

# To our elected officials and those who value America's great outdoors:

This open letter expresses the view of 100 leaders of large and small businesses in the outdoor industry, which contributes more than \$650 billion annually to the U.S. economy, generates \$80 billion in tax revenue and employs more than 6 million people. Together, we represent a huge range of activities — from hiking to hunting and camping to conservation.

Our businesses make the lives of everyday Americans, from every corner of the political spectrum, healthier and happier. We do not often unite as an industry in the way are today but we are compelled to make clear our collective view on a vitally important issue that affects the economic health of our industry, our local communities, and the lives of all Americans.

**It is an American right to roam in our public lands. The people of the United States, today and tomorrow, share equally in the ownership of these majestic places. This powerful idea transcends party lines and sets our country apart from the rest of the world. That is why we strongly oppose any proposal, current or future, that devalues or compromises the integrity of our national public lands.**

Yet as the 115th Congress begins, efforts are underway that threaten to undermine over one hundred years of public investment, stewardship and enjoyment of our national public lands. Stated simply, these efforts would be bad for the American people. They include the potential of national public lands being privatized or given to states who might sell them to the highest bidder. This would unravel courageous efforts by leaders from across the political spectrum up to the present day, including Jefferson, Lincoln and Roosevelt.

**This is not a red or blue issue. It is an issue that affects our shared freedoms. Public lands should remain in public hands.**

We hold these views both as leaders of the outdoor industry — which creates significant economic value for this country — and as individuals who believe deeply that the next generation should be free to benefit from our national public lands as we and our families do today.

The undersigned companies are therefore working together to ensure that all Americans maintain their right to our iconic national public lands and that it is not taken away.

