

SCGB

ISSUE 1518
MAY 4, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET





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Photo courtesy
Faraday

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MOVERS & SHAKERS

Garmont North America appointed **Ben Palliser** as Director of Sales reporting to the CEO, **Bill Dodge**. Palliser was Director of Sales at Nikwax North America.

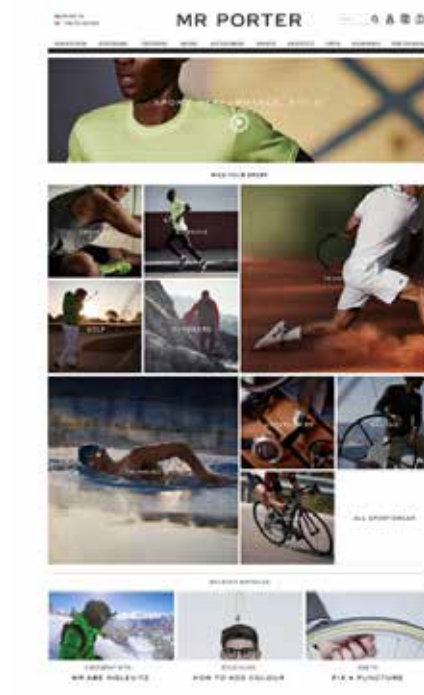
Mizuno USA appointed running product veteran, **Todd Lewis**, as its Global Director of Performance Running – Footwear. He will be based in Portland and work closely with newly hired **Mark Sheehan**, VP, Product Management, Running Division, and **Dick Lyons**, SVP/GM, Product divisions. Lewis was Global Footwear Product Director at Columbia Sportswear where he managed design and development for all footwear brands, including Sorel, Columbia and Montrail.

The **National Shooting Sports Foundation** (NSSF), the trade association for the firearms industry, appointed **Samantha Pedder** as its new Manager, Outreach and Diversity. Pedder previously worked for the Pennsylvania Game Commission as the hunting outreach coordinator.

Polartec named **Darren Josey** as North American Marketing Manager. Josey was Strategic Account Manager at Topo Athletic.

Shock Doctor Sports hired **Drew Brassard** as SVP of Operations, and **Kent Pachl** as SVP of Sales. Brassard will be responsible for managing the integration efforts of Shock Doctor and McDavid as he assumes overall operations responsibility. Brassard had served as the COO at Bravo Sports while Pachl was the SVP of worldwide sales for Cobra Puma Golf.

VF Corp. said **Ursula O. Fairbairn** and **George Fellows** did not stand for re-election to the board of directors at its annual meeting. The Board decreased the size of the board to 11 members.



MR. PORTER ADDS PERFORMANCE GEAR MICROSITE

In another sign of the athleisure trend taking the luxury space by storm, Mr. Porter, Net-a-Porter's luxury online men's store, launched an athletic apparel and gear microsite: Mr. Porter Sport.

The site at <http://www.mrporter.com/sport> will offer customers in more than 170 countries an edited selection of the "best and most stylish" in performance gear from 25-plus brands across nine disciplines: running, cycling, tennis, golf,

training, outdoor, swimming, sailing and overall fitness accessories.

More than 15 new and about 10 existing brands will be introduced to Mr. Porter Sport and will occupy a dedicated section on the site.

New brands include: Arc'teryx, APL, Condor, Newton, 2XU, Castelli, Fizik, Brooks England, Boast, RLX, TriggerPoint, Suunto, Oakley, Matusse and Arena. Existing brands are: Nike, Iffley Road, Cafe du Cycliste, Lacoste, Patagonia, Musto Sailing, Musto Shooting, Peter Millar and Sperry.

"We are excited to launch Mr. Porter Sport, a dedicated area within mrporter.com that is focused on sport, performance and style," said Toby Bateman, buying director, mrporter.com. "We know that sport and fitness are integral to our customers' interests and day-to-day lives, so beyond offering the best in men's fashion, we want to offer our global audience the best in men's sports apparel as well. In keeping with our ethos of editing only the best brands within each category, we have chosen our sport brands based primarily on their technical performance properties, but also for their style."

Mr. Porter Sport will launch additional disciplines and brands throughout the year, including ski and surf. The initial offering will cover more than 150 new products on the site.

STANCE TO BECOME NBA'S OFFICIAL ONCOURT SOCK PROVIDER

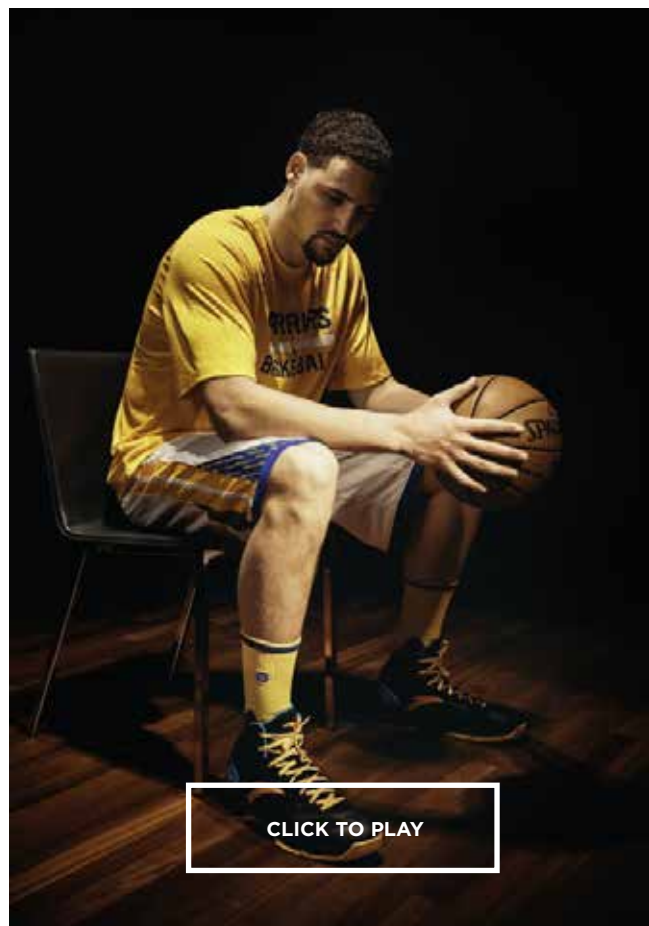
Stance entered into a multi-year partnership to become the NBA's official on-court sock provider beginning next season. As part of the partnership, the Stance logo will appear on all oncourt designs – a first for the league.

"We can't wait to bring our innovative sock technology and unique style to the NBA's global following," said Clarke Miyasaki, EVP of business development at Stance.

Founded in 2010 by Skullcandy Founder Rick Alden, former Element Global Marketing Director Ryan Kingman and former Reef President John Wilson, Stance also announced the addition of Golden State Warriors All-Star Klay Thompson to its roster of brand ambassadors. Thompson, who helped lead the Warriors to the best regular season in franchise history, joins three-time NBA champion and Miami Heat guard Dwyane Wade, Detroit Pistons center Andre Drummond and Dallas Mavericks forward Chandler Parsons as current brand ambassadors.

The Stance NBA Collection will feature Stance's Trinitri Technology, which combines anatomical cushioning, targeted compression and moisture wicking. The traditional crew silhouette will debut at the 2015 NBA Draft Combine next month and will be worn by all players participating in the 2015 Samsung NBA Summer League in July. Stance will create team-specific designs as well as unique, limited-edition styles for marquee events and holiday games, including Hoops for Troops, Christmas Day, MLK Day and NBA All-Star.

