



MEMBER

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Mission and Purpose

The Off-Road Business Association (ORBA) is an international trade association. The membership ranges from large international corporations to “Mom & Pop” small businesses. Another important component of membership is the state, regional and national “Grassroots” organizations and associations.

The ORBA mission is to promote responsible and meaningful recreation opportunity on public and private land. Provide the working collaborative platform for business to communicate and develop a positive atmosphere and provide information necessary for success.

ORBA staff is highly educated, trained and experienced in their field. The staff has over seventy-five years of experience in managing recreation throughout North America and have written legislative language at state and federal levels. They have testified before congress and in several state legislatures, managed and administered state and federal programs. Staff develops scientific and statistical data necessary for policy implementation. They have served as appointees on several key collaborative efforts addressing federal land use i.e. Desert Renewable Energy Conservation Plan (DRECP), U.S. Forest Service; Lake Tahoe Basin Management Unit (LTBMU) “Winter Travel Management” (sub-part C) collaborative process, Bureau of Land Management; Special Recreation Permit (SRP) sub-group process.

National partnerships include; Tread Lightly, Americans for Responsible Recreation (ARRA), Specialty Equipment Marketing Association (SEMA), United Four Wheel Drive Association (UFWDA), and Motorcycle Industry Council (MIC).

The Board of Directors is made up of a cross-section of industry leaders that bring a unique business perspective to the direction and management of ORBA. The perpetuation of responsible recreation is extremely important to the successful longevity of business.

Best Regards,

Fred Wiley
President/ CEO
Off-Road Business Association