



AGENDA

MARCH 5-6, 2022 / TRAVERSE CITY

MICRO ADVENTURES | 8:30AM — 10:00AM

WILD CONNECTIONS // HOTEL INDIGO

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.

MORNING HIKE // TIMBERS RECREATION AREA

Strap on your 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 forests and wetlands and a universal access trail down to Fern Lake and Long Lake.

BACKCOUNTRY COOKING // BACKCOUNTRY NORTH

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

SUMMIT OVERVIEW | 10:00AM — 3:30PM

NETWORKING + EDUCATION SESSIONS // HOTEL INDIGO

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.

10:00 AM – 11:00 AM	Registration + Picnic Brunch
11:00 AM – 12:30 PM	Opening Session
12:30 PM – 2:30 PM	Breakout Sessions
2:30 PM – 3:30 PM	Closing Sessions

HAPPY HOUR | 4:00PM — 6:00PM

NON-ALCHOLIC HAPPY HOUR // ELEV8 CLIMBING GYM



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REGISTRATION | 10:00AM — 11:00AM

PICNIC BRUNCH + MEET & GREETES // CANOE + CAMPFIRE

In the spirit of the outdoors, a Michigan focused brunch will be served picnic style. Everything will be hand-held so you can comfortably spread out across the main floor. Join the Outdoor Recreation Advisory Council and MI's Office of Outdoor Recreation Industry. The statewide council guides strategy to elevate and grow the outdoor recreation industry and support positive economic, workforce, health, and stewardship. Hang out with the Great Lakes Business Network, play Michigan trivia, learn about issues important to our state's businesses and their connection to the environment.

OPENING SESSION | 11:00AM — 12:30PM

THE STATE OF THE OUTDOORS // NORTHERN LIGHTS + WINDING TRAIL

Join Rebecca Gillis, State and Local Government Affairs Manager for the Outdoor Industry Association as she explores 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.

Mike King, professional skier and Protect Our Winters ambassador shares how we can help others understand the virtuous circle of healthy outdoors and healthy humans. Presenting his film "Feast or Famine," Mike connects for us what skiing, surfing, farming, and advocating all have in common.

BREAKOUT SESSIONS | 12:30PM — 1:30PM

PUTTING YOUR MONEY WHERE YOUR MOUTH IS // NORTHERN LIGHTS

Consumers and donors are no longer interested in just doing business or supporting brands that only have great products and programs. Sustainability. Impact. Corporate Social Responsibility. These are just some of the names given to the expectation of how modern business is done. Join M22, ITC Holdings, the Leelanau Conservancy, and SwellMinded as they explore the contributions of business to the outdoors.

THE ADVENTURERS OF TODAY // WINDING TRAIL

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.

THINK LIKE AN OUTSIDER // PARK BENCH

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.



MICHIGAN OUTDOOR
SUMMIT

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BREAKOUT SESSIONS | 1:30PM — 2:30PM

GOOD FOR MICHIGAN: OUTDOOR INDUSTRY COHORT // NORTHERN LIGHTS

Brad Garmon, Director of Michigan's Outdoor Recreation Industry Office, and Alice Jasper, Good For Michigan program, facilitate a discussion with small outdoor businesses across the state who participated in the first "Michigan Outdoor Industry Cohort" last year. With support from the Michigan Economic Development Corporation, these leaders benchmarked and developed sustainable development and workforce goals and will share their stories, strategies and hopes for making positive social impacts and developing resiliency in challenging times.

THE POWER OF NATURE TO HEAL // WINDING TRAIL

Stacy Bare of Happy Grizzly Adventures and Eric LaPaugh of True North Counseling will guide a conversation around how being 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.

BOUNDARIES? WHAT BOUNDARIES // PARK BENCH

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 | 2:30PM — 3:30PM

OUR SHARED NARRATIVE // NORTHERN LIGHTS

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 // WINDING TRAIL

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 uplifting.

HAPPY HOUR | 4:00PM — 6:00PM

NON-ALCHOLIC HAPPY HOUR // ELEV8 CLIMBING GYM