

# Ward and Smith Sponsors 2022 Outdoor Economy Conference

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March 28, 2022

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**Go wild at the 2022 Outdoor Economy Conference next month.**

Now in its fourth year, the annual event connects, educates, and inspires leaders and doers working to grow the outdoor industry and craft an economy that's intimately tied to the well-being of their places and communities. Attendees will have the chance to choose

from four different educational tracks centered around the conference's theme of being stewards of opportunity. The tracks session are sustainable outdoor recreation tourism, outdoor-driven economic development, balancing conservation and the outdoor economy, and responsible outdoor product innovation.

The 2022 Outdoor Economy Conference runs from April 4-7 at the Harrah's Cherokee Conference Center in Cherokee, NC. Ward and Smith is a proud sponsor of the annual program.