

Straight Outta Utah?

Peter Metcalf and Yvon Chouinard call for a boycott over the state's "all-out assault" on protected public land



(From left) Utah Lt. Gov. Spencer Cox; Black Diamond CEO John Walbrecht; Tom Adams, director of Utah's Office of Outdoor Recreation

OR DECADES, UTAH'S granite mountains have served as a backdrop to one of the outdoor industry's biggest shows. But as the state fights public lands protection, it runs against a forest of hundreds of brands who put their here. Now, some big names are threatening against Utah's elected officials.

gonia CEO and President Rose Marcario said yesterday that 2017 would be the last time the exhibits at OR in Salt Lake City if Utah Gov. Herbert doesn't stop fighting against the newly Bears Ears National Monument and the Antiquities Act, which allowed President Obama to state that land. Patagonia delivered a copy of from founder Yvon Chouinard to Herbert's Wednesday, threatening to the Patagonia's ce here to Utah's stance on public lands.

nk the show itself is a great place for us to out our initiatives like 1% for the Planet and to uyers and partners, but we wouldn't attend if we felt the governor was not protecting r's Ears monument and the Antiquities Act," to said, adding that the industry has a vested t in public lands for recreation. "I think out with these statements is really important ne public discourse going. It's really important people understand the ramifications of the that could be taken here."

nesday, founder and former CEO of Black and Peter Metcalf—who was recognized at Outdoor Inspiration Awards Wednesday for his cy efforts—spoke out against Utah's political actions to "starve funding from federal land ment" in an op-ed in *The Salt Lake Tribune*.

Wednesday, Utah Lieutenant Governor er Cox came to the show and responded y to the threats. During a conference with ke City media at Kuhl's booth, Cox said the as a good working relationship with the show A, and that he's not concerned about the ility of Outdoor Retailer leaving the state. ily brings \$80 million annually to Utah's y. yoke with Amy Roberts, executive director earlier in the day before holding meetings ash-based Kuhl and Black Diamond, plus bak, whose parent company, Vista Outdoor, is here.

parts said there has been continual concern e years about Utah's protection of public and the OIA will continue to listen to

members when considering the appropriate venue for the show while keeping it located in a place that meets industry requirements.

A joint statement from OIA and Outdoor Retailer read, "We've always had an open and honest relationship with the governor and the congressional delegation, but we must be clear that protection of America's public lands, including those in Utah, are critical and any threat to their protection is a threat to the outdoor industry."

"I don't think one person speaks for the entire industry," Cox said. "We love Mr. Metcalf. Every six months we get one of these [op-eds] from him like clockwork, and that's OK. That's important, to be able to discuss his point of view. But we have a great relationship with the outdoor retailers, and we will continue to have that relationship."

He rejected Metcalf's language, that Utah has launched an "all-out assault" on public lands. "We have these incredible outdoors and we want to protect it," he said. "We have different ideas about how we should protect it, but that doesn't mean it's an all-out assault."

Kuhl President Kevin Boyle, however, said that if Utah change, Kuhl is serious about leaving the show.

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In Utah alone, outdoor recreation drives \$12 billion in annual spending and directly powers 122,000 jobs, according to the Outdoor Industry Association. But Utah's elected officials are spending too much of that money on private interests that decimate the environment, Boyle said.

Talking with Cox Wednesday only seemed to reassure him that the best way to get Utah off attention is with actions that affect the state's "They like to tell you what you want to hear, doesn't matter what people think or what they matters what they do," he said.

Current Black Diamond CEO John Walbrecht his company has no plans to leave the state, w as its headquarters or as participants in the show.

"Utah is our home," Walbrecht said. "Peter brought it here and it's staying here. We love B and we know he just wants what's best."

—Carolyn Webber and Kassondra