Advocating for the Outdoor Industry

Chase Anderson

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OPDD was represented in the Capitol Hill rotunda in Salt Lake City

According to the Outdoor Industry Association, the outdoor industry generates over $12.3 billion in consumer spending annually and over 110,000 direct jobs in the state of Utah. To say that outdoor recreation in the state is a powerhouse is an understatement. For that reason, the OPDD program recently attended Outdoor Recreation Day on the Hill at the Utah State Capitol Rotunda. This was an opportunity for companies, non-profits, and educational institutions to gather and advocate for the outdoor industry in Utah.

OPDD student, Veronica Villhard, a senior in the OPDD program, advocated for the program at the capitol and educated attendees, including state legislators, on the importance of the OPDD program and the skills students are learning to fill real jobs in the state. Villhard shared a look at several student projects, including products designed by student interns who worked for local Utah companies.

Overall, the OPDD program showcased that students are learning real skills for very real jobs within the state that contribute to a vibrant economy.