Stance, which also has a Major League Baseball team collection, replaces For Bare Feet Inc. as the league's socks supplier.



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BY THE NUMBERS

+0.6%

Wolverine Worldwide reported consolidated revenue increased 0.6 to \$631.4 million. On a constant currency basis, revenue grew 3.4 percent. A mid single-digit growth from the Heritage Group and low single-digit growth from the Lifestyle Group were partially offset by a low single-digit revenue decline from the Performance Group. On a reported basis, low single-digit growth in the U.S. and Latin America, and strong double-digit growth in Asia Pacific contributed to the revenue gain in the quarter

+12.3%

Big 5 Sporting Goods reported first-quarter profits grew 12.3 percent on a 5.3 percent revenue gain. Same store sales increased 3.9 percent. January comped positive with healthy winter weather conditions in its western U.S. markets in January, turned negative in February due to the unseasonably warm weather, and were positive again in March with spring's arrival. Ongoing initiatives to offer more branded products at stepped up price points benefited our apparel and footwear categories.

+14.0%

Cabela's Inc. reported total revenue increased 14.0 percent to \$827.1 million in the first quarter ended March 28 due primarily to the opening of new stores and associated growth at its credit card business. Consolidated comparable store sales decreased 1.3 percent. Adjusted for certain items, net income increased 6.9 percent to \$27.5 million, or 38 cents a share.

-19.2%

Callaway Golf reported first-quarter revenues declined 19.2 percent to \$284.2 million. The company had previously estimated that the percentage decrease be in the mid-teens primarily as a result of a planned strategic shift in its premium wood launch from the first quarter, weaker foreign currency rates and an anticipated decrease in sales in Japan due to the consumption tax increase which took effect in April 2014. Since providing the guidance, the U.S. dollar strengthened further and market conditions, particularly in Asia, showed less improvement than anticipated.

+40.5%

With its lifestyle, performance and kids' footwear all cooking with gas, **Skechers USA Inc.** reported sales rose 40.5 percent in its first quarter, to \$768 million, marking the highest quarterly revenues in the company's history. Net earnings vaulted 81.0 percent to \$56.1 million, or \$1.10 a share, easily eclipsing Wall Street's consensus estimate of \$1.01 a share.



HELLE OF NORWAY

LIMITED EDITION KNIFE HONORS FATHER'S DAY TRADITION

Helle of Norway unveiled this year's limited edition Father's Day knife: the Turmann, \$109.

Brothers Steinar and Sigmund Helle took up the age-old Nordic tradition of hand-crafting naturally beautiful yet rugged outdoor knives 83-years ago. Since then, the Helle way of crafting knives has been passed down from master craftsmen for generations. Each year for Father's Day, Helle honors this tradition by issuing a limited number of heirloom limited edition knives from their collection.

For 2015, Helle has issued 200 consecutively numbered Turmann knives in the U.S.

The Turmann is a classic Nordic outdoorsman's knife with a generously proportioned curly birch handle that fits comfortably in hand. The flat ground, drop point three-inch blade made of Helle's renowned triple-laminated steel is razor sharp and easy to maintain. Like all Helle knives, the Turmann comes with its own leather sheath. The Turmann's sheath, which has a black counter-stitch, is fitted with a keeper strap, which secures the knife in place.

Helle's handmade knives are a testament to tradition, a lifelong outdoor companion to be passed down for generations. The natural materials illuminated by 45 different manual processes, from sanding and polishing of the handles to forming the Scandinavian ground blades, ensures each Helle knife has its own unique look, perfect for even the most discerning fathers.

For retailer inquiries in the U.S., contact Sport Hansa LLC, info@sport-hansa.com.

Since 1932, Helle has earned a reputation for quality, craftsmanship and producing aesthetically stunning and functional knives made to withstand a lifetime of rugged use. All Helle knives are handcrafted in Norway to exacting standards based on more than 80 years of tradition blending form and function.



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Photos courtesy High Fives Foundation

GIVING BACK

High Fives Foundation Empowering Adventure Sports Athletes

From funding extended hospital stays and physical therapy, to providing emotional support, coaching and adaptive programs, the High Fives Foundation is an extension of the tight-knit wintersports community.

By Austin Parker

It seemed like the end for Roy Tuscany when, on a spring ski day in 2006, his life altering crash left him paralyzed with a spinal fracture. Rather than give up, however, Tuscany spent two years recovering and relearning how to move his body. Then, in March of 2008, he stepped into skis again for the first time and left his wheelchair behind permanently.

Thanks to friends, local skiers, and an outpouring of emotional and financial support from his home community, Tuscany was able to keep a positive attitude during his recovery. This foundation of positivity and more than a few literal high fives inspired him to not only repay the strength and encouragement lent to him by others, but to create a foundation to educate aspiring athletes about safety and provide monetary aid in the form of medical grants for uncovered treatment to those already on their own road to recovery.

Begun in 2009, High Fives quickly grew from a small, Truckee, CA-based charity group to an international movement of mountain sports athletes. Their mission to build awareness for injury prevention and provide resources and inspiration to those who suffer injuries has struck a chord with thousands of skiers, boarders, climbers and other aspiring mountain enthusiasts. Programs aimed at increasing the use of helmets and safety protocols in terrain parks, coupled with grants for recovering athletes, helped develop a sense of larger community, and gave donors and partners a tangible impact on not only major professional athletes, but on members of their local communities.

Funding

High Five's financial profile speaks powerfully about not only their growth since quiet beginnings, but also the impact they have on the entire winter sports community. In 2014 45 percent of all funding came from individual small donations, and another forty-one percent from special events developed by High Fives partners in the industry. More than three quarters of the budget goes directly to program services like the B.A.S.I.C.S. and Winter Empowerment campaigns, all with only four full-time employees. This ratio of funding is exemplary when compared with similar 501c(3) organizations - where often a bulk of funds must be reinvested in marketing and further fundraising efforts.

Programs

High Fives B.A.S.I.C.S. (Being Aware and Safe In Critical Situations) program was designed to promote safety and awareness through a series of expert presentations and videos to build up critical skills among winter sports athletes of all ages. The four-part video series focuses on themes



ranging from avalanche awareness and personal stories from High Fives athletes to a #helmetsarecool and #knowyourpark campaign. Combined, the video series has more than 113,000 views and 135 athlete presentations and camps since its inception in 2012. A fifth documentary in the series, titled "Choices" is in production now.

Perhaps the best known element of High Fives, the Winter Empowerment Fund provides medical grants to athletes on the road to recovery from life-altering injuries, as well as helping disabled athletes pursue new avenues and goals through adaptive winter sports. When tragedy strikes, not many of us think of hospital stays and insurance, but recovery and adaptation to life with a severe spinal or closed head injury often stretches into months and years - and may go beyond what many insurance companies are prepared to pay for. For people like Jeff Andrews, Sally Francklyn, and Jim Harris, High Fives' board (and thousands of donors) made grants for medical evacuation, physical therapy, sports massage, and alternative treatments a viable option.

Based in Truckee, CA, The C.R. Johnson Healing Center provides a local base for High Fives athletes, and is open to the public. Programs range from personal training and classes in yoga, TRX, and pilates, to chiropractic, massage, acupuncture, and other alternative healing therapies. Thanks to Tuscany and the center's Coordinator, Steve Wallace, the comprehensive curriculum remains a strong force in Truckee, and a model for the growing "Healing Network" of providers around the country that High Fives works with.

