



MICHIGAN OUTDOOR SUMMIT

MARCH 5-6, 2022 / TRAVERSE CITY

FIRST OF ITS KIND // ▲

The Summit brings together outdoor companies and organizations to celebrate our successes and a thriving outdoor economy. In other words, think of us like a base camp for the outdoors – we've got a big tent, so everyone should fit just fine.

It's a gathering for all sectors of the outdoor industry – public, private, nonprofit – to connect and build the future, health and vitality of Michigan's outdoors. Through programming, networking, and outdoor activities, we'll be focused on how we strengthen our communities, the outdoor economy, and improve health and quality of life.

GET INSPIRED // ▲

Hear from influencers in the industry and stay informed about current trends through educational tracks and panel discussions. Network with business and organizational leaders working to support the outdoors. Let loose (responsibly) at our Saturday evening network and chill sesh or set out early Sunday morning on a micro adventure.

ALL THE FEELS // ▲

The Summit includes brunch, take-home materials, swag, and of course, all the feels! For more information and to register, visit outdoor2022.eventbrite.com

CELEBRATING THE CULTURE OF MICHIGAN'S OUTDOORS, THE BUSINESSES AND ORGANIZATIONS THAT SUPPORT IT.



SATUR-DAY // ▲ MARCH 5TH

Climbing Clinic | ELEV8 | 9AM-11AM | [Register Here](#)

Join the instructors at ELEV8 for this introductory climbing class to learn techniques and considerations that will help you build a strong foundation of climbing movement. This 2-hour course starts with basics such as hold types and proper grip and then dives into footwork, body positioning, movements, and injury awareness. In this course, you will receive instruction, participate in climbing activities targeting specific skills, and receive feedback and advice from the instructor.

Beer Flow Yoga | Workshop Brewing | 11AM-11:45AM | [Register Here](#)

Classes will take place outside on the patio, (weather permitting) and will be taught by experienced yoga instructors- Emily Arbut and Mary Macey. This class is accessible for all fitness levels, and tickets include a pint of craft beer. DJ Ras Marco D will be there spinning relaxing and inspiring records to awaken your playful spirit. Please bring your own yoga mat!

SATURDAY EVENING // ▲ MARCH 5TH

Outdoor Brood | Workshop Brewing | 6:30PM-10PM

Join us for an evening of inspiration and fun at Workshop Brewing! All your friends will be there, you should be too! From 6:30PM-8PM hear from [Stacy Bare of Happy Grizzly Adventures](#) on the healing power of nature through positive connections that promote healthier and happier lifestyles.

Stacy has recently been announced as the new Executive Director for the Friends of Grand Rapids Park, is the 2014 National Geographic Adventurer of the Year, recipient of the Bronze Star for Merit during Operation Iraqi Freedom and a national voice on the power of the outdoors to heal.

In addition to the Michigan debut of Stacy's latest film "*Silk Ride, a Journey to Kyrgyzstan*," we'll also have special guests, Pete Kirkwood, owner of [Workshop Brewing](#), Kevin Vlach and Nick Olson, owners of [ELEV8 Climbing](#). Music starts at 8PM courtesy of DJ Ras Marco D, and the ticket price includes your first beverage!

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WHERE TO STAY // ▲

A block of standard rooms is available through Hotel Indigo at a discounted rate of \$129 per night for Friday through Sunday. Make your reservation before February 8, 2022, using code HE2.

SUNDAY // ▲ MARCH 6TH

Micro Adventure: Wild Connections | Hotel Indigo | 8:30AM-10AM

Explore the building blocks of movement & meditation with Jennifer Wilk (RYT 500) of Great Lakes Yoga. Open your body and mind to the world around you and within you through this interactive workshop. Whether you're an avid hiker, a casual climber, or have a long love for yoga, you will leave with tools to connect and care for your body and mind. These practices will perfectly translate to your ability to tune in to the outdoors on your next excursion. Come prepared with a yoga mat or beach/bath towel and a willingness to connect.

Micro Adventure: Hike | Timbers Recreation Area | 8:30AM-10AM

Strap on your hiking boots with staff and volunteers from Grand Traverse Regional Land Conservancy for a hike and fresh air at the Conservancy's Timbers Recreation Area. Adventure held at 7824-7994 Timbers Trail, Traverse City, MI 49685. Situated on 250-acres, the former girl scout property has two-track trails that take you through forest and wetland landscapes and a universal access trail down to Fern Lake and Long Lake.

Micro Adventure: Backcountry Cooking | Backcountry North | 8:30AM-10AM

Eating the right foods while enjoying the outdoors fuels you to push farther along to reach that fantastic vista you're after, making backcountry cooking a key skill. Learn hygiene tips, culinary creativeness and kitchen efficiency with Backcountry North's expert advice on how to maintain a top-notch kitchen in the wild. Adventure held at Backcountry North - 2820 US-31, Traverse City, MI 49684.

