

Outdoor



Loyalty

The Genesis of the Outdoor Industry- Part II

From Gear to Greatness...

In Part I of this topic, we traced the origins and evolution of the Outdoor Industry. Throughout the growth of this industry “Gear” has been the guidance of all Outdoor Experiences. Military gear morphed into Outdoor Equipment (gear) that allowed Outdoor Enthusiasts to embark on journeys, challenges and triumphs of both personal and joint ventures in the Great Outdoors. Technologies were being advanced by Conservationists, Engineers and Scientists throughout into what we now call Outdoor Gear.

These advancements were comparable to innovations occurring in Space Exploration at the same time. The outdoor adventurers of the time (now known as Outdoorists) introduced gear innovations and advancements to the ever growing Outdoor Community. The equipment being made available became the “after burners” for outdoor exploration of things and experiences unknown by the “outdoor gear heads” of the time. These gear innovations allowed hikers to become trekkers, boaters became white water kayakers and runners transitioned into Iron men and women. There appeared to be no limit to the adventures and discoveries in the world around us.

Careers in the Outdoor Industry burgeoned and the outdoor industry evolved from a respectable multimillion dollar segment of our economy to one in the trillions (yes, I just said trillions) by the '90s. Gear advancements via creativity, innovation and change left a “road less travelled” to become a well trodden pathway through the Out”door” way of personal goal attainments unforeseen, volunteerism to sustain our environment and guidance for future generations, as well as those with physical challenges to share in the outdoor experience.

Below is the “Match the Gear with the Person” who introduced the equipment to the Outdoor Industry: (hint, they are not in order)

- | Person | Gear |
|------------------------|--|
| 1) Lisa Lindahl | A) Nike Running Shoes and Track Coach. |
| 2) Eddie Bauer | B) Internal Frame Backpack. |
| 3) Doug/Susie Tompkins | C) “Puffy” Down Jacket |
| 4) Dave Gray | D) Developed First Snowboard |
| 5) Nick Woodman | E) Founded Esprit de Corp |

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|-------------------------|-------------------------------------|
| 6) Bill Bowerman | F) Founder of REI |
| 7) Royal/Liz Robbins | G) "Puggsley" Fat Tire Bike |
| 8) Yvon Chouinard | H) Patagonia climbing gear/clothing |
| 9) Bob Gore | I) Go-Pro/Adventure Filmmaker |
| 10) Greg/Jim Lowe | J) Royal Robbins Apparel/Gear |
| 11) Mary/Lloyd Anderson | K) Waterproof/Breathable Membrane. |
| 12) Jake Burton | L) Sports Bra |

The embracement of the "Outdoor Experience" for everyone has been the hallmark of the Outdoor Industry. Outdoor Gear has advanced to a point, thus far, where everyone has a chance to enjoy and fulfill dreams of becoming an Outdoorist.

"One must attempt the Absurd to attain the Impossible" Migel de Cervantes.

The "link" below brings you to a current publication put forth by Outside Magazine (Aug. 2015) called Encyclopedia of Gear. Everything you "ever" thought you might be interested in about the Great Outdoors.

<http://www.outsideonline.com/1996741/encyclopedia-gear>

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