To find out more and get involved, visit highfivesfoundation.org. ■



JAM Media Hits NYC

JAM Media Collective's annual Fall 2015 product preview recently hit New York City featuring gear, fashions, tech and accessories for the outdoors, adventure travel and casual lifestyle from some of its clients. Here are some highlights:

By Thomas J. Ryan



Osprey Ultralight Stuff Pack

Osprey brought out the Ultralight Stuff Pack, \$35, weighing in at just three ounces and stuffable into an internal pocket. The air mesh harness provides a comfortable carry. Additional features include: top zippered stash pocket, dual zippered main compartment and a stretch mesh side pocket. It's part of Osprey's expanded Accessories collection, which launched earlier this year, and is available in Shadow Grey, Poppy Orange, Electric Lime and Tropical Teal.

Light & Motion showcased Sidekick, its action camera accessory launching in May. The Sidekick is small, low profile and – at 123 grams – weighs less than the GoPro. Its factory-sealed design and clean, simple mount allows Sidekick to seamlessly integrate with any GoPro set-up and go wherever a GoPro goes, including 200 feet underwater. Adjustable spot and flood modes allow users to control the amount of light to create ideal POV footage. Models include the Sidekick Flood, \$130,



Light & Motion Sidekick (top) and Flex Arm Kit (bottom)

featuring the 90-degree Flood; and the Sidekick Duo, \$150, featuring a 23-degree Spot as well as a 90-degree Flood. A Flex Arm Kit, \$30, is available for mounting over the camera.

From Icebreaker, Men's Zone One Sheep Suit, \$200, features new Icebreaker BodyfitZone technology. This one-piece base-layer suit fabricated of 96 percent



Icebreaker
Men's Zone
One Sheep
Suit



Photo courtesy Faraday

merino wool and 4 percent Lycra maximizes performance and mobility for alpine activity, sporting a low profile hood and ergonomic ventilation panels in key zones. It includes a functioning fly and a back flap with two-way zip for easy access.

From Faraday, the Porteur, \$3,500, is an e-bike that looks and rides like a premium city bicycle. A custom 240Wh battery delivers 20 miles of full pedal-assist riding. An 8-spd Shimano Alfine internally geared hub makes shifting easy. Faraday's 250W motor is frictionless and silent, but "packs the punch of a Tour de France cyclist." A full-battery recharge takes under three hours.



Faraday
Porteur

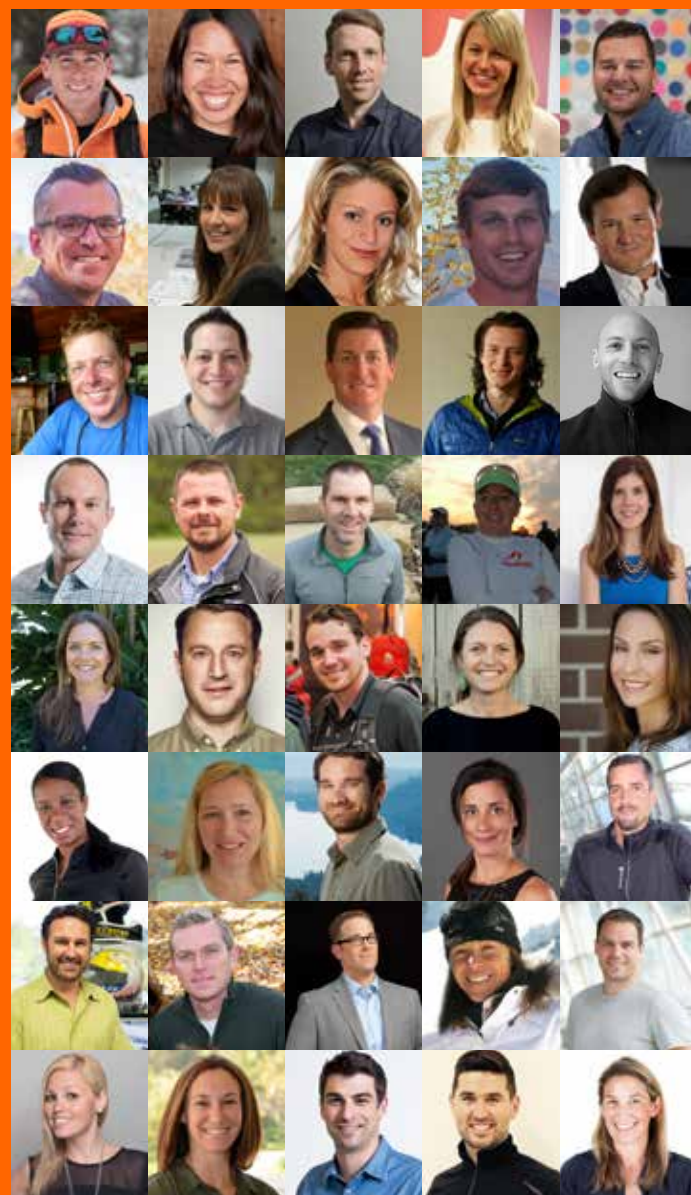


SeaVees 08/63
Hermosa
Plimsoll

SeaVees, a California-inspired casual footwear line first arrived in 1964, is making a comeback. The 08/63 Hermosa Plimsoll for men, \$108,

Congratulations SGB 40Under40 2015 Award Honorees

Stay Tuned For Event Details!



From Top Left to Right:

Dan Abrams, Linda Balfour, John Barrett, Lauren Blanda, Todd Bronson, Brian Burnett, Margaret Chesebro NewHard, Tammy Christensen, Drew Davies, Guillaume DeMonplanet, Jonathan Degenhardt, David Feld, Brendan Gibbons, Fynn Glover, Joel Grabenstein, Matt Helbig, Jason Hill, Ted Kushion, Wendy Lee, Lauren Mallon, Sarah Matt, Kent McKeaigg, Michael Meyer, Kelly Milazzo, Stephanie Militello, Tai Neal, Sara Parker, David Polivy, Danielle Quatrochi, Michael Rossi, Chris Sackett, Matthew Schultz, Josh Shaw, Katie Swenson, Neal Taylor, Megan Tompkins, Tina Wade, Matt Weiss, Gavin Whelan, Laura Wolf Stein.

celebrates the first skateboard contest held in Hermosa Beach in August 1963. The Hermosa Plimsoll features oiled calf suede with waxed cotton laces. The comfort footbed is lined in naturally antibacterial and hypoallergenic bamboo canvas. SeaVees' signature herringbone outsole design offers maximum slip resistance. Available in Taupe Suede, Black Suede and Dark Navy Suede.



Sunski Dipseas

From Sunski, the Dipseas, \$55, feature polarized lenses, certified UVA/B/400 protection, hand-polished polycarbonate frames, three-spoke durable hinges, microfiber bag, and crafted carrying

case. Available in rubberized tortoise/lime mirror, matte black/gold flash mirror, matte blue/slate, frosted white/blue mirror. The brand is inspired by the vibrant colors and classic styles of sunglasses found on a surf trip to Australia.

Mountain
Hardwear
Dynoterm
Down
Jacket



From Mountain Hardwear, the Dynoterm Down Jacket, \$200, combines 650-fill Q ShieldDown with retro color blocking. Its 30D nylon face fabric is light and durable. Features include two hand warmer pockets that are pack-compatible; a single chest pocket; double-needle stitching for durability, style, and texture; and elastane cuffs seal in warmth and block out weather.



