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ISSUE 1505
FEBRUARY 2, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY

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SGB WEEKLY

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14

MAKING NEWS

4 Movers & Shakers

SIA President David Ingemie to Step Down in 2016

5 Adidas Group Achieves Sales and Earnings Targets for 2014

6 CSCUSA Reports Early Season Skier Visits Up

6 Skins Launches Satire-Laced Campaign Ridiculing FIFA

MADE IN THE USA

8 Tom's of Maine Founder Tom Chappell Debuts Ethically
Focused Fashion Line at Outdoor Retailer Winter Market

SGB Q&A

10 Venture Out Section

The Talk of Outdoor Retailer Winter Market

FEATURES

14 Engaging the Millennial Camper

18 Reebok Launches Be More Human Campaign

ON THE COVER: Photos courtesy Reebok

MOVERS & SHAKERS

2XU added professional athlete and World Champion triathlete **Craig “Crowie” Alexander** and his coaching company Sansego to its growing portfolio of brand ambassadors.

37.5, fabric technology specialist, appointed textile performance veteran **Edouard Liffra** to General Manager, Europe.

Crocs announced **Gregg Ribatt** will start as its new CEO January 28 and that **Jason Giordano**, Managing Director of Blackstone’s Private Equity Group, has joined its board of directors.

Mitsui Bussan Techno Products Co. announced its partnership with performance textile industry veteran, **John Mitchell**, to develop and promote a line of performance knit textiles under its PrimaLoft Performance Fabric license.

Quiksilver announced long-time team snowboarder **Todd Richards** has been re-appointed as the brand’s lead ambassador for snow in the North American region to work with Quiksilver and Roxy’s global athletes.

Ride Snowboards appointed **Carson Schubert** as Global Marketing Manager. He recently he was the Brand and Marketing manager at High Cascade Snowboard Camp.

Sports Authority appointed **Ron Stoupa** as Executive VP and Chief Marketing Officer. He formerly headed marketing for Pep Boys.

Under Armour announced that **Peter Ruppe** had joined the organization’s executive leadership team as Senior VP of footwear. Ruppe led Nike’s basketball business for a decade and recently has been working with Seattle Seahawks coach Pete Carroll on the development of his WinForever coaching and motivational platform.



SIA PRESIDENT

DAVID INGEMIE TO STEP DOWN IN 2016

SnowSports Industries America (SIA) Board of Directors announced January 28, 2015, that David Ingemie, SIA’s president for the past 34 years, would be stepping down as president following the 2016 SIA Snow Show.

Ingemie joined SIA in 1976 as marketing director and became president of the member-owned, non-profit trade association in 1981. Over the span of his 39-year career at SIA, Ingemie worked to grow participation and sales as well as strengthening the organization and annual trade show.

Ingemie is a native of Fitchburg, MA, and a graduate of the University of New Hampshire. He will remain in the role of Immediate past president and lead an archival project preserving the organization’s 60-plus years of history.

“The industry has been incredibly lucky to have David Ingemie as the driving force behind SIA for 39 years,” said Bob Gundram, Chair of SIA’s Board of Directors and CEO of C3. “David has been instrumental in working with the Board on defining what SIA is today and next steps to guarantee its future success and a smooth transition.”

Said Ingemie, “I feel so fortunate to have been a part of an industry that represents one of my life’s greatest passions. It has been a great run, working under 21 different board chairmen/women and seeing so many changes within the industry - equipment, resorts, retailers, reps and even ways to get down the hill.”

A transition plan comprised of a long range strategic vision for SIA and development of job description and recruitment strategy for a successor became a top priority for SIA’s Board beginning in May 2014 when Ingemie advised of his plans for stepping down. The transition plan includes the creation of a strategic vision taskforce, chaired by David Currier, VP of Smith Optics USA, and led by Rob Smith, an outside professional facilitator.

Buffy Filippell of TeamWork Consulting was selected to work with a search committee chaired by Julie Garry, CEO of Outdoor Gear.

Ingemie’s successor will begin in a transitional role in June 2015 and assume the role of President following the 2016 SIA Snow Show.

In addition to his current role at SIA, Ingemie serves on the Board of Directors for the Rails-To-Trails Conservancy in Washington, DC, National Winter Sports Education Foundation, the U.S. National Ski Hall of Fame and Museum, the United Ski and Snowboard Association (USSA), New England Ski Museum, International Skiing History Association, the Burton Chill Foundation, and the 2015 World Championship Committee.

Ingemie is an avid skier and snowboarder, enjoys upland bird hunting, bicycling, golf and hiking. He lives in Vienna, VA, with his wife Nancy.

ADIDAS GROUP

ACHIEVES SALES AND EARNINGS TARGETS FOR 2014

Adidas Group reported that preliminary, unaudited results show it reached its updated top- and bottom-line financial targets on an underlying basis. Excluding the impact from its divestiture of Rockport, currency-neutral (C-N) Group sales increased six percent in 2014. In euro terms, sales were up 2.1 percent to €14.8 billion (\$22.4 bn).

Net income attributable to shareholders reached the earnings target of around €650 million (\$981.4 mm), excluding goodwill impairment losses and the impact of the Rockport divestiture. The company reduced the forecast in July, before which it had projected a figure between €830 million and €930 million.

All sales channels contributed to this positive top-line development, with strong double-digit growth in Retail. From a brand perspective, Adidas sales grew 11 percent c-n for the full year. Reebok recorded its seventh consecutive quarter of growth in the fourth quarter and ended the year with a C-N sales increase of 5 percent.

Adidas Group CEO Herbert Hainer said, "Our strong sales momentum for Adidas and Reebok continued through the fourth quarter, with the Group recording double-digit growth in Western Europe, Greater China, European Emerging Markets and Latin America. Despite continuing pressure as a result of further currency weakness in Russia/CIS, we achieved our 2014 earnings target. Now we are looking forward to 2015 where we



Herbert Hainer,
CEO, Adidas
Group

will continue to invest in our growth opportunities and present our long-term vision for the successful future of the Adidas Group."

