



# OFF-ROAD BUSINESS ASSOCIATION EXECUTIVE SUMMARY—SECOND QUARTER 2007

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### ORBA SUPERSHOW

ORBA's Board of Directors acknowledged last year that San Diego County contains one of the highest populations, percentage wise, of off-road recreation enthusiasts in the country. They learned that an ideal venue for an off-road show in San Diego County was available at the Barona Casino Convention Center. The Board subsequently directed ORBA staff located in the San Diego area to put together an off-road show as a fundraiser for our nonprofit trade association. Thus was born the ORBA SuperShow!

Having participated in many off-road shows around the country but never being the producer of one, ORBA staff were excited and nervous at the same time. An unbelievable amount of attention to details and planning meetings were required to cause things to happen in the proper sequence.

Championship Off-Road Racing and Yamaha were signed up quickly as presenting sponsors. Second level sponsorships came from Cycle Parts West, Pro Comp Suspension, Alba Action Sports and Off-Road Warehouse—all companies represented on ORBA's Board of Directors.



Rocky Trevino, owner of Cycle Parts West and ORBA Chairman of the Board

The results were beyond anyone's expectations. 118 companies signed on to support the ORBA show effort. Three buildings of almost 70,000 square feet total plus an outdoor fenced off display area of 90,000 square feet were filled up

with off-road business exhibitors of all kinds. An estimated 12,500 visitors crowded the venue Saturday and Sunday.

It quickly became clear that there is definitely a need for an off-road show in San Diego County. Over 30 companies have already signed up for next year's show. ORBA staff are currently looking for options to move to a larger venue for the 2008 ORBA SuperShow. For pictures and information visit ORBA's Web site at [www.orba.biz](http://www.orba.biz).

A special thanks goes to Wing Lam of Wahoo's Fish Tacos for providing the great taco feed for exhibitors and staff on Friday evening and for donating the soft drinks for the show. Thanks also to Steve Bielman of Ahern Rentals for the loan of the Gators, fork lifts, lights and generators.

### WELCOME NEW MEMBERS!

- In Motion
- Rhino Outdoor International
- Lake Tahoe Adventures
- Blue C Enthusiast Advertising
- Long Travel Rhino.com
- CartWheelin' Magazine
- SandSational Gear & Apparel
- Triton Motorsports, Ltd.
- Black Rhino Performance Inc.
- PSD Motorsports, Inc.
- CBC Performance
- Willys Jeep Parts
- Kawasaki of Reno
- Double Down Off Road Cars
- Motocross Illustrated
- Dynojet Research Inc.
- Slime/Accessories Marketing
- Jagged Extreme, LLC
- Sand Castle Industries

### COMMERCIAL DEVELOPMENT A RISK TO OHV

The federal government has mandated that, within the next decade, a large percentage of the energy consumed in this country must come from renewable resources—wind, solar and geothermal.

ORBA's President, Roy Denner, has held a seat on the BLM's Desert District Advisory Council (DAC) for the last eight years as a recreation representative. He reports that, at a recent DAC meeting in Barstow, California, the major topic of dis-

cussion involved the huge number of applications by private enterprise firms to develop energy production plants in the California desert—where wind, solar and geothermal resources are prevalent.

It should come as no surprise that most of the proposed energy development sites are located on land currently used for motorized off-road recreation. There has been no consideration for locating sites in wilderness areas or critical habitat areas for listed species—even though the notorious desert tortoise has been found to be propagating very well within the wind energy farm in the Palm Springs area.

You might ask how much land is involved in creating these renewable energy production plants. The solar energy plant near Kramer Junction along US 395 occupies around 1,000 acres. A geothermal energy plant is being seriously considered for an area adjacent to and within the Ocotillo Wells State Vehicular Recreation area that will occupy over 14,000 acres. A new solar energy facility is on the drawing boards for the area just south of Plaster City—a popular off-road race area.

Are we opposed to the development of renewable energy sources? Absolutely not! Along with nuclear energy sources, renewable sources can provide inexpensive energy to feed the ever-increasing demands of our technological society. But why should the tiny fraction of area left in the desert for motorized off-road recreation be the sole source of sites for these projects?

