



THE RECREATION ROUNDTABLE

Recreation isn't a special interest. It's everyone's interest.

June 17, 1994

The Honorable Carol H. Rasco
 Assistant to the President for Domestic Policy
 The White House
 Washington, D.C. 20500

Dear Ms. Rasco:

Thank you so much for joining us at the news conference on Universal Access. Your interest and enthusiasm bolstered our efforts and clearly helped attract media attention. We are pleased with the initial coverage and expect to see additional stories soon.

The American outdoors has helped shape our national character in a positive way, and the shared legacy of parks, forests, refuges and other public lands and waters acts as a bridge in our society, crossing regional, ethnic and economic boundaries. Moreover, public support for environmental protection is largely attributable to firsthand experiences outdoors: our basic clean water legislation of the 1970's, for example, established goals making our lakes and streams "fishable and swimmable." We believe that maintaining this relevancy between environmental goals and direct benefits is important in the 1990's as we deal with more complex issues, such as endangered species and non-point sources of water pollutants.

Universal Access offers an opportunity to encourage healthy outdoor experiences -- not just for those confined to chairs and other adaptive devices but also families and friends travelling with physically challenged individuals. The Forest Service's leadership on this issue is appreciated by all of us, and especially by small recreation businesses very willing to serve customers with special needs but unable to obtain practical information on designs which accommodate these needs at reasonable costs:

You may be interested in the attached listing of our members. We would welcome your thoughts on how we can aid your efforts on topics beyond Universal Access.

Warm regards.

Sincerely,

Derrick A. Crandall
 Executive Vice President

DAC/jlo.
 Attachment



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FACT SHEET

Recreation industry executives serving on the President's Commission on Americans Outdoors recommended the creation of a forum for chief executive officers of leading recreation companies in 1986. Commissioners Sheldon Coleman, Rex Maughan and Stu Northrop saw an acute need for a means to discuss key issues among forward-thinking leaders of the \$300 billion per annum recreation industry. They felt the recreation industry was poorly understood in Washington and on Wall Street, and agreed that all companies involved with recreation had a shared interest in four factors:

- ◆ people and their changing leisure needs;
- ◆ places for recreation;
- ◆ products used for recreation; and
- ◆ government policies influencing recreation opportunities.

In the fall of 1988, Sheldon Coleman's son, Sheldon C. Coleman, and Dick Nunis of Walt Disney Attractions invited a select group of their peers in the recreation industry to join the Recreation Roundtable. Eighteen of the recreation industry's top level executives enthusiastically responded to the invitation, and the group met for the first time in January 1989.

Roundtable members represent a broad range of interests reflecting the diverse recreation activities enjoyed by Americans. Harry Shaw of Huffy currently serves as Chairman of the Roundtable and Leon Gorman of L.L. Bean, Francis Pandolfi of Times Mirror Magazines and Richard Teerlink of Harley-Davidson, serve as Vice Chairmen. Each chairs a task force of members working on a specific issue. A full listing of the Recreation Roundtable members is provided on the reverse side of this sheet.

The Roundtable has a broad goal of enhancing recreation opportunities in America. Roundtable members select one or two topical areas each year for concerted, collective efforts. Current task force issues include: Research and Communications; the Golden Eagle Pass Sales; VIP Trips; and VIP Dinners.

The Recreation Roundtable meets twice annually, at least once in Washington, D.C. Selected guests are invited to join the discussions. Meetings include discussions of issues such as liability, partnerships, scenic byways and energy policies with key Congressional and Administration officials.

3/94

RECREATION ROUNDTABLE MEMBERSHIP

Richard D. Bass
Chairman
Snowbird Ski and Summer
Resort

Thomas Bedell
President and CEO
Berkley Inc.

James C. Chapman
Chairman, President and CEO
Outboard Marine Corporation

John D. Crabb
President and CEO
Johnson Worldwide Associates

Richard H. Evans
Executive Vice President
and COO
Gaylord Entertainment

William C. France
President
NASCAR

Leon A. Gorman²
Chairman
L.L. Bean

David E. Hall
President
Country Music Television

Michael Hammes
Chairman and CEO
The Coleman Company, Inc.

Edward C. Hardy
President and COO
Lanai Company and
Lanai Resort Partners

E. Randall Henderson, Jr.
President
Outdoor Resorts of America

Jeremy M. Jacobs
Chairman and CEO
Delaware North Companies

Lawrence M. Jones *
Member of the Board
The Coleman Company, Inc.

Glenn F. Kummer
President
Fleetwood Enterprises, Inc.

Terence S. Malone *
Chairman
Johnson Worldwide Associates

Rex G. Maughan
Chairman
Forever Living Products

John L. Morris
President
Bass Pro Shops, Inc.

Stuart J. Northrop *
Chairman, Executive Committee
Huffy Corporation

Richard A. Nunis
Chairman
Walt Disney Attractions

Francis P. Pandolfi²
President
Times Mirror Magazines, Inc.

Arthur M. Peterson
President
Kampgrounds of America, Inc.

Jack F. Reichert
Chairman and CEO
Brunswick Corporation

Richard Schwartz
President
BOAT/U.S.

Harry A. Shaw, III¹
Chairman
Huffy Corporation

Wally Smith
President
Recreational Equipment, Inc.

Charles D. Strang, Jr. *
Member of the Board
Outboard Marine Corporation

Richard F. Teerlink²
President
Harley-Davidson, Inc.

John W. Teets
Chairman, President & CEO
The Dial Corp

¹ signifies Chairman
² signifies Vice Chairman
* signifies Emeritus status

Executive Vice President:
Derrick A. Crandall
President
American Recreation Coalition

Senior Vice Presidents:
Keith Kambak
Vice President, Design,
Development and Construction
Gaylord Entertainment

Charles B. McIlwaine
Vice President, Corporate
Communications
The Coleman Company, Inc.

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