Two non-operational items will impact the Adidas Group net income for 2014. Goodwill impairment losses related to the Group's Russia/CIS cash-generating unit largely as a result of the significant deterioration of the Russian ruble amount to around €80 million (\$120.1 mm). In addition, the successful conclusion of negotiations to divest the Rockport business will have a negative non-operational P&L impact in a double-digit million Euro amount.

On January 23, Adidas Group said it entered into a definitive agreement to sell its Rockport business to a new entity formed by Berkshire Partners and New Balance for a total consideration of \$280 million, most of which will be paid in cash with the remainder comprised of notes.

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REPORTS EARLY SEASON SKIER VISITS UP

Colorado Ski Country USA (CSCUSA) reported total skier visits at its 21 member resorts were approximately one-percent off last year's numbers during the first period of the 2014/15 ski season - defined as Opening Day (October 17, 2014) through December 31, 2014.

Last season's first period skier visits were more than 20 percent up over the preceding season's first period. First period skier visits for 2014/15 exceeded the five-year first-period average, this year by nearly four percent.

"Many in-state skiers didn't head to the slopes at the beginning of the season, a time when most visitation is our Colorado based skiers and riders," said Melanie Mills, president and CEO of CSCUSA. "It wasn't until mid-December that Colorado saw significant snowfall that arrived in abundance and in time for resort guests from out-of-state, as well as in-state, to enjoy wintery holidays."

Holiday period visitation was strong with good snow conditions and resorts reporting increased spending across ancillary businesses. "Guests turned out in good numbers to enjoy resorts during the holidays," continued Mills. "While snow and weather are key factors in skier visitation, we also account for our resorts excellent guest service and popular holiday activities."

Momentum from last season and a number of high-profile international ski and snowboard events happening in Colorado this winter are keeping optimism high for the months ahead. "Resort calendars are teeming with exciting events and we're seeing a lot of confidence in the indicators for the season in front of us: strong hotel bookings as we look to spring, a well-timed Easter holiday for ski vacations, and Colorado's traditionally snowier months are still ahead," said Mills.

Skier visits are the metric used to track participation in skiing and snowboarding. A skier visit represents a person participating in the sport of skiing or snowboarding for any part of one day at a mountain resort.

SKINS

LAUNCHES SATIRE-LACED CAMPAIGN RIDICULING FIFA

Skins, Australian maker of compression wear that has tied its brand to reforming professional sports, launched a satire-laced campaign for reforming FIFA by declaring its "official" non-sponsorship of football's governing body.

Skins said a Brussels summit on FIFA reform held at the European Parliament January 21 prompted it to announce its latest campaign, complete with a Facebook page, hashtags, and links to logos and other collateral supporters can use to express their "complete non-support of FIFA."

In a statement, Skins said the "non-multi-million pound announcement allows the company to highlight unshared brand values and confirms Skins' contempt for an organization, which has been constantly shrouded in allegations of corruption and controversy, yet is potentially preparing to re-elect its President Sepp Blatter for an unprecedented fifth term in office."

A key part of this non-initiative is a social activation "demanding football back," which encourages supporters from across the world to show their desire for change. Fans can lodge their own FIFA protest by logging on to officialnonsponsor.com where they are offered a series of non-sponsor opportunities including the chance to not win tickets to the next World Cup.

Skins is providing a non-sponsor style-guide for other brands to adopt, as well as an eBay listing which "invites bids for FIFA silence." They also offer a full selection of limited edition, not-actually-available transparent Skins products.

To support the series of launch activities, Skins has also posted a full-page ad in Sepp Blatter's local Swiss newspaper to confirm its "Official Non-Sponsor" status and announce the company's delight at "this exciting global anti-association of FIFA."

"After a board discussion on the usual payments allegedly accepted by FIFA - \$5 million, an opulent banquet, or a Picasso painting, we decided to not pay FIFA anything," said Jaimie Fuller, Skins chairman. "But the main thing here isn't not giving them money; it's about making football better. Making it a game free of corruption, lies and backhanders."

The serious objective of the campaign of course is to galvanize support for institutional change within FIFA, following the Brussels summit. The intention is for all activity to direct fans from around the world to newfifanow.org - the recently launched global movement headed by the Conservative MP Damian Collins.



The Summit called upon all confirmed candidates for FIFA's forthcoming presidential election to establish full reform including the creation of a FIFA Reform Commission to be overseen by an independent international authority, such as UNESCO. Newfifanow.org also announced its intention to meet with FIFA's current (actual) sponsors and broadcasters, and conduct briefings with major international agencies and governments to progress the creation of a FIFA Reform Commission. The campaign is timed to coincide with FIFA's presidential nominations process.

"This anti-FIFA stance is intended to be fun and engaging but it carries a very serious message in support of newfifanow.org," said Fuller. "We're subverting traditional sponsorship activities to make a very clear statement - 'Sepp, we just want football back.'"

Skins has a history of supporting integrity-in-sport campaigns:

- » In 2010, Skins withdrew its sponsorship of Australian Rugby League club Melbourne Storm after they were caught breaking salary cap rules and stripped of their national title.
- » In 2012, Skins created the pressure group Change Cycling Now that became part of a successful global campaign to remove the UCI's president from office.
- » In 2013 Skins partnered with legendary sprinter and reformed drug-cheat Ben Johnson to create the campaign, "Choose The Right Track," to promote anti-doping in sport.



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TOM'S OF MAINE
 FOUNDER TOM CHAPPELL
 DEBUTS ETHICALLY FOCUSED FASHION LINE AT
 OUTDOOR RETAILER WINTER MARKET

Former Tom's of Maine CEO Tom Chappell is bringing his spirit of family and entrepreneurial expertise to the Outdoor category with the debut of Ramblers Way Farm that exhibited at Outdoor Retailer Winter Market 2015 in for the first time.

Ramblers Way Farm is a line of Made in the USA, lightweight, next-to-skin lifestyle apparel. With pieces for men and women, Ramblers Way Farm combines the fine wool fibers from Rambouillet sheep with innovative spinning and knitting technologies, creating classic silhouettes and the look of a tailored garment.