Snow Peak
Bipod Stove

From Snow Peak, the Bipod Stove, \$90, hits the sweet spot between casual camping and lightweight backpacking for those who want an easy-to-use stove that doesn't sacrifice power. A wide support arm and sturdy legs allow users to safely cook on larger pans. Using adjustable legs, the stove accommodates both

110g and 250g fuel canisters (not included). The Bipod Stove is made of stainless steel, aluminum alloy, brass and nylon.



Lifefactory Caf-A-Ni Collection

Lifefactory introduced its new Caf-A-Ni Collection, 12 oz., \$25, 16 oz., \$27, for hot beverages featuring a Caf-Ni Cap with safe sipping well and one-hand open/close. A borosilicate glass bottle supports taste purity while a protective sleeve offers insulation and a non-slip grip. All components are dishwasher safe, free of BPA/BPS, PVC, phthalates. ■

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PRODUCT SHOWCASE

Backbone Media Brings Outdoor Showcase to Manhattan

More than 75 journalists, bloggers, photographers, stylists, and publishers turned out for Backbone Media's semi-annual Manhattan showroom event in April showcasing Fall takes from a host of active lifestyle brands. Here, a few highlights.

By Thomas J. Ryan



POC Auric Helmet

Also from POC, the Fovea Goggle, \$140, also developed with Blunck, has a spherical shape that ensures maximum vertical and peripheral vision. The double lens is made of optical grade PC/CP, is anti-scratch and anti-fog treated, and has ventilation slots to improve airflow and reduce fogging. The soft-coated PU frame conforms to the face and maintains flexibility even in cold temperatures, and the triple-layer face foam ensures a comfortable fit.



POC Fovea Goggle



FluidStance The Level

including bamboo, maple and eucalyptus, or pure maple. FluidStance was founded by longtime outdoor industry pro Joel Heath – founder of the Mountain Games and former brand director for Teva.

Stio showcased the CFS Jacket, \$139, a lightweight summer jacket that cuts the wind and blocks the sun. It's ideal for watersports, trail running or bouldering. The Second Light Jacket, \$109, blocks morning chill and breathes efficiently.

Stio CFS Jacket



From SmartWool, the Men's Corbet 120 Jacket, \$200, is part of the SmartLoft Corbet 120 mid-layer collection that features 120-gram wool-based insulation in a variety of styles for men and women. All garments feature a Merino lining for comfort and wind-resistant nylon face material with DWR finish to protect from the elements. The Corbet collection is geared toward stop-and-go activities like lift-served skiing, snowshoeing, and everyday mountain-town living.



SmartWool Corbet 120 Jacket

The Women's PhD Light Long Sleeve, \$85, features an intimate Merino/polyester blend to optimize the garments' wicking capabilities under high exertion. Minimal Merrow seams provide durability while SmartWool's construction technique results in Merino remaining next to skin for comfort.



SmartWool PhD Light Long Sleeve

Hoka One One brought out the Speedgoat, \$130, inspired by ultrarunner Karl Meltzer and built to tackle technical terrain. The no-sew upper provides support through the forefoot and a ground-rubber toecap provides increased protection.



Hoka One One Speedgoat

The Vibram rubber outsole features 4mm lugs and trail-specific outsole flex grooves to provide lightweight traction and stability on trails.

Grundens, Swedish specialist in rain gear, showcased the Weather Watch Jacket, \$63. With 8,000mm waterproofing and 3,000mvp breathability, the jacket



Grundens
Weather
Watch Jacket

can roll up into a small package but be ready to use at sudden notice. Grundens gear is commonly featured on the popular TV show *Deadliest Catch*.



La Sportiva's
Synthesis

La Sportiva's Synthesis, \$180, is a mid-cut versatile hiker with breathable Gore-Tex Surround technology designed for moving fast on all types of hiking terrain.



Yeti Hopper
20

Yeti showcased the Hopper 20, \$300, a personal, portable cooler that easily transports 12 icy cans to the links, lake or next tailgate using the sturdy handles or carrying strap. Unlike other soft-sided coolers, it's puncture-resistant, leak-proof and sports an anti-microbial liner that resists mildew. An inch of closed-cell foam insulation on the sides and 1.5 inches on the bottom keeps beverages cold for days.



Yeti Colster

The Yeti Colster, \$30, part of the Rambler series, features double-wall vacuum insulation and a ThermoLock Gasket to keep the contents of your 12 oz. can or bottle chilled. The heavy-duty stainless steel walls are sweat-proof.

Representing Polartec, the Eider Wangs Men's Half-Zip, \$200, is made of Polartec Power Wool, a synthetic and wool hybrid plated construction that keeps wool on the inside and synthetic on the outside, managing the often divergent demands of many environments - hot or cold.



Polartec Eider Wangs Half-Zip



Flame Stower CandleCharger

From Flame Stower, the CandleCharger, \$75, provides emergency light and power from a candle. Created with emergency off-grid situations in mind, the CandleCharger is compact and user-friendly - measuring only 11 cm in diameter. To generate the 2.5

continuous watt charge, users light the fuel canister, add a half cup of water to the reservoir and wait less than a minute to plug in any USB device. ■

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INDUSTRY EVENT



Sports Leaders Gather to Discuss Rules Changes in Team Sports

Representatives from national rule-making organizations at the high school and college levels and executives from leading sporting goods manufacturers met recently to discuss potential rule changes as well as important trends affecting the sporting goods industry at the annual SFIA - NFHS - NCAA Rules Conference.

By Fernando J. Delgado

Earlier this month, prominent members of the sporting goods industry gathered in Indianapolis, IN as part of the 8th Annual NFHS – SFIA – NCAA Rules Conference on April 14th. The one-day meeting drew executives from Sports & Fitness Industry Association (SFIA) member companies, rules editors from the National Federation of State High School Associations (NFHS), and rules editors for the National Collegiate Athletic Association (NCAA) together at the Hyatt Regency in downtown Indianapolis to discuss potential rules changes that could affect equipment

and uniforms for each sport played at the high school and collegiate level. In addition to NFHS and NCAA individual sport presentations, which were held in discussion format, several key updates were provided, including those for the National Operating Committee on Standards for Athletic Equipment (NOCSAE), the NFHS Injury Surveillance System, the NCAA Injury Surveillance System, the Head Impact Exposure and 5 Star Rating System. The NFHS and NCAA also gave organizational updates; while SFIA provided an Industry Update and Participation Trends Report presentation.



More than 100 representatives from nearly 70 sports companies attended the event. Notable brands with a presence at the meeting included Adidas America, Asics, Augusta Sportswear, Baden Sports, Boombah, Brine, Combat, Easton, Louisville Slugger, McDavid, Marucci, Mizuno, Nike, Porter Athletic, Rawlings, Reebok, Riddell, Russell, Shock Doctor, Under Armour, and Wilson, among many others.

Tom Cove, SFIA's president & CEO, offered interesting data and topline industry details as part of his SFIA Industry Update and Participation Trends Report. He offered a look into the current state of the sporting goods and fitness industry by looking back at key trends over the past year as well as looking forward to factors, which will be impacting the market in the near future. "What we find is that there's been a lot of grinding it out," said Cove. "And grinding it out isn't bad necessarily, because in some ways you grind out a win. You just have to work for it. There's not much easy out there, but there is some significant success."