For years we have been fighting the environmental extremist organizations that would eliminate our sport in the name of protecting every animal, weed and insect on the planet. Today, commercial for-profit development of renewable energy generation facilities that gobble up land by the tens of thousands of acres may well finish off the job the anti-access groups started.

### CALIFORNIA OHV PROGRAM TO SUNSET END OF YEAR

With the sunset of the current off-highway program fast approaching, the OHV community is working feverishly to make sure that off-roading in California stays alive.

## CONTACT

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The latest attempt at introducing legislation for a new OHV program will be released by the Legislative Counsel's office on Tuesday, April 3, 2007. From there the bill will move to the Resource Committee for testimony, debate, language change, and finally a vote.

SB 742 is sponsored by Senator Darrell Steinberg, Resource Committee Chairman (Dem). This is the bill that we hope will do what we need to make this a great new program. ORBA leadership has met with staff from the governor's office, Steinberg's office and the Off-Highway Motor Vehicle Recreation Division in an ongoing process to make sure that the new program addresses our needs on the ground. We will have a complete update for you at ORBA's Lobby Day in Sacramento on April 22 and 23, 2007. I am looking forward to seeing all of you there.

### GEOTHERMAL POWER PLANTS IN OCOTILLO WELLS SVRA?

In recent years geothermal exploration companies have applied to both the Bureau of Land Management (BLM) and California Department of Parks and Recreation (CDPR) to drill on parcels within the Ocotillo Wells State Vehicular Recreation Area (OWSVRA). The BLM owns some parcels within the OWSVRA and the CDPR manages those parcels. The BLM has chosen to do an Environmental Impact Statement (EIS) before deciding whether or not to allow leasing on land they own within the OWSVRA.

The CDPR on the other hand has chosen to give a right of entry permit that includes permission to drill a test well on property that they own without taking any public input. If that test well proves profitable resources do exist within the SVRA, then it will make it very difficult for the BLM to deny leasing their parcels.

All of this is happening while Ruth Coleman, the Director of CDPR, has gone on record opposing a power line that will run through the Anza Borrego Desert State Park. She said that "State Parks is not an agency dedicated to multiple uses of the land. Our purpose is to conserve and manage the resources on the lands we oversee, not accommodate development projects that do not benefit State Parks and its mission." Why aren't OHV lands held to that same standard? Why are they allowing energy development on our lands?

ORBA is watching this situation carefully and will take the appropriate action when the time comes. If your company would like to submit comments to the BLM or CDPR, please check the excellent information available at:  
[www.sandiegoffroad.com/news\\_5.htm](http://www.sandiegoffroad.com/news_5.htm).

## ORBA Lobby Day In Sacramento

Last year's event was a great success! Over 40 business owners attended!  
Our goal is to have 100 attendees this year.

**SAVE THE DATE: April 22 and 23, 2007**

### Help shape the future of the OHV industry by walking the halls of the Capitol

Educate legislators about the economic impact the OHV industry has in California. Let them know their actions have a direct affect on your business, especially when those decisions cause land closures. You need not be a California business to attend. This effort is important to every company that sells product in California, whether or not based within that state.

#### Schedule of Events

**Sunday April 22, 2007** – Attendees fly to Sacramento  
No host bar opens at 4:30 p.m.  
6:00 p.m. Dinner Meeting sponsored by Kawasaki

**Monday April 23, 2007** – Breakfast at the Capitol sponsored by Yamaha  
Walk the halls - Talk to legislators  
Lunch at the Capitol hosted by ORBA  
Speakers  
Fly home

**Reserve your room early for this event.** Call The Holiday Inn Capitol Plaza between 7am and 3pm at 916.446.0100. They are nearly out of rooms for this date. For more information or to sign up for the event contact:  
Meg Grossglass at 951.926.1953 or [meg@orba.biz](mailto:meg@orba.biz) or Rocky Trevino at 619.247.1053