learn how these transformative experiences build STEM literacy, social-emotional resilience, and career pathways in Maine's outdoor economy—and discover how your business, organization, and community can engage with this expanding network to ensure every Maine child has a chance to experience an introduction to the wonders of Maine's outdoor spaces and environments.

SESSION DESCRIPTIONS

[subject to change]

Keynote: Robin Thurston, CEO, Outside Interactive, Inc.

Robin Thurston, CEO of Outside Interactive, will explore the intersection of storytelling, technology, and the outdoors and what it means for participation, connection, and wellbeing in the years ahead. Outside Interactive is a leading outdoor media and technology company on a mission to get everyone outside by inspiring, activating, and connecting people with the outdoors. The company brings together a network of 25+ media, digital, and technology brands, including Outside Magazine, Backpacker, SKI, Yoga Journal, Gaia GPS, and more, reaching tens of millions of active lifestyle enthusiasts each month.

Drawing on insights from media, data, and the outdoor industry, Thurston will examine how powerful storytelling and community-building can move people, especially young people, from passive consumption to real-world outdoor experiences. He will highlight how digital and user-generated content can cut through media fragmentation, inspire action, and foster healthier relationships with both screens and time outside.

General Session: Founder's Friday with James Merrill, Christi Elliott, and Haley Bezon

Friday morning will kick off with stories from founders in Maine's outdoor industry. These are real conversations about purpose, perseverance, and growth, why they started, how they built and scaled their brands, lessons learned along the way, and their vision for the future of the outdoor economy.

Christi Elliott is the founder of Maine Women Hunters, now one of the largest female hunting communities in the country with nearly 8,000 members. Through group hunts, fishing trips, and educational and social events, Christi helps women build skills, confidence, and lasting community outdoors.

James Merrill is the founder of Opolis and StokedPlastics, where he leads innovation at the intersection of sustainability, design, and outdoor gear. As the inventor of the proprietary StokedPlastic® blend, James has helped pioneer a circular plastic economy in the eyewear industry, proving that high-performance products and environmental responsibility can go hand in hand.

SESSION DESCRIPTIONS

[subject to change]

Trails as Community Infrastructure: Quantifying the Cultural and Economic Value of Outdoor Recreation Networks

This session presents key findings from a comprehensive analysis of the Portland Trails system, demonstrating how strategic trail development drives both economic return and community vitality. The study shows the network generates 1.375 million annual visits, supports 1,215 jobs, and contributes $141.6 million in statewide sales, while also delivering measurable social benefits—from users prioritizing physical and mental health to residents choosing neighborhoods for trail access and businesses integrating trails into workplace culture. With significant impacts on daily life, including weekly commuting that removes over 1.1 million car trips annually and youth programs that turn trails into outdoor classrooms, the session offers a replicable methodology for capturing these economic and social outcomes. Attendees will learn practical tools to quantify community cohesion and quality-of-life benefits, and to build compelling, data-driven cases for investing in trails as essential community infrastructure.

Building Career Pathways: Strategies for Growing the Outdoor Workforce

By investing in standards, training, and youth engagement, Maine has a powerful opportunity to build strong, place-based career pathways that directly support the outdoor recreation economy. This session will share high-level findings from recent student and employer surveys on career interests and in-demand skills, unveil draft standards for Career and Technical Education outdoor leadership programs, and highlight what effective school-to-career pathways can look like in practice. Through case studies participants will see how school and industry supported pipelines are preparing students for real careers in guiding, recreation management, and beyond.
Download the Career Pathways presentation here.

Passing the Torch: Succession Planning and Exit Strategies for an Enduring Business

So often we are so busy running our businesses that we don't stop to think about what our end game might be. Join this panel to learn more about succession planning and what the different exit options might be for you and your business. Why should you be thinking about an exit and related operational considerations 2, 5 or even 10 years before you want to exit your business and how can your exit reflect your values and commitment to the Maine community? Join this session to hear from an Exit and Succession planning expert and two business owners who took different exit approaches. This session is sure to give you things to think about and an opportunity to ask plenty of questions!

SESSION DESCRIPTIONS

[subject to change]

Land and Access Returned to Penobscot Nation Across Two Important Projects

Come learn about two important projects that will return ancestral lands to the Penobscot Nation through partnerships with the Appalachian Mountain Club (AMC) and the Trust for Public Land (TPL). These historic efforts include the return of 1,700 acres from AMC, along with access to their existing trust lands that was taken from the Tribe over two decades ago, as well as a much larger tract of 30,000 acres from TPL – the second being the largest land return from a US-based non-profit to a Tribal Nation in history. The TPL project not only honors the Penobscot Nation's deep cultural and historical connection to the land but also secures a southern access route to the Katahdin Woods and Waters National Monument. This presentation will explore the process behind these land returns, the trust-based partnerships that made them possible, the Nation's vision for the future of the properties, and what still needs to happen to bring this historic effort to completion.

Fireside Chat: Uniting Around America's Public Lands: Securing Our Parks, Recreation, and Conservation Future with Senator Angus King, Dr. Carrie Besnette Hauser, and Whitney Potter Schwartz

Across the country, outdoor spaces—from iconic national parks to neighborhood trails, local parks, water access points—are under mounting pressure. Record visitation, funding shortfalls, staffing cuts, and the realities of climate change threaten the systems that sustain recreation and conservation. At the same time, equitable access to close-to-home parks and green spaces has become a vital public health and community priority.

In this closing conversation of the Maine Outdoor Economy Summit, U.S. Senator Angus King, Chair of the Senate Subcommittee on National Parks, and Dr. Carrie Besnette Hauser, President & CEO of Trust for Public Land, will look beyond partisan lines to explore both the challenges and the opportunities shaping America's outdoor future. Drawing on their national leadership and experience on the ground, they'll discuss how bipartisan cooperation, local innovation, partnerships with Tribal Nations, and community-driven action can secure America's parks, recreation, and conservation legacy for generations to come. Moderated by Outdoor Recreation Roundtable's Whitney Potter Schwartz.

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MAINE OUTDOOR ECONOMY SUMMIT

MOES 26

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JANUARY 21–23 / PORTLAND, ME

Summit Pass: $299

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- Reception x2, breakfast x2, lunch x2, breaks
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