"My wife and I founded Tom's of Maine in 1970 as one of the first makers of natural personal care products. After building Tom's into a leading eco-friendly company, we learned how a business could be a positive force for consumers, workers, communities and the planet. We started Ramblers Way Farm with a desire to re-imagine wool as a next-to-skin, superfine fabric, to warm and comfort people of all ages and walks of life," said Chappell. "Just as importantly, we created a company and products that exemplify the values that we hold dear. We are bringing these same practices to the outdoor industry, a like community that already shares our values." Tom's of Maine was sold to Colgate-Palmolive Co. in 2006.

"By utilizing the wool from ranches in Montana and Nevada and by farming and producing superfine wool in America, rather than importing Merino wool from overseas, it lowers the carbon footprint and impact on the environment," Chappell continued. "Textile companies in the Carolinas make the fine yarns and lightweight knit wear that becomes the next-to-skin worsted wool clothing; and a multi-generation garment maker in Allentown, PA, lends its years of expertise to quality sewing. The wool is washed, spun, knitted, dyed and finished using environmentally sustainable practices, and is chemical-free."

Ramblers Way is already in more than 350 independent retailers in the U.S. since its founding in 2009, including Adventure Apparel in California and Alaska, Concord Outfitters in Massachusetts, and Woodstock Sports in Vermont, and at ramblersway.com.

"Ramblers Way Farm is a complete departure from wool apparel options on the market now," said Peter Johnston, owner of Woodstock Sports, Woodstock, Vt. "We love the fact that this collection has classic lines that will never go out of style, is made in America, creates jobs in the U.S., and keeps the environment top-of-mind."

The company's facilities in Kennebunk, ME, (the renovated headquarters is LEED Gold Standard certified) uses "green energy" including geothermal heating systems and solar. Current practices include consumer paper recycled boxes for packaging, soy-based printing inks, and recycled content for stationary. Internally, staff communication is paperless; and bases of operation in strategic locations minimize travel for sales reps.

It's a family business that pays homage to America's history as a textile producer while tapping into the domestic wool industry through collaboration with farmers and producers, to produce garments for all walks of life. Along with Chappell and his wife Kate, his daughter Eliza creates the women's designs, his son-in-law Nick manages supply chain, and his son Chris leads web business and communications.

The collection features 30 styles for women and 20 styles for men with price points ranging from \$75 to \$99 for next-to-skin, and \$125 to \$250 for loungewear and shirts. The next-to-skin line features a worsted yarn construction that keeps fibers parallel, reducing a scratchy feel, and the Windspun process removes excess fiber to reduce piling. The naturally breathable, anti-microbial wool wicks moisture and resists odor, is quick drying, and warm when wet.

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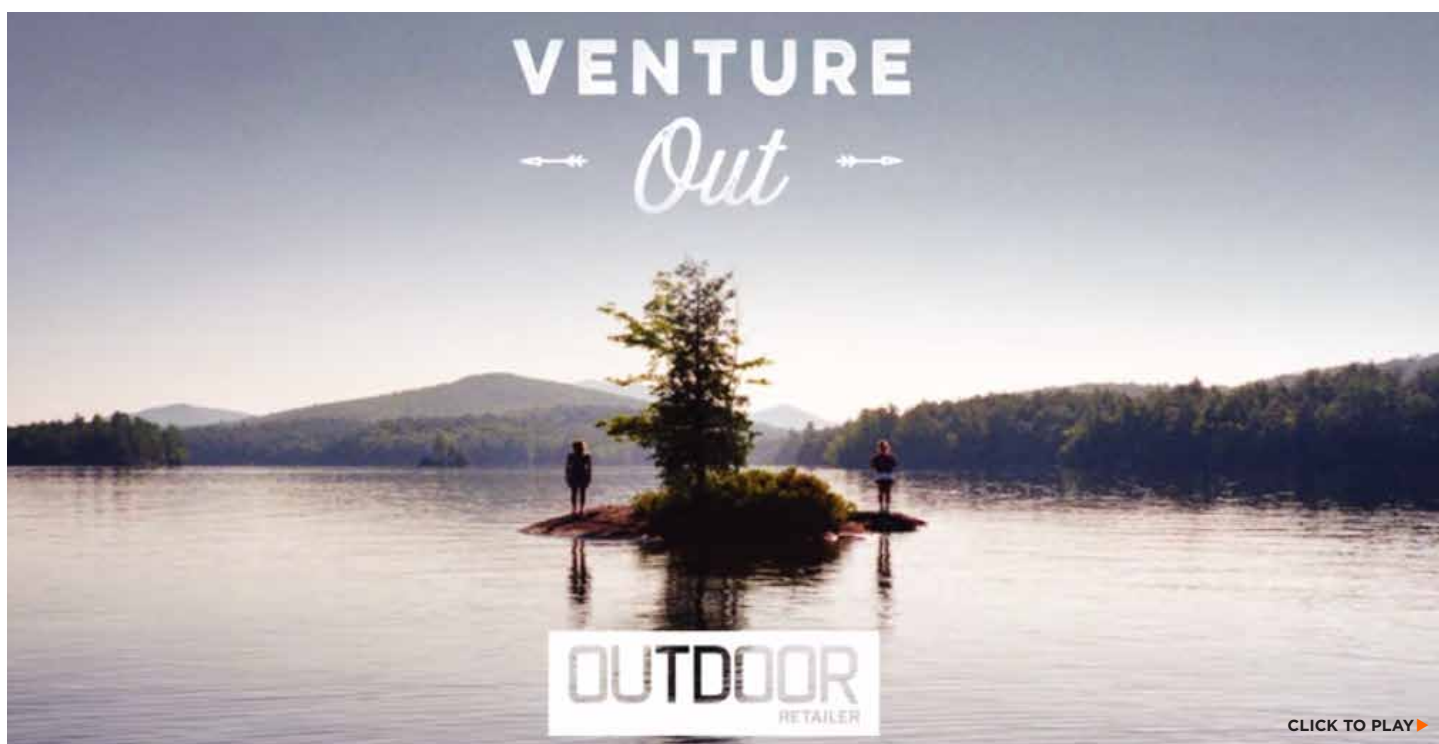
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SGB Q&A

VENTURE OUT SECTION

THE TALK OF OUTDOOR RETAILER WINTER MARKET

By Aaron H. Bible

In 2011, Scott McGuire launched The Mountain Lab brand strategy and product innovation firm after nearly two decades with brands like Teva, Keen, Ahnu, Klean Kanteen and The North Face. The Mountain Lab looks at trends and opportunities to help companies leverage knowledge, and one of his major projects was this year's Venture Out section at Outdoor Retailer Winter Market.



