

An Introduction to the Outdoor Industry

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Kristen Freaney and Stewart Lewis visit the Outdoor Product Design & Development program and share their experience working for the Outdoor Industry Association (OIA), the impacts and growth of the industry, and their roles with the organization.

Freaney about her role creating new pipelines for talent to enter the outdoor workforce as well as helping create programs and opportunities to develop leaders in the outdoor industry.

Lewis talks about OIA's role in lobbying Congress on behalf of outdoor businesses and the influence of global issues including trade wars and tariffs on the industry.

Watch the whole presentation on [YouTube](#) or listen on the [Highlander Podcast](#).

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border: none; display: block; margin-left: auto; margin-right: auto;Kristen Freaney / Stewart Lewis - Outdoor Industry Association | Highlander Podcasthttps://www.podbean.com/media/player/g9s5g-efcb67?

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