

PINNACLE OUTDOOR GROUP

INC.

S.18, An act relating to consumer justice enforcement
House Judiciary Committee
Hal Ellms, President, Pinnacle Outdoor Group, Inc.
February 8, 2019

Thank you Senator Sears for allowing me to come before the Committee today to discuss the importance of outdoor recreation and the impact that it has on every county in our state.

Pinnacle Outdoor Group is a Manufacturer Representative agency based in Middlesex, Vermont. We represent 5 national brands, including Darn Tough Vermont socks. 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). These entities exist to support economic growth within Vermont's outdoor recreation economy, and to help steward the natural resources that ultimately provide this economic potential.

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

Through the efforts of many outdoor business professionals, and a huge list of non-profit volunteers, Vermont has earned a leadership role in the national, outdoor recreation industry. This industry represents approximately \$500 billion nationally, and roughly \$2.6 billion here in Vermont. If S.18 is allowed to pass as-is, I am very concerned that our state will lose this competitive advantage and economic growth will be deflected to neighboring states that may be viewed as more welcoming.

Although this bill may not intentionally target the burgeoning recreation economy in Vermont, the unintended consequence of S.18 will surely impact our ability to grow the jobs and tax revenue that we so desperately need.

I respectfully ask the Committee to reconsider S.18 and add specific, meaningful language that supports Vermont's recreation economy.

Thank you for your time and effort,

Hal Ellms
President, Pinnacle Outdoor Group, Inc.
307 North Bear Swamp Road
North Middlesex, VT 05682
802-238-0458
Hal@pinnacleoutdoorgroup.com

Founding Member, Vermont Outdoor Business Alliance(VOBA)