Cove continued to say that, despite the challenging economic conditions, some big brands are booming. "When you're seeing big overall numbers, it's being driven by some of the biggest companies in our industry, both on the retail side and on the brand side," he explained. "Foot Locker, for example, just had the best year they've ever had. Under Armour, Nike, and others are challenging. Some of the biggest brands in our particular categories are also doing quite well."

SFIA's leader also explained that poor weather clearly hurt sales in the sporting goods industry in 2014. "Last year was the worst weather year we've ever had in the history of our assessing weather-related influence on our industry," Cove observed. "A bad spring meant baseball in April was just starting for a lot of high schools across the country. If the weather didn't get nice until late April or May, we've lost that business in a single sport. Similarly, we had a number of stores close over the first three or four months a year ago when it was cold across the whole country. Stores were closed three or four times more often than they would have been in a normal year - all in the first four months. That was a challenge."

On a more positive note, Cove noted that the World Cup was a boon for the industry in 2014. "The World Cup was great, and the World Cup is always great," he stated. "It's one of the few big events that drives not only sales of licensed products, but also sales of balls, cleats and equipment that people play with. And participation goes up."

Cove provided a rundown of sports participation growth by specific sports. Interestingly, leading the top ten in percentage growth for 2014 was Stand Up Paddling. "This is no longer just a fad," said Cove. "This is a serious trend in sports." Comprising the rest of the top five were



Cardio Cross Trainer, MMA for Competition, Telemarking (Downhill), and Snowmobiling. Several snow sports comprised the top ten in sports participation growth, something Cove attributed to a drastic increase in snow. "It doesn't mean that there's been a massive increase in people doing snow sports; it means for a long time, they didn't have enough snow," he said.

Other interesting notes regarding the top ten in overall participation involved the current state of team sports. “My sense is that if you take out the skew for snow, you might see a little bit more of the running individual. What you don’t see is team sports,” observed Cove. “And what we understand is that team sports is relatively mature. As our population gets older, then those people who are playing team sports evolve out, and we have a challenge in bringing more and more people into the team sports world. But we would never expect to see huge increases on a traditional sport. Five or 10 years ago, Lacrosse would definitely be here [on the Top Ten Growth list]. Fifteen, 20 years ago, Soccer was on here. We still see growth in both Rugby and Field Hockey, but obviously not at the level to make the top ten.”

Continued Cove, “The core consumer in the team sports business – especially at the high school level – is a serious consumer. They understand technology and they’re a great customer for us. We need to get more of them. The team sports business at the high school level is really good. It’s stable and strong, and the consumer is willing to spend money to buy products. What we have to be able to figure out is how to grow it, because it’s not growing in the way we want. But we’re able to actually serve that consumer well.”

During his update, Cove highlighted the growth of the retail athletic apparel market, and the surging phenomenon of “athleisure” in the apparel industry. “Athleisure – the combination of an athletic and apparel look – is really strong,” he stated. “Athleisure is a happening and powerful thing. It draws a much broader universe into our business than just the hardcore athlete. The hardcore athlete is the core of the business, and the core of the sporting goods industry, but the growth is coming from that fringe or margin that is coming in because they’re attracted to athleisure. The amount of people buying yogawear, for example, is unbelievable. It’s about the people in this country buying the athleisure look. And we need to draw them into the athleisure lifestyle.”

One of the key projections from Cove’s presentation was that Barclays analysts estimate that the U.S. athletic apparel market will increase by nearly 50 percent to \$100 billion by 2020. Indeed, the retail athletic apparel market is expected to be a vital segment of the sporting goods industry for years to come.

Cove also acknowledged that the running boom has leveled off recently. “Running has been the most stable growth over the past 15 years, and what we see is that it has actually started to stabilize,” he stated. “After years of going after the intense runner and the running specialty consumer, even running has got to figure out ways to get more people participating.”

The growth of the sports instrument market was another point of emphasis in Cove’s presentation. The category reached an impressive \$382.5 million in sales during 2014, with Pods/Fitness more than doubling in dollar sales from \$27.2 million in 2013 to \$71.7 million in 2014. “We know that this is happening. The younger consumer is expecting it. Wearable technology is booming. But the next thing is smart



sports products,” Cove stated. “We think this is super exciting.”

Cove offered an outlook for the remainder of 2015, stating that health and wellness “are at the forefront, but inactivity threatens.” He highlighted the importance of safety considerations and how they influence competitive sports and sporting goods purchases, while also pointing to wearable technology and smart sports products as a growing segment – in addition to the flourishing athleisure market – that will greatly impact the industry as a whole.

Cove concluded his presentation by warning about the dangers of inactivity to the sporting goods industry, as well as to the future of the country in general. “We have a problem with inactivity, and we have a problem with our sports experience in America,” cautioned Cove. “Too many kids are falling out of sports between the ages of 6 to 15. We’ve got to do something about that.”

The morning portion of the meeting also included a series of presentations by NOCSAE Executive Director Mike Oliver, NFHS Chief Operating Officer Jim Tenopir, NCAA Director of Playing Rules and Officiating Dan Calandro, Colorado School of Public Health Associate Professor R. Dawn Comstock, PhD, who oversees the NFHS Injury Surveillance System, and Datalys Center for Sports Injury Research & Prevention’s Zachary Kerr, who gave a presentation on the NCAA Injury Surveillance System Report. Dr. Stefan Duma, PhD, Virginia Tech’s department head of biomedical engineering and mechanics, gave the morning session’s final presentation about Head Impact Exposure and the Virginia Tech 5 Star Rating System.

Dr. Comstock’s presentation on the NFHS Injury Surveillance system provided a glimpse into the most comprehensive and up-to-the-minute study of athlete injuries at the high school level. The RIO system, an internet-based data collection tool, is based upon studying “Athlete Exposures”, which is defined as an appearance in a game or practice. Comstock shared that the system monitors 22 different sports and has accumulated over



60,000 injury reports occurring over 30 million athletic exposures. “We have a lot of data now, and that’s exciting because that means we can start looking at very specific sub-groups of interest,” she said during her presentation.

Overall, the data showed that the injury rate is two injuries per every 1,000 athlete exposures. “In general, high school sports are actually very safe, particularly when you think about all the positive benefits of an active lifestyle versus the negative health benefits of an inactive lifestyle,” stated Comstock.

According to Comstock, the findings showed that about half of all injuries occurred during practices, and about half occurred during competition. Given that many more practices occur compared to competition, the rate of injury was significantly higher for competitions.

By sport, the surveillance system found that, not surprisingly, contact sports showed the highest rates of injury. Football, Boy’s Ice Hockey, Boy’s Lacrosse, Boy’s Wrestling comprised four of the top six sports in terms of highest injury rate in competition. Football and Boy’s Wrestling had the highest practice injury rates. Swimming & Diving, Cheerleading, Track & Field, and Cross Country – all sports involving less contact – had the lowest rates of injury for both competition and practice.

Datalys Center for Sports Injury Research & Prevention’s Zachary Kerr echoed many of the findings from Comstock’s presentation. Speaking about the NCAA Injury Surveillance System, Kerr shared that the highest injury rates at the college level are being found in Football, Wrestling, and Men’s Ice Hockey for males, while Women’s Soccer and Women’s Ice Hockey had the highest injury rates for female sports. Among the 25 studied NCAA sports, Football, Women’s Volleyball and Women’s Ice Hockey were among the sports showing the highest rates of injuries requiring surgery.