Scott McGuire,
Founder,
The Mountain Lab

The Mountain Lab collaborated with the Outdoor Retailer team, who sought out the brands, promoted the events and handled build out and operations for the unique showcase.

"Venture Out as a concept initially started in response to feedback from an interview I did with *The Atlantic* on 'The Power of Gear.' I had referenced seeing these 'hipster kids' on my local trails. What



Benji Wagner,
Creative Director
at Poler

was surprising is that I had a lot of peers that seemed to write off any concept of outdoor that did not meet a traditional description," said McGuire.

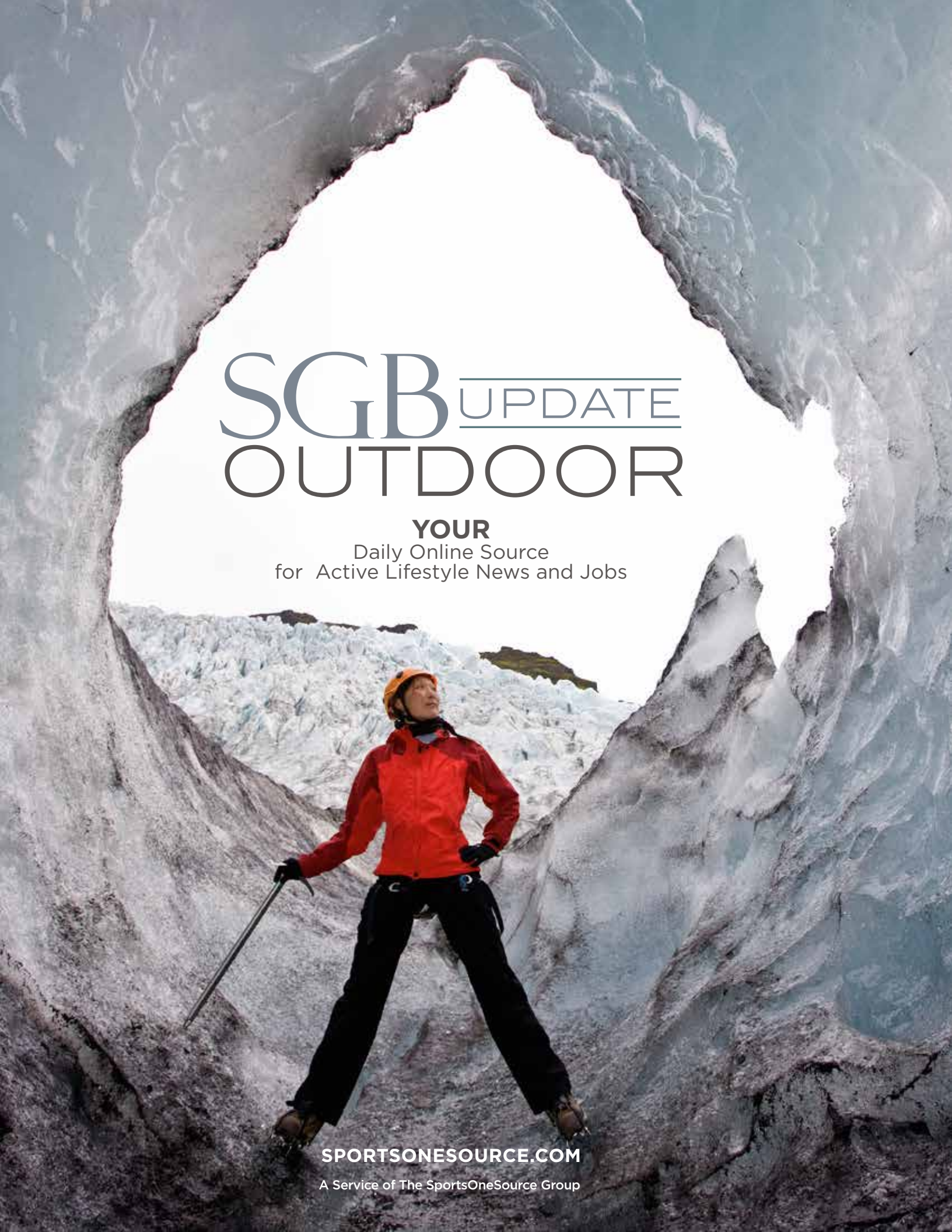
"Around the same time we started working with Poler in a new line of packs. Poler didn't see Outdoor Retailer as

the right fit for launching this product, which shocked me. Benji Wagner, creative director at Poler, explained that when he'd first launched the brand, he exhibited at OR and people seemed more interested in dismissing his technology prowess versus understanding his brand and market," McGuire explained.

"Venture Out was created to bridge this gap, between the traditional function- and technology-driven outdoor market that I grew up in, and the emerging urban sensibility seeing inspiration in Outdoor, but wanted to define it on their own terms," said McGuire. Some may recognize the concept as similar to the Above Treeline section at Capsule.

"In part Venture Out is a show within a show; a space at Outdoor Retailer that clearly delineates this segment and opportunity from the rest of the show floor. It's a mix of brand exhibits, communal meeting spaces, trend presentations and cultural gatherings that tie together this concept of modern outdoors," he said.