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SUNDAY // ▲ MARCH 6TH

Michigan Outdoor Summit | Hotel Indigo | 10AM-3:30PM

Join us for a day of panel discussions, networking and breakout sessions focused on strengthening our communities, the outdoor economy and improving health and quality of life for all Michiganders. Hosted at Hotel Indigo - registration includes brunch, take-home materials and of course swag!

- 10AM – 11:00AM Picnic Brunch + Meet & Greet
- 11AM – 12:00PM Opening Session
- 12PM – 2:00PM Breakout Sessions
- 2PM – 3:00PM Closing Sessions
- 4PM – 6:00PM NA Happy Hour at Elev8 Climbing

Picnic Brunch (and Health Considerations)

Food served will focus on Michigan goods and will default to a nutrient rich, allergen free diet. Fancy way to say that you don't need to check a box for "diet considerations." And in the spirit of the outdoors, brunch will be served picnic style. Everything will be hand-held so you can comfortably spread out across the hotel's main floor.

Masks? Yep, they're not just the cool thing to do. They're the right thing to do any time you're indoors.

Meet & Greet: Michigan Outdoor Industry Leadership

Informal networking with members of the Michigan Outdoor Recreation Advisory Council and Michigan's Office of Outdoor Recreation Industry. The statewide council supports and guides the strategy to elevate and grow the outdoor recreation industry in Michigan and support the positive economic, workforce, health, and stewardship impacts of the sector.

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FULL AGENDA // ▲

Opening Session: The State of the Outdoors

Join Rebecca Gillis, State and Local Government Affairs Manager for the the Outdoor Industry Association as she shares how we can help others understand the virtuous circle of healthy outdoors and healthy humans. Explore how we can support efforts around public lands protection, learn what our policymakers are doing to support 30x30, and have honest conversations about how the outdoors matter most during COVID.

Select Breakout Sessions

Putting Your Money Where Your Mouth Is: Consumers and donors are no longer interested in just doing business or supporting brands that only have great products and programs. Social Impact. Sustainability. Corporate Social Responsibility. These are just some of the names given to the expectation of how modern business is done. Join M22, the Leelanau Conservancy, and SwellMinded as they explore the contributions of business to conservation and outdoor recreation.

The Adventurers of Today: We believe that the adventurers of today, are the fiercest defenders of the places they love tomorrow. Join Dennis Pilaske from the Chippewa Nature Center, Paige Lackey of Project Rustic, and Garrett Dempsey from Detroit Outdoors as they explore the relationship between youth engagement and public land advocacy.

Michigan Outdoor Industry Business Showcase: Facilitated by Brad Garmon, Director for Michigan's Office of Outdoor Recreation Industry, hear from a panel of small outdoor business owners. These leaders will share their stories, strategies and hopes for making positive impacts and developing business resiliency in challenging times.

The Power of Nature to Heal: Stacy Bare of Happy Grizzly Adventures and Eric LaPaugh of True North Counseling will guide a conversation around how getting outside connects us to ourselves, to each other and to the world around us, reminding us that we are part of a much bigger story of healing. Understanding these stories through wilderness therapy increases people's quality of life, health and social wellbeing, which are benefits everyone deserves.

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Think like an Outsider: Legal beagles Steve Martineau and Meghan Prindle invite you to a dialogue on legal issues impacting individuals, businesses, and communities' ability to support Michigan's outdoors. Bring your stories and local challenges.

Boundaries? What Boundaries?: How do communities – especially underserved and rural – balance the desire their residents have for outdoor infrastructure with the challenges that can come with planning, funding, and implementation? Join the crew from Public Sector Consultants in a discussion about state level initiatives, and the opportunities surrounding conservation and outdoor recreation in Michigan's communities.

Closing Sessions

Our Share Narrative: Communities thrive when the people within them have opportunities for meaningful experiences outdoors, whether at a nearby trail, a park, or on the shores of the Great Lakes. Join the Boardman Review as they showcase the impact freshwater surfing has had on Michigan's communities, water quality, and creative culture.

Everyone Has the Right: Led by Chris Lampen-Crowell, explore the journey of the Running Industry Diversity Coalition. They believe everyone has the right to live in and feel connected to the outdoors. We have a shared responsibility to open the doors to all people, regardless of where they live or their backgrounds, and ensuring their experiences outdoors are positive and rewarding.

YAYY US // ▲

Big High-Five to our Event Sponsors!!

- Heart of the Lakes
- Michigan Office of Outdoor Recreation Industry
- Michigan Trails and Greenways Alliance
- Michigan Recreation and Parks Association
- Pure Michigan Business Connect
- Six Rivers Land Conservancy
- Why Bars

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