

Athletic & Outdoor Industry | Advisory Committee

Vision



Mission

To provide direction, advocacy, and resources for the athletic and outdoor industry in order to create jobs, attract talent, foster innovation, and create awareness for the Portland region as the recognized global A&O hub.

Competitive Advantage

- Anchored by Nike, Adidas, and Columbia Sportswear
- Port and Portland International Airport offer domestic and global connections
- Knowledge-based economy and educated workforce
- Hip, urban environment
- Entrepreneurial spirit
- Convenient time zone for conducting business with Asia and Europe
- Year-round access to recreation and outdoor amenities

Objectives

	Leadership/ Innovation	Talent	Entrepreneurship/ Community	Branding
<p>Discussion Questions</p> <p>What needs to be added? Removed?</p> <p>How do we measure success?</p> <p>What short term wins will show progress?</p>	<ul style="list-style-type: none"> • Guide Action Plan Implementation • Industry programs & events • Public policy awareness/advocacy • Sustainability <ul style="list-style-type: none"> • Design Forum/PDX-Materials resource library • Support of OIA Eco Index <p>Sponsor: Gordon Seabury, Horny Toad/Nau</p>	<ul style="list-style-type: none"> • Partnership with higher education <ul style="list-style-type: none"> • Apparel Research Center • Footwear design/development program • Strategic talent recruitment and development <p>Sponsor: Lisa Thompson, Icebreaker</p>	<ul style="list-style-type: none"> • A&O Entrepreneurial Peer to Peer sessions • Trade show assistance discussion 	<ul style="list-style-type: none"> • Promotion/marketing of central city as a key location for A&O firms • Collaborative effort on 2011 OIA Rendezvous <p>Sponsor: Ron Ten Berge, Yakima</p>
	<p>Successes</p> <ul style="list-style-type: none"> ✓ Advisory committee ✓ Sustainability committee ✓ OIA Partnership ✓ Nov. 16 event ✓ DF/PDX exec. director hired 	<ul style="list-style-type: none"> • OSU apparel research center office in Portland in Sept. 2011 (Phase 1) ✓ PENSOLE Academy in permanent location 	<ul style="list-style-type: none"> ✓ Working group established ✓ Peer to peer sessions held- 7/28 & 9/20 ✓ Online Industry/ Resources directory 	<ul style="list-style-type: none"> ✓ Film created and released at OIA Rendezvous (Oct. 4) ✓ Recreational map created and posted on A&O site