Concussions, of course, were an important topic of conversation throughout the injury system presentations. Based on the NCAA’s most recent five academic years of data, Men’s Wrestling showed the highest rate of concussions of all sports. However, Kerr noted that the much lower participation rate in wrestling compared to other sports such as

football could lead to a less precise estimate. Overall, both Comstock and Kerr explained that concussion rates are declining according to the data, thanks in large part to better awareness about concussions. “We’re hopefully seeing a decrease in the concussion rates, and the increases that were occurring previously may have been the result of better reporting, better documentation, and better education,” stated Kerr. “Once upon a time, our definition of concussion stated that there had to be cases of amnesia or loss of consciousness. If you look at the data, only about one in 10 or one in 20 have those symptomologies. So when we go back to old data, that may be the limitation of what we used to know, because our definition has changed.”

The remainder of the agenda was dedicated to 15 sports meetings which specifically targeted baseball, basketball, football, field hockey, gymnastics, ice hockey, lacrosse, soccer, softball, spirit (cheerleading), swimming & diving, track & field, volleyball, water polo, and wrestling. At each sport-specific meeting, respective NFHS and NCAA rules editors explained any rules changes which were being proposed for that particular sport and when those rules changes were scheduled to take effect.

One of the attendees at this year’s event was Mike May, SFIA’s communications director. May, who has attended the annual event several times, found this year’s NHFS – SFIA – NCAA Meeting to be both a source of valuable information and a forum for constructive dialogue. “The value of the Rules Conference in Indianapolis each April is that sports and fitness industry leaders are able to create working relationships with the leaders of the NFHS and the NCAA,” explained May to *SGB Weekly*. “When decisions are made on rules in various sports, they are being made in an open forum so that all affected parties have a chance to provide input on when the new rules will be implemented. And, whenever an issue or a problem arises in high school or collegiate sports, the communication channels between manufacturers and the governing bodies are intact, which allows for an effective, fair, and appropriate solution.” ■



Physical Activity Council Says American Inactivity Level Highest Since 2007

By Thomas J. Ryan

Despite health and wellness trends seemingly sweeping the country, Americans became even less active in 2014, according to the 2015 Participation Report by the Physical Activity Council (PAC).

PAC found 82.7 million Americans ages 6 and up, or 28.3 percent of the population, were physically inactive last year, up 0.7 percent from 2013 when 80.2 million, or 27.6 percent, of the population were inactive.

An “inactive” person is defined as one who does not participate in any of the 104 sports/activities covered by the PAC report, which includes everything from individual and team sports to fitness machines, camping, walking and stretching.

The year marked the highest percentage of inactivity over the last six years.

Researchers said a rebounding economy and more extreme weather conditions caused people to choose commitments other than physical activity.

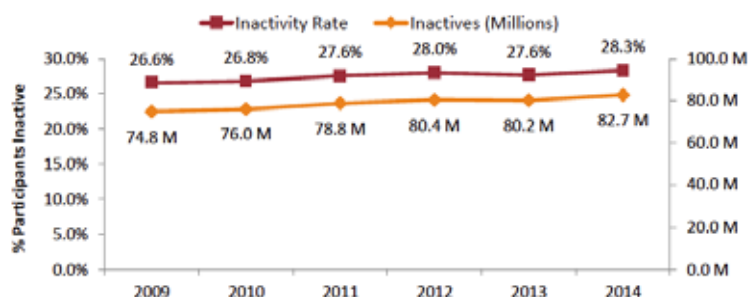
“While we can look at this number in a negative light, I would like to use it as a wakeup call to not only our industry but the rest of society,” said Tom Cove, PAC chairman and the president & CEO of the Sports and

Fitness Industry Association (SFIA). “The benefits of increasing activity are well documented for individuals and for the country. It’s time we put our time and resources into industry initiatives and national campaigns to increase physical activity.”

With 292 million Americans age 6 and older, 83 million inactives leaves 209 million “actives” taking part in a wide range of activities. Moreover, the research found that those who are active seem to be participating more often and in multiple activities.

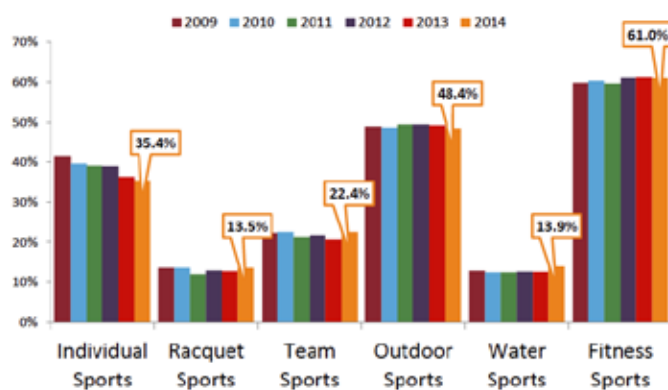
In addition to the SFIA, the PAC is made up of the Snowsports Industries America (SIA), Outdoor Industry Association and Outdoor Foundation (OIA) and (OF), International Health, Racquet, and Sportsclub, Association (IHRSA), National Golf Foundation (NGF), Tennis Industry Association (TIA) and United States Tennis Association (USTA).

Inactivity for younger age groups flattened out in 2014, while there was a sharp increases of inactivity for those 65 and older. Ages 18 to 24 showed the most decrease, dropping 0.2 percent from 2013. Overall, inactivity seemed to increase among most ages.



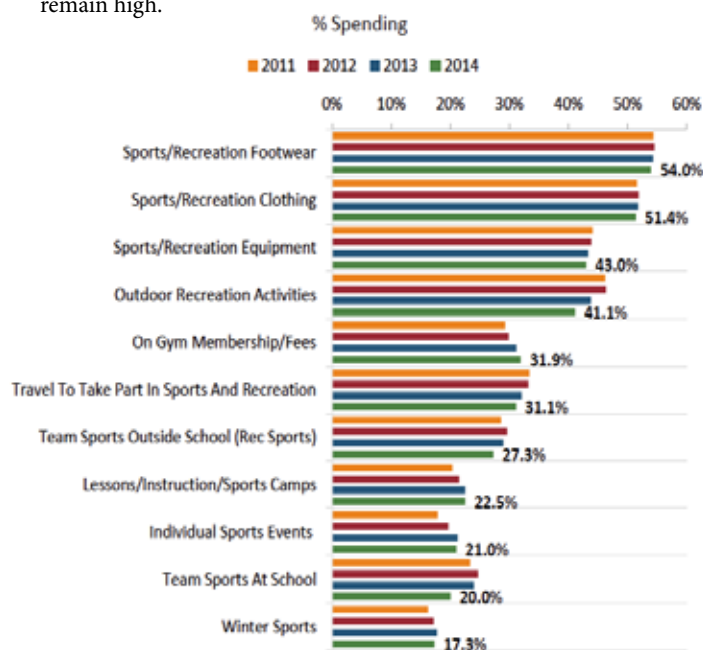
The research tracked participation in more than 120 sports and found overall participation to be fluctuating over the last few years. Increases in participation were seen in racquet, team, and water sports, which was linked to those who were active in 2013 likely adding to their activities. While outdoor and fitness sports have remained flat over the past few years, individual sports continue its decline, dropping almost one percent over the last year.

Participation Rates: % of Individuals Ages 6+



“Gen Z,” or those born this millennium, continue to dominate the team sports category while the Millennials and “Gen X” groups dominated fitness sports. All three generations are actively involved in outdoor sports and individual sports.

The study found that spending on gym membership/fees continued to increase in 2014, but overall spending decreased or flattened out in 2014. Less money was spent on team sports, in and outside of school. Although decreased from 2013, spending on footwear, clothing, and equipment all remain high.



