

# Hayley Wells to Moderate Panel at the 2019 Outdoor Economy Conference

September 23, 2019



**Hayley Wells, Ward and Smith's outdoor sports and recreation practice leader, will be a featured speaker at the 2019 Outdoor Economy Conference on Thursday, October 10.**

She will moderate a panel about creating outdoor experiences and sustainable tour businesses called "Onto the River and Into the Woods." The panelists are:

- Torin Kexel, The Flying Bike
- Jeff Greiner, Wildwater
- Jennifer Pharr Davis, Blue Ridge Hiking Co

Now in its second year, the one-day event is hailed as the southeast's premier event for those looking to grow the outdoor industry. The conference includes multiple breakout sessions focused on this year's theme of building an outdoor economy and the four key building blocks that are essential for outdoor recreation to be an economic driver: workforce development, branding and marketing, supply chains, and recreation assets and infrastructure. You can view the full schedule [here](#).

The 2019 Outdoor Economy Conference, sponsored in part by Ward and Smith, will be held at the Crowne Plaza Resort in Asheville. Ticket prices do vary but are currently being offered at a discount through September 30. Get them [here](#).