*Outdoor Industry Association, Amy Roberts, Executive Director*  
*Appalachian Outfitters, Mike & Karen Leffler, Owners*  
*Ascent Solar Technologies, Victor Lee, President & CEO*  
*Backbone Media, Penn Newhard, Founder & Managing Partner*  
*Backcountry, Jonathan Nielsen, CEO*  
*Backcountry North, Tracy Mayer, Owner*  
*Backwoods Retail, Inc., Jennifer Mull, Owner & CEO*  
*Benchmade Knife Company, David Fee, Vice President*  
*BioLite, Jonathan Cedar, Founder & CEO*  
*Black Creek Outfitters, Joe & Liz Butler, Owners*  
*Cascade Designs, David Burroughs, President*  
*Chaco, Seth Cobb, President*  
*Champaign Surplus, Dan & Shira Epstein, Owners*  
*Clif Bar & Company, Kevin Cleary, CEO*  
*Columbia Sportswear Company, Tim Boyle, President & CEO*  
*Combat Flip Flops, Matthew Griffin, CEO*  
*Confluence Watersports, Sue Rechner, President & CEO*  
*Dakine, Ken Meidell, CEO*  
*Darn Tough Vermont, Ric Cabot, President & CEO*  
*Denali, Chris Howe, Owner*  
*Diamond Brand Outdoors, Will Gay, Owner*  
*Eagle Creek, Roger Spatz, President*  
*Eastside Sports, Chris Iversen & Todd Vogel, Co-Owners*  
*Exxel Outdoors, LLC, Harry Kazazian, CEO*  
*Far Bank Enterprises, Travis Campbell, President & CEO*  
*First Lite, Kenton Carruth, Co-Founder and Owner*  
*Fishpond, John Land Le Coq, Founder & CEO*  
*Flowfold, James Morin, Owner & COO*  
*Goal Zero, William Harmon, General Manager*  
*Grassroots Outdoor Alliance, Rich Hill, President*  
*Great Outdoor Provision Co., Travis Zarins, Owner*  
*HipCamp, Alyssa Ravasio, Founder & CEO*  
*Ibex Outdoor Clothing, Ted Manning, CEO*  
*Idaho Mountain Touring, Chris & Jill Haunold, Owners*  
*JanSport, Steve Munn, President*  
*Kammok, Haley Robison, CEO*  
*Keen, Casey Sheahan, CEO*  
*Kuhl, Kevin Boyle, President*  
*La Sportiva N.A., Inc., Jonathan Lantz, President*  
*Light Speed Outdoors, Brian Cox, CEO*  
*Lucy, Laurie Etheridge, President*  
*Massey's Outfitters, Mike Massey, President*  
*Mountain Hardwear, Dennis Randall, CMO*  
*Mountain Khakis, Ross Saldarini, President*  
*Mountain Safety Research (MSR), Chris Parkhurst, Vice President*  
*Mountain Works, Inc., Jim Smith, President*  
*My Outdoor Alphabet, Seth Neilson, CEO*  
*Nemo, Cam Brensinger, CEO*  
*New Balance, Rob DeMartini, President & CEO*  
*Oru Kayak, Roberto Gutierrez, Founder & COO*  
*Orvis, Perk Perkins, CEO*  
*Osprey, Layne Rigney, President*  
*Outdoor Research, Dan Nordstrom, CEO*  
*Outside Brands / Outside Hilton Head, Mike Overton, CEO*  
*Pack & Paddle, John Williams, President*  
*Pack Rat Outdoor Center, Scott & Carolyn Crook, Founders & Owners*  
*Patagonia, Rose Marcario, President & CEO*  
*Peak Design, Peter Dering, Founder & CEO*  
*Piragis Northwoods Company, Steve Piragis, Owner*  
*Packtown, Doug Jacot, Vice President*  
*Platypus, Doug Jacot, Vice President*  
*Point6, Peter Duke, CEO*  
*prAna Living, Scott Kerslake, CEO*  
*Ramsey Outdoor, Stuart and Michael Levine, Owners*  
*REI Co-op, Jerry Stritzke, President & CEO*  
*Redington, Travis Campbell, President & CEO*  
*Rio, Travis Campbell, President & CEO*  
*River Sports Outfitters, Ed McAlister, Owner*  
*Roads Rivers and Trails, Emily White, Co-Founder & Owner*  
*Rock Creek Outfitters, Dawson Wheeler, Founder*  
*Ruffwear, Patrick Kruse, R&D Director & Founder*  
*Rutabaga Paddlesports, Darren Bush, Owner & CEO*  
*Sage, Travis Campbell, President & CEO*  
*SealLine, Doug Jacot, Vice President*  
*Simms, K.C. Walsh, President & CEO*  
*Skinny Skis, Phil Leeds & Scott O'Brien, Owners*  
*Soar Communications, Chip Smith, President*  
*Sorel, Mark Nenow, President*  
*Stanley PMI, Kelly Kraus, Vice President, Stanley Brand*  
*Summit Hut, Dana Davis, President & Co-Owner*  
*Sunlight Sports, Wes Allen, Owner*  
*Superfeet Worldwide, John Rawvola, CEO*  
*Tahoe Mountain Sports, Dave Polivy, Co-Owner*  
*Tenkara USA, Daniel Galhardo, Founder*  
*The Base Camp, Scott Brown, Owner*  
*The Mountaineer, Vinny McClelland, President*  
*The North Face, Scott Baxter, Group President*  
*The Trail Head, Todd Frank, Owner*  
*The Togger, Trek Stephens, President*  
*Therm-a-Rest Brands, Doug Jacot, Vice President*  
*Timberland, Jim Pisani, Global Brand President*  
*Toad&Co, Gordon Seabury, CEO (& OIA board chair)*  
*Trail Creek Outfitters, Ed Camelli & Brian Havertine, Owners*  
*Travel Country, Mike Plante, Owner*  
*Ute Mountaineer, Bob Wade & Maile Spung, Owners*  
*VF Corporation, Steve Rendle, President and CEO*  
*Weighmyrack, Allison Dennis, Founder & CEO*  
*Western Spirit Cycling, Ashley Korenblat, CEO*  
*Woolrich, Inc., Nick Brayton, President*  
*Zumiez, Inc., Tom Champion, Founder & Chairman*

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