

Outdoor Recreation Leadership Session

Shenandoah National Park
April 23 - 24



ERIC ARTZ – is Executive Vice President, Chief Operating Officer of REI (Recreational Equipment, Inc.), where he has worked since 2012. He is responsible for the oversight of REI’s finance, digital retail, information systems, supply chain, real estate, corporate strategy and sustainability activities. From 2010 to 2012, he was chief financial officer at Urban Outfitters, Inc., a leading lifestyle specialty retail company operating under the Urban Outfitters, Anthropologie, Free People, Terrain and BHLDN

brands. Prior to Urban Outfitters, he had a 17-year career with VF Corporation and several of its affiliates, including VF Contemporary Brands, which consists of 7 For All Mankind, Splendid and Ella Moss; and VF Outdoor, which includes brands such as The North Face, Vans, JanSport and Eagle Creek, among others. His roles included chief financial officer and executive-level oversight of divisional, corporate and international operations. Beyond REI, he is an active board member with the Mountains to Sound Greenway Trust, which is dedicated to preserving and enhancing the natural, cultural, historic and economic features of the Northwest along the 100-mile-long I-90 corridor from Puget Sound across the Cascade Mountains. Today, the Greenway is the only interstate highway in the U.S. to be awarded status as a “National Scenic Byway,” and is pursuing designation as a “National Heritage Area.” Mr. Artz also serves as a Director of United Natural Foods, Inc. (UNFI), the leading independent national distributor of natural, organic and specialty foods in the United States. He graduated from Albright College with a Bachelor of Science degree.



CHRISTOPHER BELLAND – co-founded Historic Tours of America, Inc. in 1970 and serves as its Chief Executive Officer. Mr. Belland formed the Key West Attractions Association and served on the Boards of the Florida Attractions Association and the Key West Chamber of Commerce. He is a columnist for the local newspaper and his works can be seen at hindsightsandinsights.blogspot.com. Mr. Belland's penchant for history came from three years as an exchange student in South America and trips to Europe during his college years. He studied at the University of Pennsylvania's Wharton School of Finance for four years. Historic Tours of America operates in cities across the nation using key brands like Old Town Trolley, is the concessioner at Dry Tortugas National Park providing high-speed ferry access, operates the Boston Tea Party Ship and Museum in Boston

and the tram tours of Arlington National Cemetery.



TOM BROOKS - is President of Truckin Thunder, a family-owned business that started in 1978 and has four locations in central Virginia. It is a truck accessory retailer and distributor for pickups, SUVs and vans. The company specializes in selling, installing and servicing trailer hitches, towing accessories and trailers destined for both work and recreation areas. The company is also active in its local community, serving as sponsors for the Truckin Thunder Sportsman division at Virginia Motor Speedway in Saluda, Virginia, and volunteering and raising funds for Victory Junction and Childhelp charities.



DAREN COTTLE - is Vice President and Chief Financial Officer of the outdoor products company Jas. D. Easton, Inc., the third-generation, family-owned parent company of Easton Technical Products (Easton and Beman branded arrows and accessories, Easton commercial tubing and Delta McKenzie branded archery targets) and Hoyt Archery (Hoyt bows and accessories and Fuse accessories). Mr. Cottle is also CFO of the Easton Family Office, which includes the family-owned operating companies, investment portfolios and the Easton Sports Development Foundations. Mr. Cottle began his career with the CPA firm Deloitte before spending 11 years with Huntsman Corporation and Huntsman

Packaging. After Huntsman, he was the Controller of Specialized Bicycle and CFO of Sun Optics before joining Easton in 2004. He serves on the Boards of Directors of the Easton Sports Development Foundations. Mr. Cottle enjoys spending time with his family and in the backcountry participating in mountain biking, backcountry skiing, trail running, climbing, bowhunting, hiking and camping. He also enjoys competitive target archery. Mr. Cottle is a CPA and holds a Master's degree from Weber State University.



DERRICK CRANDALL – is the President and Chief Executive Officer of the American Recreation Coalition, a position he has held since 1981. He also serves as Counselor to the National Park Hospitality Association, as a member of the National Park Service Centennial Advisory Committee, and as Co-Chair of both the Great Outdoors Month® Partnership and the Coalition for Recreational Trails. Among the dozens of public-policy programs in which he has played a central role are the National Scenic Byways Program, Recreation Fee Demonstration Program, Recreational Trails Program, Wallop-Breaux Program, and the National Recreation Lakes Study Commission. These efforts have been recognized in many ways, including induction into the RV Hall of Fame and receipt of the Annual Award of the

National Association of State Boating Law Administrators. *USA Today* has described him as “the outdoor guru.” Mr. Crandall served as a member of the President's Commission on Americans Outdoors from 1985 to 1987 and was named to the President's Commission on Environmental Quality in 1991, the same year that he received the Chevron Conservation Award. He was also Chairman of the Take Pride in America Advisory Board, appointed by the Secretary of the Interior, and a Founding Director of the National Forest Foundation, appointed by the Secretary of Agriculture. He has served on several national judging panels, including co-chairing the U.S. Department of the Interior's Take Pride in America award program. He received the Spirit of Take Pride Award in October 2004 and was recognized with a Centennial Award by the U.S. Forest Service. Mr. Crandall served on the Board of the American Society of Association Executives (ASAE) for seven years, including two terms as Vice Chairman. He received ASAE's Professional Performance Award in 1980, his Certified Association Executive recognition in 1990 and was named an ASAE Fellow in 1992. He has served in leadership roles on numerous community and philanthropic organizations, including the executive committee of WOW-Wonderful Outdoor World. He is an honors graduate of Dartmouth College.



KELLY DAVIS – is the Research Director for SnowSports Industries America (SIA), the snow sports trade association. She has led snow sports research for 10 years and has delved deep into the history of participation and sales, and consumer behavior in the snow sports market. Her research career spans 25 years and covers a fairly wide variety of subjects, including evaluating state programs like children's mental health and state drop-out prevention programs in Arizona, building Economic Models for the National Institute of Standards and Technology, and working as the Chief Operating Officer for an Internet-based Strategic Marketing Company in New York City. She developed and patented systems that help intelligence analysts organize and determine the real value of information, and a few other things she could tell you about, but would then have to kill you. She is more likely to be outside when not

having some fun crunching numbers at the SIA offices in McLean, Virginia. She started skiing when she was 18 and started snowboarding when she turned 40. She is an avid trail runner, rides both trail and