What are you hearing from specialty retailers and what is your broader vision of the active lifestyle consumer? "The customers are speaking with their pocketbooks. While traditional outdoor has been bemoaning an aging demographic and struggling to attract millennials, retailers like Huckberry (online) and The Wilderness Shop in Boston are seeing great consumer response to curated, thoughtful collections that blend style with real outdoor function," McGuire said. "Three years ago when the OIA Rendezvous was in Boston, a group of us watched this target demographic, hat sideways, Nike Dunk Lows on their feet in The Mountain Shop looking at Suunto and Arc'Teryx. Same brands as traditional, but presented in a way that was relevant. It's not that the customer is missing, we just weren't giving them the place to go."



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Alex Biegler, Owner
& Founder, Cirque
Mountain Apparel

“Specialty retailers that get it are acting on it. They are mixing up their assortments and their merchandising to embrace this customer. Many retailers are still a bit confused, but are taking the time to seek out both new brands and new ways to engage consumers; hosting movie screenings or events that might draw different segments of the market,” McGuire continued.

Said Venture Out exhibitor Alex Biegler, owner and founder, Cirque Mountain Apparel: “It seems like the consumer is looking for more local and tangible brands that they can directly relate to. This seems to result in more and more of our retailers looking for custom or regional products that are specific to their market. We have been hearing from a lot of people that there needs to be big differentiating aspects of newer and up and coming brands in the design, packaging, marketing, etc.”

“What I am hearing from specialty is one of three things: A. This is awesome, give me more; B. What is this? I like it but I need to better understand before I commit open to buy; and C. It’s a hipster fashion trend that’s going to end and I am not going to waste my time,” McGuire explained. “Retailers in group A are building great relationships with brands in the space. They are hosting events, providing education and outreach opportunities. Group B are moving more cautiously, but are finding the brands are more than willing to help them navigate. It’s not a ‘cool’ thing where you’re in or you’re not...it’s more a shared experience mindset where community and growth together is important. Retailers are finding true partnership thinking with many of these smaller, upstart brands.”

“And Group C, well, there will always be traditional crumudgeons. I started my career as a kayak retailer. About six years ago when SUP was just starting to show up, an old acquaintance in the space told me that SUP was paddling’s equivalent of ‘the emperor wears no clothes.’ It was a fallacy that was self-propagating. He was oblivious that maybe people just wanted to have some fun and that’s what SUP offered. It’s the same with the Venture Out consumer. Are they going to spend months reading Clo reports and studies on thermo efficiency for their next down jacket purchase? No. But the idea of being warm while having a snowball fight in the park with friends sounds good, and they don’t need to look like a mountaineer when they go to the bar after,” said McGuire.

What are some of the biggest changes you anticipate for the outdoor market? “I think this shift can be very good for the Outdoor market. One, it will help us lighten up. I told a young cab driver once that I worked in the Outdoor Industry. ‘You mean that ice climbing stuff? Do all you folks like that suffering?’ That’s what we export, but it’s not who we really are,” said McGuire. “We are far more beer, campfire and simple recreation, but a lot of our marketing overemphasizes the extreme.”

“I would say direct consumer interaction with big brands and media outlets will become increasingly important. Today with social media and accessibility to the consumer, I think this will become even more important to keep the consumer engaged and interested,” said Biegler.

Is participation of “the younger consumer” a valid concern and how do we address the needs of that consumer? “I don’t think the younger consumer is a concern from a participation standpoint. Play out of doors

is attractive. Now, whether that consumer connects with Outdoor is a grave concern,” McGuire said. “They don’t need us, they can just create what they need on their own. That’s where most of the inspiration for many Venture Out brands came from; the target consumer not getting what they wanted from traditional and making it themselves. Outdoor Specialty is critical because it is the knowledge base, but how that knowledge base engages is going to need to change. Way back in 2007, the OIA Engagement study showed that skaters are two times more likely to take up outdoor sports than non-skaters. Now how many folks that are part of OIA read that report and thought, ‘I need to engage the skate community,’ and then actually went and did it? I haven’t heard or seen a single example,” McGuire said.

“I view the younger consumer as educating the older generation of consumer; what I have seen is the younger consumers set the trends, which trickle down to the older consumer eventually setting the standard for the market. So yes, the younger consumer is a big concern for us as we look to their demographic to shape the market,” said Biegler.

Where are the Millennials shopping and where are the Venture Out brands selling into? Continued McGuire, “These new brands understand the social engagement, the new ways of marketing and how to craft experiences that build rapport with the target consumer. Yes, many are selling into niche boutiques, but many are also seeing great response from traditional specialty. It might be a small collection and a corner of the shop now, but it’s a start. One of the first ways for specialty to grow is to listen to this consumer. They probably work in your shop, but you notice that they don’t wear a lot of brands that you carry. They’d rather skate at lunch than go for a trail run. Engage them and ask what they like. Value their insight.”

“To address where these consumers are shopping and where brands are selling into, we have a rather distinct separation of consumer. There is the urban/metro boutique and there is the mass market/tourist market,” said Biegler. “It seems the majority of Venture Out brands are boutique brands selling to the younger consumer with higher-end price points at boutiques. What we are doing is different...we merge the mass market to the location-specific trend happening now. Our products are designed to appeal to everyone, not just an urban crowd, but regionally specific; we are trying to revolutionize the knit headwear market just as the t-shirt and embroidered cap market was 50 to 75 years ago.”

“One of the areas I feel is most critical is to avoid confusing a trend with a psychology,” concluded McGuire. “We need to focus on the psychology. Beards and axes and retro boots may be a trend, and it’s probably too late for most to effectively chase it at this point. But there is a psychology that underlies that trend - the desire to connect to something simple, the space of nature, to a timeless sense of self reliance, that trust in community that harkens back to barn raising. This is what I feel is driving the trend and at our essence, self reliance, community and simple pleasures are the foundation of appeal in the outdoors from the time of Muir and Thoreau in the 1800’s until now. We are targeting a generation that is more removed from nature than ever before. Instead of laughing off the function of heavy wool trousers in the modern world, see it as a desire to connect with what makes outdoors so appealing.” ■

A woman with long dark hair, wearing a dark parka with a fur-lined hood, a blue turtleneck, blue jeans, and blue gloves, is walking a husky dog in a snowy field. She is holding a leash in her right hand and a ski pole in her left. The husky is black and white with blue eyes and its tongue is out. The background is a soft-focus snowy landscape.

