

Making the case for Outdoor Recreation: Creating prosperity for communities and families



Amy Roberts is the Executive Director of Outdoor Industry Association, which is the trade association and voice of the outdoor recreation industry, serving more than 4,000 manufacturers, distributors, suppliers, sales representatives and retailers. OIA is dedicated to ensuring the growth of the \$887 billion

outdoor recreation economy through support of America's recreation infrastructure and a business climate conducive to growing outdoor products businesses.

OIA focuses on increasing funding for public lands management, expanding opportunities for recreation for Americans and ensuring public lands policies encourage getting outside. OIA's Outdoor Recreation Economy Report is widely used by policymakers in detailing the economic benefits derived from investments and policies that support outdoor recreation. OIA also leads the industry's work in areas such as climate change and sustainable product manufacturing.

Amy serves as president of the Outdoor Foundation, which is the nation's largest grant-making organization focused on getting kids and college students outside and active.

Prior to leading OIA, Amy was Chief Sustainability and Business Innovation Officer at Mountain Equipment Co-op where she led the Canadian outdoor retailer's commitment to business and product sustainability. During her time at MEC, Amy served on the executive management team and focused on helping MEC lessen the impact of its operations and products on the environment.

Amy has a background in government relations, including previous positions as VP of Government Affairs at OIA and Director of Government Relations at Micron Technology. She also served as press secretary for Idaho Governor Philip Batt. Amy previously served on the boards of The Conservation Alliance and the Sustainable Apparel Coalition.

Amy has a degree in journalism from the University of Missouri and worked as a print and broadcast journalist in her early career. www.outdoorindustry.org