

Calendar of Events

June 5, 2025

Community at the Core: New Approaches to Building Connection in Outdoor Spaces

01:00 PM - 02:00 PM EST

Building strong, inclusive outdoor communities doesn't have to start in the backcountry. From college campuses to local parks, there are countless opportunities to foster meaningful connections in non-traditional outdoor spaces. This session will explore innovative strategies for creating welcoming outdoor experiences that engage diverse participants, encourage long-term involvement, and strengthen social bonds.

Join Steve Sassaman (Arizona State University) and Courtney Schultz, PhD (Outgrown) as they share creative approaches to community-building, including programming ideas, partnership opportunities, and engagement tactics designed for urban and campus-based outdoor recreation. Whether you're looking to revamp your existing programs or start fresh, this session will provide inspiration and practical tools to help you cultivate connection in the outdoors—wherever that may be.

About the Presenters

Steve Sassaman

Dr. Steve Sassaman (he/they/ki) is an experiential educator and researcher whose work is centered on enhancing community interdependence through healthy engagement with nature. Steve has over 15 years of experience in outdoor education, including residential summer camp management, professional guiding, and collegiate recreation program development. Steve's research agenda includes identifying best practices to achieve positive mental health outcomes through engagement with the more-than-human and examining how socialized gender norms influence social and environmental injustice. What drives Steve is guiding individuals to realize their unique talents, skills, and abilities while helping to reconnect humans to our sense of being a part of, rather than estranged from, nature.

Courtney Schultz, PhD

Dr. Courtney Schultz is the Executive Partner at OutGrown, a national nonprofit that for more than a decade has been dedicated to bridging the Baby Nature Gap by helping families with children aged 0–5 connect with nature. With extensive experience leading projects for local, state, and federal agencies, Dr. Schultz specializes in designing behavioral research that improves health outcomes through parks, natural landscapes, and outdoor recreation. Her work emphasizes inclusive design practices and systems thinking to enhance visitor experiences, focusing on underserved communities and ensuring that conservation and recreation support public health goals. Dr. Schultz is also the Executive Director of Health & Technology Partners, a social science research consultancy, and Adjunct Faculty for the University of Missouri. Dr. Schultz holds a Ph.D. in Parks, Recreation, and Tourism Management from NC State University, along with a BS and a MS in Parks and Recreation Management from the University of Missouri.

--

Community, and Risk Management

The outdoor industry continues to evolve, bringing new challenges and opportunities for organizations, educators, and program leaders. Reaching New Heights is a four-part webinar series designed to equip outdoor professionals with the knowledge and strategies needed to navigate key aspects of outdoor programming. From building strong partnerships and fostering community connections, plus leveraging digital marketing, and managing risk, this series will provide actionable insights from industry experts.

Each session dives into a critical topic, offering expert perspectives, real-world examples, and interactive discussions to help you strengthen your outdoor initiatives. Whether you're a program coordinator, guide, educator, or marketing professional, this series will provide valuable tools to elevate your work and create more inclusive, engaging, and safe outdoor experiences.

This series will offer free learning credits to participants in partnership with American Trails.

This webinar series is free for AORE professional members, \$5 for AORE supporter members, and \$20 for not yet AORE members.

The New Outdoor Model: Post-Pandemic Trends and Opportunities

01:00 PM - 02:00 PM EST

Data on outdoor “is painting a picture of a consumer base in transition,” according to Kelly Ann Davis, head of research for the Outdoor Industry Association and Outdoor Foundation. Join Kelly and Brad Garmon, Senior Strategic Advisor & Executive Director of the Michigan Outdoor Recreation Industry Office, to talk about the changing demographics in the outdoor space, including the changing face of “core outdoor” enthusiasts, the rise of the “casual” consumer, and opportunities to connect more people to outdoor careers and create experiences that offer mental and physical health to a broader cross section of the recreating public.

About the Presenters

Brad Garmon

Brad Garmon is the Senior Strategic Advisor & Executive Director of the Michigan Outdoor Recreation Industry Office, a position he’s held since the Office was announced in September 2019. He served as chair of the national organization of state outdoor recreating office directors -- the Confluence of States -- in 2022 and currently facilitates the organization’s data working group. Prior to this post, Garmon spent 18 years in a variety of conservation and environmental policy positions, focused on stewardship of the Great Lakes, sand dunes and forests of the state and building stronger connections between outdoor recreation, economic development and natural resource management. He has held appointed positions on the Michigan State Parks and Outdoor Recreation Blue Ribbon Panel and the Pigeon River Country Advisory Council and served on the Michigan State Parks Advisory Council’s Finance Subcommittee, Michigan’s Sense of Place Council, and the boards of the Community Economic Development Association of Michigan, Michigan Mountain Biking Association, and the Michigan Trails and Greenways Alliance. Garmon is a trail runner, camper, mountain biker, and aspiring fly fisherman, as well as husband and proud father of two outdoorsy kids.