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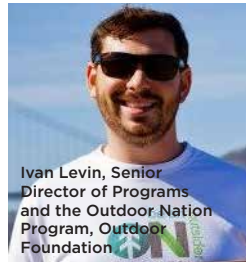
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ENGAGING THE MILLENNIAL CAMPER

A popular notion is to “get em’ while they’re young” when looking to create lifetime outdoor enthusiasts, and the stats bear that out.

By Thomas J. Ryan

Among adult campers, 57 percent participated in regular outdoor activities between the ages of 6 and 12, versus only 25 percent of non-campers, according to the American Camper Report from Coleman and the Outdoor Foundation.



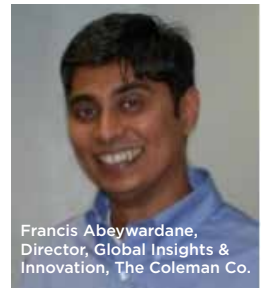
But it's equally or perhaps even more critical to re-engage them when they're slightly older, according to Ivan Levin, senior director of programs and the Outdoor Nation Program at the Outdoor Foundation.

Speaking at a session at Outdoor Retailer Winter Market, Levin said people generally experience the outdoors at three points in their lives. The first is with their parents as kids, the second in their young 20s with friends, and third as parents with their own kids.

His organization focuses on college activation and engagement because that's where the highest drop-off rates are seen in people heading outdoors.

“There are so many youth oriented programs where people can get involved in the outdoors,” said Levin. “But when you get to a point where you're able to control your own free time in the college-age bracket, that's where we have to really invest in establishing or re-establishing those relations with the outdoors.”

Levin spoke along with Francis Abeywardane, director, global insights & innovation at The Coleman Co., and Neil Schwartz, VP business development & market insights, The SportsOneSource Group, in a session entitled Understanding the Camping Consumer.



Neil Schwartz, VP Business Development & Market Insights, The SportsOneSource Group

Besides the American Camper report, the session featured data from the Physical Activity Council 2014 Participation Report, SportsScanInfo Outdoor VantagePoint POS Data Reporting, and The SportsOneSource Group's 2014 Outdoor Brand Strength Report.

Abeywardane described camping as one of the core “gateways” to the outdoors because camping often leads to the first exposure for many to other outdoor pursuits. According to the American Camper Report, 87 percent of people who go camping do other activities while camping.

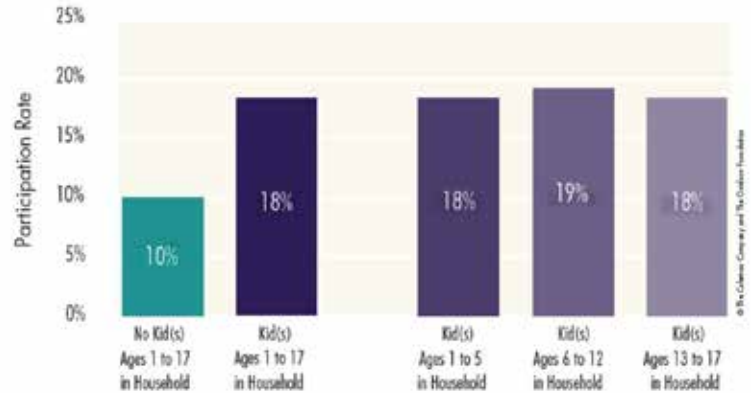
By far the most popular was hiking, with 70 percent to hike while camping. Other interests pursued while camping were fishing, 18 percent; trail running, 17 percent; kayaking, 17 percent; and mountain biking, 11 percent. Said Schwartz, “It starts with camping. Everyone else wins if camping wins.”



Camping is a Family-Oriented Activity

Participation in Camping Among Adults with Youth in Their Households

Camper, Age 18+



Source: 2014 American Camper Report

But the panel still pointed out many ways to reach the Millennial crowd. Schwartz said it's important to understand the social nature of Millennials.

"They really are marching to their own drummer," said Schwartz. "They're the most social of any generation that we have ever surveyed. I'm not talking about social media, Facebook, Instagram, etc. They just like to do things in groups."

As such, camping should be played up as a social event, the panel agreed. According to the American Camper Report, 70 percent of campers age 18 and older said friends accompany them on trips, and among Millennials, 75 percent camp with friends.

Pointing out that their love of group-based experiences has led to the current popularity of spinning, boot camp, and other group fitness classes, Schwartz said, "Having fun with friends is really the key message when it comes to attracting Millennials."

The camping experience, however, is the allure. When asked, "What was their main motivation for camping?" camping itself came out on top at 47 percent, according to the American Camper report. "To escape the grind" came in second with 16 percent, and "spending time with family and friends" was third at 13 percent.

Camping: A Gateway to the Outdoors

Camping is a gateway activity because it opens participants up to trying other outdoor activities. Eighty-seven percent participated in multiple outdoor activities, while only 13 percent participated in camping only.



But the panel detailed many of the challenges facing camping. Participation remained fairly flat from 2012 to 2013 but has a churn rate of 27 percent, higher than most other activities. The churn rate is defined by calculating those who indicate they don't camp anymore against the total number of campers. Schwartz agreed that the main challenge these days is retaining younger adults in the Millennial generation. Said Schwartz, "You can get these kids to go camping once, you just can't keep them."

Schwartz pointed out that the average age of the Millennial camper is 29, according to The SportsOneSource Group's 2014 Outdoor Brand Strength Report. At the upper end of the overall Millennial range of 18 to 34, the age indicates that Millennials head back to camping when they start having families. Camping participation for adults with children in their households is double those in households without children. Schwartz noted that there are a lot of "mitigating circumstances" behind the drop-off in their early-twenties as people start getting married, launch careers, buy houses, and have kids.

