

PADDLESPORTS

TRADE COALITION

International Boating and Water Safety Summit

Albuquerque, NM

April 9, 2024

Presenters: Lili Colby, PTC Founding Member

Pamela Dillon, PTC Staff



**Who are we?
Why should you care?**



Our Mission

The Paddlesports Trade Coalition (PTC) is a member driven non-profit (501C6) trade coalition of brands, manufacturers, retailers/outfitters, and sales reps who are the voice and soul of the North American paddlesports industry.



Getting to know you...

- Are you a
 - Retailer/Outfitter?
 - Manufacturer? Brand Representative? Sales Representative?
 - Government Agency?
 - Safety Organization? Interested in advancing paddlesports?



Let's Mingle!

Getting to know you...

- Are you a
 - Retailer/Outfitter? **RED**
 - Manufacturer? Brand Representative? Sales Representative? **GREEN**
 - Government Agency? **YELLOW**
 - Safety Organization? Want to advance paddlesports? *White*

FORM GROUPS by CATEGORY
3-5 per Group



Let's Capture YOUR thoughts !

- Identify 1 or more Strategic Goals for advancing paddlesports and/or the paddlesports industry.
What issue would YOU want to address?
- Identify the steps you would take to do this.



Let's Capture YOUR thoughts !

- Identify 1 or more Strategic Goals for advancing paddlesports and/or the paddlesports industry.
What issue would YOU want to address?
- Identify the steps you would take to do this.

Let's hear from YOU!!



Grow Consumer Participation in Paddlesports



Grow Consumer Participation in Paddlesports

Our PTC vision includes:

- Build lifelong paddlesports enthusiasts
- Engage our participants/consumers
- Inclusive access for all
- Advance a culture of safe paddlesports boating practices

Strengthen Our Industry



Strengthen Our Industry

- Advocate for access and sustainability
- Address the challenges of paddlesports retail today
- Educating the trade community on a wide variety of topics
- Develop leaders to build a collaborative community
- Develop collaborative partnerships to address issues of common concern

Our Values

- COLLABORATE
- ACTIVATE
- ENGAGE



Our Values

- COLLABORATE
- ACTIVATE
- ENGAGE

- **COLLABORATE** - build one voice to strengthen and grow our industry
- **ACTIVATE** - take deliberate actions towards efficient trade practices
- **ENGAGE** - with issues related to inclusion, access, and safety



PADDLESPORTS

TRADE COALITION

- Ideal time to come together and collaborate solutions for the next 5-years and beyond
- Influence collaboration on pressing issues for the paddlesports industry in North America
 - Boat shipping expense management and reduction
 - Government legislation influence and voice
 - Boating safety, specifically focused on human-powered boating activities
 - DEIA initiatives speaking to all re: paddlesports participation and career opportunities
 - Facilitate collaboration between PTC member organizations



Board of Directors

Elected by our members, these Paddlesports industry leaders represent the individual constituents of the industry (Retailers, Outfitters, Brands, Sales Reps, and Industry Associates), and drive the strategic direction for growth, knowledge, and collaboration in the Paddlesports business community.



[Stig Larsson](#)

Chair

Level Six

Brand Member



[Emily Jackson](#)

Vice Chair

Jackson Kayak

Brand Member



[Simon Coward](#)

Secretary - Treasurer

AQ Outdoors/Aquabatics

Retailer/Outfitter Member



PTC Board of Directors



Rob Bossen

Blue Water Trading/Grey Duck Outdoor
Sales Rep. Member



Jason Eccles

Bending Branches, Aqua Bound
Brand Member



Diane Jenkins

Ozark Mountain Trading Company
Retailer/Outfitter Member



Ted Keyes

Ted Keyes Industries
Sales Rep. Member



Phil Walczynski

Down River Equipment
Brand Member



Brad Stephens

Sunjammers
Retailer/Outfitter Member



Brian Vincent

Appomattox River Company
Retailer/Outfitter Member



Cristin Plaice

Rapid Media
Associate Member

March 18, 2024

PTC Board announces

**Jeff Turner, PTC Executive
Director**



PTC Membership

Totals by category		Percentage
8	Associates	8%
43	Brands	41%
38	Retailer/Outfitter	36%
17	Sales Reps	16%
106	PTC Members	100%