Kellyann Davis

Kellyann Davis has extensive experience in research and analysis across various industries. Kellyann currently serves as the Director of Research at the Outdoor Industry Association. Before that, they worked as the Cross Country Ski Areas Association Research Director. In addition, Kellyann held the position of Senior Director of Research at the Aircraft Owners & Pilots Association Limited, where they focused on general aviation research and data collection. Kellyann also has experience in the snow sports industry, having worked as the Director of Research at SnowSports Industries America and as a Snow Reporter at Liberty Mountain Resort. Earlier in their career, Kellyann founded and served as the President of BlackSand Research, specializing in social media trends analysis and business intelligence consulting. Kellyann also worked as a Knowledge Management and Business Intelligence Specialist at the National Institute of Standards and Technology and as the Director of Research at WarRoom Research.

Kellyann Davis has a strong educational background in the field of political science and policy analysis. Kellyann received their Bachelor of Arts degree in Political Science with a specialization in Quantitative Analysis from the University of Arizona in 1990. Kellyann further pursued their academic interests and obtained a Master of Arts degree in Policy and Empirical Methods from the University of Hawaii at Manoa in 1993.

--

The outdoor industry continues to evolve, bringing new challenges and opportunities for organizations, educators, and program leaders. Reaching New Heights is a four-part webinar series designed to equip outdoor professionals with the knowledge and strategies needed to navigate key aspects of outdoor programming. From building strong partnerships and fostering community connections, plus leveraging digital marketing, and managing risk, this series will provide actionable insights from industry experts.

Each session dives into a critical topic, offering expert perspectives, real-world examples, and interactive discussions to help you strengthen your outdoor initiatives. Whether you're a program coordinator, guide, educator, or marketing professional, this series will provide valuable tools to elevate your work and create more inclusive, engaging, and safe outdoor experiences.

This series will offer free learning credits to participants in partnership with American Trails.

This webinar series is free for AORE professional members, \$5 for AORE supporter members, and \$20 for not yet AORE members.

June 4, 2025
- July 2, 2025

Risk Management for Outdoor Programs

<https://courses.viristar.com>

Singapore time, UTC+8

Jeff Baierlein, 206 473 8050

info@viristar.com

The course is a combination of five real-time video-conference sessions, spaced one week apart, and independent work periods between live sessions.

Five live online sessions:

Wednesday, Jun 4, 11:00 a.m. UTC+8

Wednesday, Jun 11, 11:00 a.m. UTC+8

Wednesday, Jun 18, 11:00 a.m. UTC+8

Wednesday, Jun 25, 11:00 a.m. UTC+8

Wednesday, Jul 2, 11:00 a.m. UTC+8

Independent individual and group work occurs between live sessions.

Outcomes

Gain critical knowledge of best practices in outdoor program risk management

Learn procedures, systems, and plans essential to meeting key outdoor safety standards

Understand how to apply successful risk management strategies to adventure programs, experiential education, wilderness expeditions, and outdoor trips

Valuable for

Program Coordinators/Managers, Risk Management Officers, Risk Management/Safety Committee members, members of Boards of Directors, executive leadership.

July 2, 2025
- July 30, 2025

Risk Management for Outdoor Programs

<https://courses.viristar.com>

11:00 a.m. UTC-4

Jeff Baierlein, 206 473 8050

jeff@viristar.com

The course is a combination of five real-time video-conference sessions, spaced one week apart, and independent work periods between live sessions.

Five live online sessions:

Wednesday, Jul 2, 11:00 a.m. UTC-4

Wednesday, Jul 9, 11:00 a.m. UTC-4

Wednesday, Jul 16, 11:00 a.m. UTC-4

Wednesday, Jul 23, 11:00 a.m. UTC-4

Wednesday, Jul 30, 11:00 a.m. UTC-4

Independent individual and group work occurs between live sessions.

Outcomes

Gain critical knowledge of best practices in outdoor program risk management

Learn procedures, systems, and plans essential to meeting key outdoor safety standards

Understand how to apply successful risk management strategies to adventure programs, experiential education, wilderness expeditions, and outdoor trips

Valuable for

Program Coordinators/Managers, Risk Management Officers, Risk Management/Safety Committee members, members of Boards of Directors, executive leadership.

August 6, 2025
- September 3, 2025

Risk Management for Outdoor Programs

<https://courses.viristar.com>

11:00 a.m. UTC+8

Jeff Baierlein, 206 473 8050

jeff@viristar.com

The course is a combination of five real-time video-conference sessions, spaced one week apart, and independent work periods between live sessions.

Five live online sessions:

Wednesday, Aug 6, 11:00 a.m. UTC+8

Wednesday, Aug 13, 11:00 a.m. UTC+8

Wednesday, Aug 20, 11:00 a.m. UTC+8

Wednesday, Aug 27, 11:00 a.m. UTC+8

Wednesday, Sep 3, 11:00 a.m. UTC+8

Independent individual and group work occurs between live sessions.

Outcomes

Gain critical knowledge of best practices in outdoor program risk management

Learn procedures, systems, and plans essential to meeting key outdoor safety standards

Understand how to apply successful risk management strategies to adventure programs, experiential education, wilderness expeditions, and outdoor trips

Valuable for

Program Coordinators/Managers, Risk Management Officers, Risk Management/Safety Committee members, members of Boards of Directors, executive leadership.

