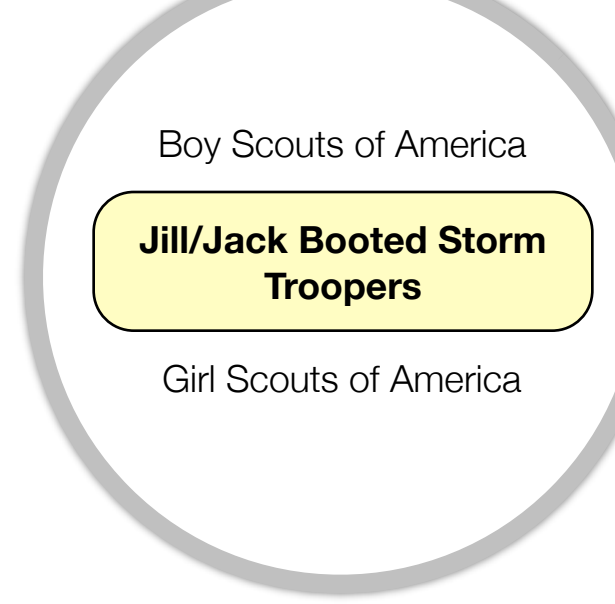


Outdoor Industry Influencer Communities



alternate universe

- Locations**
- The Eiger
 - PCT
 - Appalachian Trail
 - Jackson Hole
 - Yosemite
 - Mad River Glen
 - Everest
 - Boulder
 - Boundary Waters
 - Patagonia
 - Rainier
 - Grand Canyon

Data

TV

OIA TAPS
Industry Organizations

Grassroots Alliance OIWC

The Piton SNEWS
Trade Publications

Gear Trends BOSS Report or whatever the hell else they are called

Outdoor Retailer
National Shows

SIA

Outside Backpacker
Consumer Print/ Web Media

Local Pubs Smaller Pubs

Pale Morning Media Basecamp
PR Agencies

Darby Communications Backbone Media CarmichaelLynchSpong Verde PR

Outdoor Reps Association
Regional Rep Associations/Shows

MWSRA MORE WWSRA Grassroots EORA

Sierra Club Professional Paddle Association
Enviro/Outreach Groups

Leave No Trace Conservation Alliance American Alpine Club
The Outdoor Foundation American Alpine Institute
Colorado Mountain Club AHS Access Fund
Big City Mountaineers AMGA
Appalachian Mountain Club Chicks with Picks

Backcountry.com
Game Changing Retailers

REI

Too many to list
Professional Guiding Services

NOLS Outward Bound

Backpacker Backpacking Light
Blogs/Forums

TelemarkTips Gear Junkie Wildsnow Pemba Serves
BoaterTalk The Snaz
Get Outdoors Rock Climbing.com

- Super Users**
- Ed Viesturs
 - Paul Parker
 - Yvon Chouinard
 - Colin Fletcher
 - Lynn Hill
 - Sr Edmond
 - Shackleton
 - Kasha Rigby
- hikers
 - kayakers
 - sport climbers
 - trad climbers
 - climbers
 - backpackers
 - snowshoers
 - backcountry skiers
 - cross-country skiers
 - slack liners
 - family campers
 - mountaineers
 - adventure travelers
 - bolderers
 - nordic walkers
 - ice climbers
 - ultralight backpackers