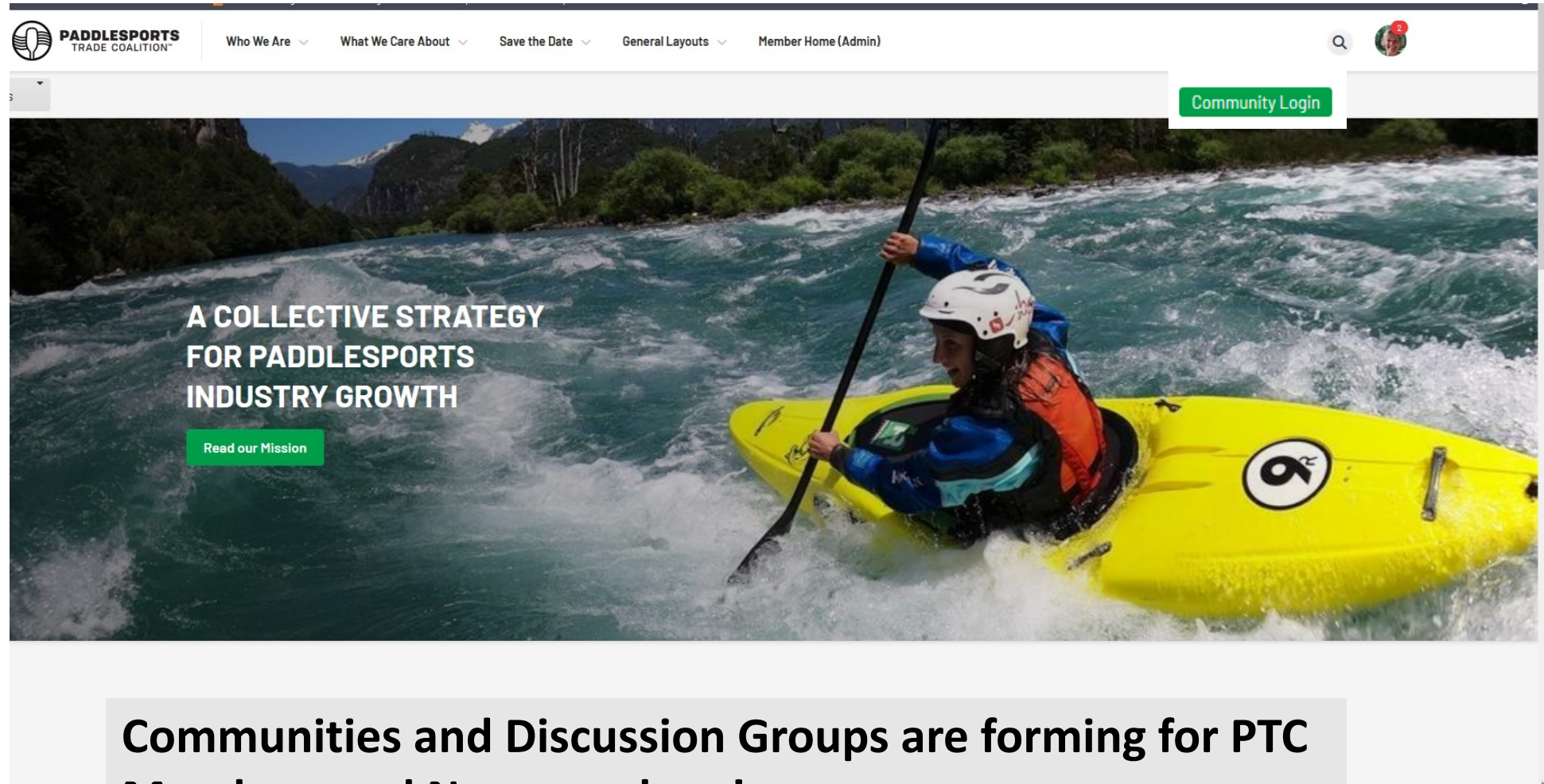
PTC Membership

Totals by category		Percentage
8	Associates	8%
43	Brands	41%
38	Retailer/Outfit	36%
17	Sales	16%
106	Members	100%

Goal is 200 members by July!



Visit Our Website: [Paddlesportstradecoalition.org](https://paddlesportstradecoalition.org)



Communities and Discussion Groups are forming for PTC Members and Non-members!



PTC COLAB

SAVE THE
DATE:

Sept 3-6, 2024
Riversport OKC



PADDESPORTS
TRADE COALITION™



PTC COLAB

- Annual in-person membership meeting and gathering
- Membership-driven working group development on priority issues
- Educational seminars and topics
- Product trade demo for all participating brands, retailers, and sales reps



Catch us at: Info@paddlesportstradecoalition.org



Catch us at: Info@paddlesportstradecoalition.org

Questions?