Other trends found:

- » **Pay-to-Play:** Most parents who have children playing a sport in middle or high school, paid a fee so their child can participate 2014. Of these parents, almost half paid more this year than last year. Most parents pay under \$150, but a significant 28 percent pay over \$200 to the school.
- » **Aspirational Sports:** Most people want to try swimming for fitness, which the researchers said makes sense since it's the most gentle exercise on muscles and bones while getting a full-body workout. Almost all age groups are interested in outdoor activities, such as camping, biking and hiking. For the older group, bird/wildlife watching is always a top interest.

Commenting on the findings, PHIT America, the non-profit organization dedicated to getting Americans more active, fit and healthy, noted that recent research shows the consequences of inactivity:

- » **Inactivity Is Deadly:** In a study of 330,000 people over 13 years, twice as many people died prematurely from inactivity versus obesity
- » **Sitting Is the New Smoking:** In the USA, more people are dying of inactivity today than smoking
- » **High Risk of Disease:** 80 percent of adolescents are at high risk of disease from failing to do the recommended amounts of physical activity

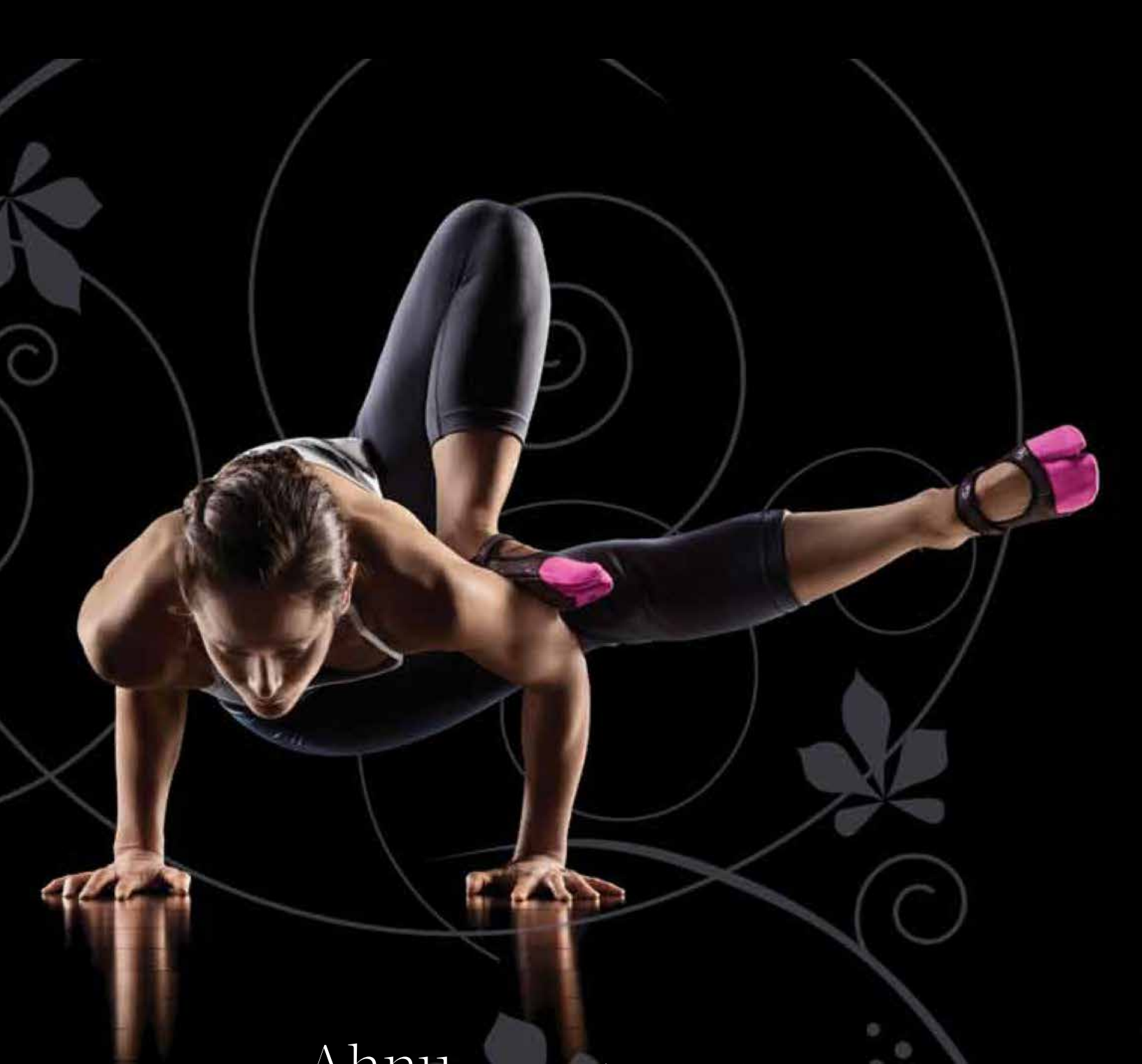
PHIT America traced some of the latest challenges around activity the popularity of electronic devices.

“My peers are addicted to being on their smart phones and remaining connected around the clock,” said Cameron Jacobs, a millennial who is the PHIT America Manager of Research and Social Media. “They stay sedentary all day at work in front of their various screens and then get home to get right back in front of a screen whether it be their laptop, tablet, or phone. The trend with children is even more alarming. We have a whole generation who is not conditioned to be active. If you think our health care expenses are bad now, just wait.”

“The results of this study are sad, eye-opening and far reaching,” said Jim Baugh, founder of PHIT America. “It is more and more obvious that Americans are becoming couch potatoes and not participating in any physical activity. The health impacts of inactivity are far reaching and will affect our country's health long term.”

The Physical Activity Council (PAC) is made up of six of the leading sports and manufacturer associations: Sports and Fitness Industry Association (SFIA), Snowsports Industries America (SIA), Outdoor Industry Association and Outdoor Foundation (OIA) and (OF), International Health, Racquet, and Sportsclub, Association (IHRSA), National Golf Foundation (NGF), and Tennis Industry Association (TIA) and United States Tennis Association (USTA).

During January and February of 2015, a total of 10,778 online interviews were carried out as part of the study. A total of 5,067 individual and 5,711 household surveys were completed. The research was conducted by Sports Marketing Surveys USA. ■



Ahnu Introduces On-The-Mat Yoga Footwear

By Thomas J. Ryan

Building on the strong retailer response to the upcoming launch of its YogaSport collection, Ahnu has partnered with Blake Brody, a niche maker of premium in-studio footwear, to launch its first women's slip-resistant, on-the-mat yoga studio footwear product.

Ahnu, a division of Deckers Brands, unveiled its first après yoga footwear line in 2012, and Jacqueline Van Dine, VP and co-founder of Ahnu, said the inspiration came from her aunt.



Jacqueline Van Dine, VP and co-founder of Ahnu (left) and Blake Brody (right)

“My aunt back in 2011 asked me if I had footwear for yoga,” said Van Dine at a media presentation in New York City for its Ahnu by Blake Brody line. “So I sent her some cute little ballet flats and she said they were too bulky. She wanted something a little bit lower profile. And that got me thinking that there isn’t really any footwear designed for yoga. And so we initially came out with more of an après and more casual focused yoga line and began working on a whole performance collection.”

YogaSport, primarily aimed at fitness enthusiasts interested in hybrid workouts, launches at select retail stores and yoga studios across the U.S. in July. The line particularly emphasizes greater forefoot flexibility to maximize physical stretching moves, as well as a centered heel base, ideal for standing poses where balance is key.