Motivation for Camping

"What is the main motivation for camping?"

Camping itself.	47%
To escape the grind.	16%
Spending time with family and friends.	13%
Equal mix of camping and sports activities.	12%
To teach my kids/the next generation about outdoors.	5%
To enable participation in other sports or active pursuits.	3%
To stay close to an event without a hotel.	2%
Save money compared to other vacation options.	2%

Levin said it's essential for outdoor marketing and outreach to emphasize the experience using visuals that inspire outdoor activities. One perception,

according to Levin, that needs to be erased is that camping unlike some other outdoor activities is “not about competition.” He added, “It’s really about the quality of the experience and the relationship that they’re building with the natural world. It’s about the fun aspect of camping and that experience.”

As such, he stressed that the “sense of adventure and experiencing wilderness” can be captured even if the location is close or actually in urban areas. Living just outside of Washington, D.C., Levin noted that many places to enjoy the “wilderness experience” exist within five miles of the Capital. He added that he spent a night last year camping in New York City’s Central Park with 200 Millennials that “was just as valuable as being on a mountaintop or a lakeside. It was about that experience of being on green space.”

Bringing the outdoor experience to urban areas becomes even more important with people living in greater numbers in and around cities and due to ongoing demographic changes. Caucasians accounted for 77 percent of campers, according to the American Camper report. Among major ethnicities, Hispanics made up eight percent; African-Americans, four percent; and Asians, four percent. By 2050, whites are projected to comprise 46 percent of the population, according to the U.S. Census Bureau. Said Levin, “If you continue to look at this as a dominated white Caucasian activity, we will continue to see participation levels drop and drop.”

Similarly, the Mountain and Pacific West regions not surprisingly rank as the highest areas of camping participation and Levin believes the industry needs to focus on under-indexed regions on the eastern seaboard and the Midwest.

Geography of Camping Participants



1. Pacific Participation Rate by Region: 18% Percent of US Participants: 21%	4. West North Central Participation Rate by Region: 17% Percent of US Participants: 8%	7. South Atlantic Participation Rate by Region: 10% Percent of US Participants: 14%
2. Mountain Participation Rate by Region: 21% Percent of US Participants: 11%	5. East North Central Participation Rate by Region: 15% Percent of US Participants: 16%	8. Middle Atlantic Participation Rate by Region: 12% Percent of US Participants: 11%
3. West South Central Participation Rate by Region: 11% Percent of US Participants: 10%	6. East South Central Participation Rate by Region: 12% Percent of US Participants: 5%	9. New England Participation Rate by Region: 13% Percent of US Participants: 5%

Source: 2014 American Camper Report

“These larger metropolitan areas are growing and that’s where we need to focus because our population is becoming more and more focused on these urban centers,” said Levin. “We have to figure out as an industry how do we address these people that live in these urban areas and typically they are your non-white participants.”

Another path to reach Millennials is through social media. One big take from The SportsOneSource Group’s 2014 Brand Strength Full Report focusing on the Specialty Outdoor Consumer is that brands should look to engage with

consumers with not only Facebook but also Pinterest, YouTube, Instagram, and other emerging networks. “Social media is also a two-sided conversation and it’s more about engagement than pushing information.” Said Levin, “If people think something you’ve done is cool, they will like it. You don’t ask them to like it. You don’t tell them to like it. If it’s cool, they’re going to like it and they’re going to share it.”

Levin also said consumer reviews rank especially high with Millennials. He added, “It’s not about brand loyalty. It’s about the review and how other people are experiencing that product.”

On the other hand, Abeywardane noted that the industry needed to look at the turn-offs to the outdoors. Asked what would encourage people to continue camping in the future, Free Time or Vacation Time was the lead response at 71 percent. That was followed by good weather, 54 percent; encouragement by spouse/significant other, family, friends, all ranking between 44 to 47 percent; better equipment, 25 percent; and campgrounds with luxuries, 16 percent.

In coming up with inspiration for products, Abeywardane said Coleman looks at “attractors” that offer appeal to the outdoors such as ‘Fresh Air,’ ‘Fun,’ ‘Enjoyment,’ ‘Unplug/Escape,’ and ‘Adventure.’ But Coleman also looks at the ‘detractors’ such as time, missing amenities, and other shortcomings. Coleman’s Instant Tent, for instance, takes one minute to set up and addresses concerns about the length of time it takes to camp. Other items are designed to address the need by many to be plugged in all

the time and sanitation.

Said Abeywardane, “We want to build products that will help the camper have a positive experience.”

“It all starts with play,” said Bob Ratcliffe, chief of conservation and outdoor recreation at the National Park Service, after the formal session. In working with the Outdoor Foundation and corporate interests



such as Coleman, the National Park Service particularly seeks to bring the message towards “exploring the parks near where you live.”

As part of the 100th anniversary of the Parks Service in 2016, one national campaign, “Find Your Park,” underscores that messaging. A complementary program, “Every Kid in the Park,” aims to get every fourth grade student outdoors each year.

Schwartz underscored the importance of engaging youth by noting that core campers go camping on average 4.7 times a year. But he said ongoing reengagement efforts are necessary.

“It’s like after you stay at a hotel,” said Schwartz. “You get that email that says, ‘How did you enjoy your stay?’ For the camping industry, it’s really about all that as well. ‘How did you enjoy your experience?’ ‘How did you enjoy your pop-up tent?’ ‘How did you enjoy the campground you stayed in?’ It’s really all about reengagement.”

Levin added that it’s re-engaging “at a time in life when they’re ready to be engaged.” If someone becomes dedicated to camping in their early-twenties, they’ll be ready to “take that experience further” later with their own kids.

