

PINNACLE OUTDOOR GROUP

INC.

S.18, An act relating to consumer justice enforcement
House Judiciary Committee
Hal Ellms, President, Pinnacle Outdoor Group, Inc.
March 20, 2019

Thank you for allowing me to come before the Committee today to discuss the importance of outdoor recreation to our state's economy.

My company, Pinnacle Outdoor Group is a Manufacturer Representative agency based in Middlesex, Vermont. We represent five leading brands in the outdoor industry and we operate in 9 Northeastern states. In addition to my duties at Pinnacle Outdoor Group, I also serve in leadership roles on the Vermont Outdoor Recreation Economic Collaborative(VOREC), and the Vermont Outdoor Business Alliance(VOBA).

My company works closely with manufacturers, consumers, and retailers to actively promote sales of recreation products, activities, and events. I see firsthand how Vermont's recreational assets and quality of life are promoted to a nationwide audience of eager participants. A few examples would be the World Cup ski event held at Killington, the Burlington City Marathon, the Kingdom Trails Association, and our Vermont State Parks system which hosts over 1 million visitors per year.

The common thread that unites these examples is their decades long reliance on participation agreements, or waivers in their everyday course of business. The current language of S.18 makes a deliberate effort toward preserving this proven method of risk assumption by the consumer who is engaging in fun, and dangerous activities.

That being said, I would urge the committee to be wary of the unintended consequences that S.18 has the potential to generate. I applaud the Legislature's desire for a robust consumer protection environment in Vermont, but in the case of S.18, it seems that these protections may already exist within our current laws.

Vermont is in desperate need of more jobs and more tax revenue, it doesn't appear that S.18 will contribute to this effort.

Thank you for your time and effort,

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