But seeing the opportunity for an in-studio yoga line, Ahnu since 2013 has been collaborating with Blake Brody, which specializes in traction-infused footwear for studio activities like Pilates and barre.

“I had never done anything in the yoga field,” said Brody at the event. “So a mutual agency introduced us and Jacqueline had all this experience with the lifestyle side and I had all the experience with the studio, so we were able to mesh the two and really come up with this amazing shoe specific for the mat and yoga.”

While many yoga enthusiasts will prefer barefoot, the Ahnu by Blake Brody line, dubbed In Studio-Om, tackles some of the challenges doing yoga poses while barefoot. A particular one is dealing with a sweaty mat.

“You’re working out so hard, sweating and slipping around and rather than really focusing on the practice, you’re just trying to hold your balance,” said Van Dine. “We felt we could hopefully solve some of those issues by creating footwear that offers some grip but is so minimal that it literally hugs your foot. It’s not designed like a traditional shoe with an outsole.”

The In Studio-Om features stretchy Lycra material in the forefoot that allows the wearer to spread their toes and flex in any direction; a strategically placed PU foam for arch and heel support, and an ultra-gripping silicone compound on the bottom and lateral side to improve balance and reduce slippage. The padding addresses collapsed arches, and also offers support to keep arches raised.

“It’s great for older women who are standing for such a long period of time,” said Brody. “And it’s great for people who need the extra support. But you really maintain all the sensitivity to the ground and all the natural range of movement of your toes, foot and ankles.”

The In Studio-Om also features a breathable upper for comfort, anti-microbial treatment, is machine washable and is made using vegan materials.

The Ahnu YogaSport collection is comprised of four styles that span 16 SKUs – one style and three SKUs of which include Blake Brody for Ahnu. The range includes:

- » Blake Brody for Ahnu, In Studio-Om, \$50, designed for on-the-mat use,
- » Yoga Split, \$100, a low impact workout style with crisscross straps,
- » Yoga Flex, \$120, a high impact workout style with a mesh upper,
- » Yoga Poise, \$130, a high impact workout style with a garment leather upper.



Ahnu In Studio-Om

While the burgeoning yoga opportunity has been around apparel and mats, footwear has been untapped. Said Van Dine, “We’re really opening up a new space and a new door that really hasn’t been tapped into.”

Ahnu continues to see a strong response from retailers around YogaSport. Discussions have been held with a wide range of run specialty stores, REI and other outdoor shops, niche sporting goods chains such as Manhattan’s Paragon Sporting Goods, department stores such as Nordstrom and Dillard’s, as well as Zappos, according to Van Dine. A test with Lady Foot Locker is also being explored.

Van Dine said many retailers are recognizing yoga is part of addressing today’s active consumer who pursues a wide range of activities. She noted a few run specialty doors have told her that some of their staff are yoga teachers and yoga classes are often conducted in stores after closing.

“What’s so amazing to me is the Instagram photography we get from our consumers finds them in the mountains with their groups in yoga poses. So the consumer doesn’t delineate their activities. They say, ‘You’re an active lifestyle brand. I get you because you get me.’”

But for Ahnu, the aspiration is to become a 360-degree yoga fitness lifestyle company leading a new category on footwear walls. With focused efforts in yoga over the last two years, Ahnu has developed close ties with the yoga community through its Yoga Teacher Ambassador Program – a network of 2,000-plus professional instructors that benefit from membership rewards, product sneak peeks and exclusive networking opportunities. Further underscoring its commitment to the yoga lifestyle space, Ahnu introduced a yoga apparel line via Ahnu.com in September 2014.

Van Dine said popularity of yoga continues to grow with even professional basketball and football teams incorporating the practice into their training regimens in recognition of its benefits. But it’s also reaching another level socially. Said Van Dine, “Yoga’s gone from a trend to a lifestyle.” ■

INDUSTRY CALENDAR

MAY

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

JUNE

2-4 FFANY
New York, NY

9-11 Licensing International Expo
Las Vegas, NV

16-18 EORA Summer Early Show
Greenville, SC

16-18 EORA Summer Early Show
Somerset, NJ

16-18 MRA June Lansing Market
Lansing, MI

22-26 Fleet Feet Franchise Conference
Pittsburgh, PA

23-24 MRA June Cincinnati Market
Cincinnati, OH

23-25 EORA Summer Early Show
Manchester, NH

23-25 EORA Summer Early Show
Lakeland, FL

23-25 NRF Protect
Long Beach, CA

25-27 Sports, Inc. Athletics Show
San Antonio, TX

26-28 NRFtech 2015
Half Moon Bay, CA

28-29 NRF Retail Advocates Summit
Washington, DC

29-July 1 NBS Summer Athletic Market
San Antonio, TX

JULY

8-9 Agenda Long Beach
Long Beach, CA

10-12 ADA Spring Show
Minneapolis, MN

14-16 ASI Chicago
Chicago, IL

14-17 ASA-ICAST International Sport Fishing Expo
Orlando, FL

15-18 European Outdoor Trade Fair
Friedrichshafen, Germany

15-16 EORA Summer Market
Ellicott City, MD

15-16 EORA Summer Market
Manchester, NH

19-21 Project New York
New York, NY

20-21 Agenda New York
New York, NY

AUGUST

4-6 FFANY
New York, NY

5-7 BCA International Billiard & Home Recreation Expo
Las Vegas, NV

5-8 Outdoor Retailer Summer Market
Salt Lake City, UT

13-15 Sports, Inc. Outdoor Show
San Antonio, TX

16-18 EORA Greenville Summer Market
Greenville, SC

17-19 MAGIC Show
Las Vegas, NV

17-19 Agenda Las Vegas
Las Vegas, NV

20-23 NBS Fall Semi-Annual Market
Ft. Worth, TX

24-26 EORA Killington Primary Expo Show
Killington, VT

26-29 Eurobike
Friedrichshafen, Germany

SEPTEMBER

1-3 WDI Worldwide Fall Show
Reno, NV

8-10 SFIA Industry Leaders Summit
New Orleans, LA

10-12 Imprinted Sportswear Show
Orlando, FL

10-12 Surf Expo
Orlando, FL

16-18 Interbike International Trade Expo
Las Vegas, NV

OCTOBER

5-7 OIA Rendezvous
Seattle, WA

5-7 Shop.org Digital Summit 2015
Philadelphia, PA

8-9 The Retailing Summit
Dallas, TX

15-17 Imprinted Sportswear Show
Ft. Worth, TX

27-30 NASGW Annual Meeting & Expo
Reno, NV

29-31 ADA Fall Buying Show
Baltimore, MD

TRADE ASSOCIATIONS BUYING GROUPS

Athletic Dealers of America
1395 Highland Avenue
Melbourne, FL 32935
t 321.254.0091
athleticdealersofamerica.com

National Shooting Sports Foundation
Flintlock Ridge Office Center
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
sportsinc.com

Sports Specialists Ltd.
590 Fishers Station Drive I Suite 110
Victor, NY 14564
t 585.742.1010
sportsspecialistsltd.com

Tennis Industry Association
1 Corpus Christi Place I Suite 117
Hilton Head Island, SC 29928
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A high-action photograph of a male surfer in a black wetsuit riding a red surfboard on a powerful blue wave. The surfer is leaning forward with one arm extended, and water is splashing around him. The background is a vast, deep blue ocean under a bright sky.

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