He also noted that the industry has to “make sure it’s easy,” whether highlighting opportunities for nearby outdoor adventures or making the experience less of an adjustment. Said Levin, “If it’s too difficult, they’re not going to repeat that activity.” ■

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REEBOK LAUNCHES BE MORE HUMAN CAMPAIGN

By Thomas J. Ryan

Photos courtesy Reebok

In its biggest marketing campaign in more than a decade, Reebok launched a new “Be More Human” fully integrated marketing campaign, continuing on the brand’s mission to change how people perceive and experience fitness. Described as “a rally cry to live up to your full potential,” the campaign kicked off during NBC’s Super Bowl Pre- and Post-Game shows.

In a statement Reebok said the unique “Be More Human” point of view is embodied in the brand’s new symbol, the Reebok Delta. Three sides represent the physical, mental and social change that comes through living a fitness lifestyle.

Reebok said it celebrates everyday people who have reconnected to a rugged physicality that allows them to live much bigger, fuller and less self-focused lives and for these individuals fitness is something that enhances not only their body but also their entire life.

“Reebok believes that by pushing ourselves to the brink and testing our limitations, we have the power to transform ourselves not only physically but also mentally and socially”, said Matt O’Toole, Reebok Brand president. “By adopting such a lifestyle, you find yourself in a community of people, joined together by a common purpose – to be better versions



of themselves. We're confident that when we push ourselves, we not only transform our bodies, we transform our entire lives."

The brand film titled "Freak Show," shows that tough fitness is a lifestyle not always understood. Courageous and cinematic, "Freak Show" is a story with captivating intensity that showcases everyday athletes embodying what it truly means to "Be More Human" as they meet and tackle different fitness challenges transforming them to be better leaders, better parents and more capable humans.

Directed by AG Rojas in partnership with Venables Bell & Partners, the 60 second TV spot juxtaposes the merits of tough fitness and how it benefits humans in their everyday lives – this includes a young mother crushing a new workout routine and how a firefighter uses the mental toughness gained from a night trail run in his demanding day job.

Yan Martin, VP of global brand communications at Reebok, says, "There's a new breed of athlete. These are everyday people, and these athletes should also be regarded as role models. For these individuals, the achievement comes from the realization that they are transforming their lives through fitness, and in the process they're transforming the lives of their communities. We acknowledge and salute these new athletes who challenge themselves daily in search of greater rewards."

At the heart of the multi-channel campaign is the "Be More Human Experience," an online destination where fitness enthusiasts "challenge and define what it is to be human."

The unique platform, available via desktop, tablet and mobile features a number of interactive "Be More Human" tools and experiences, including:

The Human Score: The world's first test that quantifies one's "humanness" by ranking users against various human attributes – specifically social, mental and physical traits – designed to trigger conversations about choices we make with regard to health and physical activity. Participants complete a short online quiz composed of a number of multiple-choice questions, from which the answers are used to generate a personalized Human Score.



Gray Matters: An interactive 3D visualizer that dynamically shows how various physical activities, from excess sleeping to tackling a demanding obstacle course race, stimulate key nodes of the brain - in particular neurotransmitters (emotion and cognitive action), the cerebellum (smooth mental and physical movement), the corpus striatum (TBC), the hippocampus (memory) and the frontal cortex (executive functioning). As users interact with the visualizer, in-depth research on the relationship between physicality and brain stimulation from Dr. John Ratey, one of the world's foremost authorities on the brain-fitness connection, is revealed.

#BREAKYOURSELFIE: Challenges the notion of what beauty is by encouraging fitness enthusiasts to rebel against the shiny, happy selfie by posting images to the "Be More Human Experience" of themselves at their most depleted, raw, broken post-workout state. The rebellious social campaign will feature Reebok athletes and employees, with outstanding submissions rewarded with a #breakyourselfie photo essay depicting the story of the individual or group of friends. ■

INDUSTRY CALENDAR

FEBRUARY

- 2-3 SIA On-Snow Demo Ski-Ride
Fest & Nordic Demo
Copper Mountain Resort, CO
- 3-5 FFANY
New York, NY
- 5-8 ISPO
Munich, Germany
- 8-12 Worldwide Spring Show
Reno, NV
- 18-21 Sports Inc. Outdoor Show
Phoenix, AZ
- 18-23 NBS Spring Semi-Annual Market
Fort Worth, TX

MARCH

- 3-4 SFIA National Health Through
Fitness Day
Washington, D.C.
- 13-15 Imprinted Sportswear Show
Atlantic City, NJ

MAY

- 3-6 NSGA Management conference
and Team Dealer Summit
Austin, TX

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athleticdealersofamerica.com

National Shooting Sports Foundation
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11 Mile Hill Road
Newtown, CT 06470
t 203.426.1320
nssf.org

National Sporting Goods Association
1601 Feehanville Drive I Suite 300
Mount Prospect, IL 60056
t 847.296.6742
nsga.org

Nation's Best Sports
4216 Hahn Blvd.
Ft. Worth, TX 76117
t 817.788.0034
nbs.com

Outdoor Industry Association
4909 Pearl East Circle I Suite 300
Boulder, CO 80301
t 303.444.3353
outdoorindustry.org

Sports & Fitness Industry Association
8505 Fenton Street I Suite 211
Silver Spring, MD 20910
t 301.495.6321
sfia.org

Snow Sports Industries America
8377-B Greensboro Drive
McLean, VA 22102
t 703.556.9020
snowsports.org

Snowsports Merchandising Corp.
235 Cadwell Drive
Springfield, MA 01104
t 413.739.7331
Snowsportsmerchandising.com

Sports, Inc.
333 2nd Avenue North
Lewistown, MT 59457
t 406.538.3496
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Sports Specialists Ltd.
590 Fishers Station Drive I Suite 110
Victor, NY 14564
t 585.742.1010
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629 Cepi Drive
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t 636.530.3710
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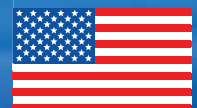


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A person wearing a plaid jacket, a knit hat, and carrying a snowboard is walking away from the camera up a snowy mountain slope. The sun is shining from the top center, creating a bright glow and long shadows on the snow.

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The SportsOneSource Group 303.578.7007 or SOS@SportsOneSource.com

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