August 14, 2025

Outdoor Rec Connect

ONLINE

01:00 PM - 02:00 PM EST

AORE is an association built to help you grow your career and connect with others in the outdoor industry. The community is the most beneficial part of an association, so we are excited to host networking opportunities for you to connect with others you may not otherwise. These are non-facilitated meet-ups that allow both members and non-members to share experiences, exchange tips, and forge new connections.

We encourage you to bring successes, challenges, questions and stumbling blocks you've encountered in your career. You can also submit topics to discuss [here](#).

This session is FREE for AORE members and \$5 for not-yet-members. To learn more about joining AORE, please visit our [membership benefits page](#).

September 3, 2025
- October 1, 2025

Risk Management for Outdoor Programs Training

Online

11:00 AM - 01:00 PM EST

Jeff Baierlein, 206-473-8050

jeff@viristar.com

Online Training Course for Outdoor Professionals

The course is a combination of five real-time video-conference sessions, spaced one week apart, and independent work periods between live sessions.

Five live online sessions: (Times/dates based on New York time, UTC-4/-5)

Wednesday, Sep 3, 11:00 am – 11:45 am UTC-4

Wednesday, Sep 10, 11:00 am – 12:30 pm UTC-4

Wednesday, Sep 17, 11:00 am – 12:30 pm UTC-4

Wednesday, Sep 24, 11:00 am – 12:30 pm UTC-4

Wednesday, Oct 1, 11:00 am – 12:30 pm UTC-4

Independent individual and group work occurs between live sessions.

Outcomes

Gain critical knowledge of best practices in outdoor program risk management

Learn procedures, systems, and plans essential to meeting key outdoor safety standards

Understand how to apply successful risk management strategies to adventure programs, experiential education, wilderness expeditions, and outdoor trips

Valuable for

Individuals overseeing outdoor programs, including program coordinators, risk management officers, safety committee members, lead training staff, Board members, and executive leadership.

October 1, 2025
- October 29, 2025

Risk Management for Outdoor Programs Training

Online

11:00 AM - 01:00 PM CHI

Jeff Baierlein, 206-473-8050

jeff@viristar.com

Online Training Course for Outdoor Professionals

The course is a combination of five real-time video-conference sessions, spaced one week apart, and independent work periods between live sessions.

Five live online sessions: (11:00 am Singapore time UTC+8. Times and dates based on Singapore time, UTC+8)

Wednesday, October 1, 11:00 am – 11:45 am UTC+8

Wednesday, October 8, 11:00 am – 12:30 pm UTC+8

Wednesday, October 13, 11:00 am – 12:30 pm UTC+8

Wednesday, October 22, 11:00 am – 12:30 pm UTC+8

Wednesday, October 29, 11:00 am – 12:30 pm UTC+8

Independent individual and group work occurs between live sessions.

Outcomes

Gain critical knowledge of best practices in outdoor program risk management

Learn procedures, systems, and plans essential to meeting key outdoor safety standards

Understand how to apply successful risk management strategies to adventure programs, experiential education, wilderness expeditions, and outdoor trips

Valuable for

Individuals overseeing outdoor programs, including program coordinators, risk management officers, safety committee members, lead training staff, Board members, and executive leadership.

November 5, 2025
- December 3, 2025

Risk Management for Outdoor Programs Training

Online

11:00 AM - 01:00 PM EST

Jeff Baierlein, 206-473-8050

jeff@viristar.com

Online Training Course for Outdoor Professionals

The course is a combination of five real-time video-conference sessions, spaced one week apart, and independent work periods between live sessions.

Five live online sessions: (11:00 am New York time UTC-5. Times and dates based on New York time, UTC-5)

Wednesday, Nov 5, 11:00 am – 11:45 am UTC-5

Wednesday, Nov 12, 11:00 am – 12:30 pm UTC-5

Wednesday, Nov 19, 11:00 am – 12:30 pm UTC-5

Wednesday, Nov 26, 11:00 am – 12:30 pm UTC-5

Wednesday, Dec 3, 11:00 am – 12:30 pm UTC-5

Independent individual and group work occurs between live sessions.

Outcomes

Gain critical knowledge of best practices in outdoor program risk management

Learn procedures, systems, and plans essential to meeting key outdoor safety standards

Understand how to apply successful risk management strategies to adventure programs, experiential education, wilderness expeditions, and outdoor trips

Valuable for

Individuals overseeing outdoor programs, including program coordinators, risk management officers, safety committee members, lead training staff, Board members, and executive leadership.

December 11, 2025

Outdoor Rec Connect

ONLINE

01:00 PM - 02:00 PM EST

AORE is an association built to help you grow your career and connect with others in the outdoor industry. The community is the most beneficial part of an association, so we are excited to host networking opportunities for you to connect with others you may not otherwise. These are non-facilitated meet-ups that allow both members and non-members to share experiences, exchange tips, and forge new connections.

We encourage you to bring successes, challenges, questions and stumbling blocks you've encountered in your career. You can also submit topics to discuss [here](#).

This session is FREE for AORE members and \$5 for not-yet-members. To learn more about joining AORE, please visit our [membership benefits page](#).