

A person is riding a purple road bike on a wooden platform. The bike has 'MSC' written on the frame. The rider is wearing a grey shirt and black shorts. In the background, there is a crowd of people, some wearing blue shirts and caps. The scene appears to be outdoors, possibly at a cycling event or race.

# SCGB

ISSUE 1524  
JUNE 15, 2015

# WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET





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# SGB WEEKLY

ISSUE 1524  
JUNE 15, 2015

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Photo courtesy FFANY

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ON THE COVER: Photo courtesy Huckleberry Bicycles



## MOVERS & SHAKERS

**Accell North America** promoted **Alan Rowland** to Senior Director of IBD Sales. Rowland was previously Director of Sales for Lapierre USA.

**Crocs Inc.** appointed **Carrie Teffner**, EVP and CFO for PetSmart, Inc., to its board of directors.

**Dick's Sporting Goods Inc.** announced that **Teri List-Stoll** would join the company in August 2015 as EVP and CFO. The former CFO of Kraft Foods will oversee the finance and legal organizations.

**Nike Inc.** appointed **Jim Scholefield** as its CIO. Scholefield most recently served as chief technology officer for The Coca-Cola Company.

**NSGA** appointed **Jeff Miller**, Owner and President of Scholastic Sports Sales, Ltd., to its board of directors.

**Orvis Company Inc.** selected **William McLaughlin** as its new President to succeed **Raymond McCreedy** who will retire later this year. A former PepsiCo executive and CEO of Select Comfort Corporation of Minneapolis, McLaughlin will assume the post July 27.

**Pelican Products**, a leading manufacturer of high-performance protective cases and portable lighting systems, appointed sporting goods industry expert **Jeff Diamond** as Director of Product Management – Consumer/Outdoor and Travel Goods Markets.

**Quiksilver Inc.** noted in a regulatory filing that **Elizabeth Dolan** had resigned from its board based on her belief that she was prevented from fulfilling her duties as a director as a result of her exclusion from certain board matters.

**Sanuk** hired **Bobby Lockhart** to oversee the brand's sales for Orange County and San Diego.

**Skechers** signed European golf legend **Colin Montgomerie** as a brand ambassador.



## BROOKS RUNNING

### SURVEY FINDS FRIENDS TRUMP FITNESS TRACKERS

According to a survey from Brooks Running Co., 32 percent of Americans say they'd choose a friend as their go-to training partner, followed by 24 percent picking a digital fitness tracker, and 20 percent their dog.

To celebrate National Running Day June 3, Brooks announced the results of its third annual Brooks Run Happy Nation report, a survey of runners around the world.

Relationship building extends from the trail to the bedroom. The survey finds "pre-race romance with a significant other" improves running performance for 35 percent of Americans (and for 48 percent of Americans under 40). The after-run glow is likewise contagious: 41 percent of Americans reveal they feel "frisky" after hitting the pavement.

Other findings:

- » Asked to pick their favorite running surface, 47 percent of respondents choose trails;
- » Asked what accessory they can't live without, music led the way (53 percent); followed by pockets, 18 percent; and performance socks (13 percent);
- » Among the biggest annoyances for respondents: blisters (43 percent), nature calling with no toilet in sight (32 percent) and chafing (14 percent);
- » Asked about ideal running vacations, the Grand Canyon is the No. 1 choice for 27 percent of respondents, followed by the Romantic Road of Germany for 24 percent, and the Great Wall of China for 23 percent; and
- » When asked which award-winning running scene they most connect with, 32 percent of respondents relate to "Forrest Gump" and just keep running; 26 percent have the eye of the tiger like "Rocky;" and 18 percent want solitude à la "Silver Linings Playbook."

The Brooks Run Happy Nation Report was conducted in January by Wakefield Research among 1,000 adult runners ages 18 and older from the U.S., Canada and Germany who run at least once per week. ■



# Congratulations SGB 40Under40 *2015 Award Honorees*

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  
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Josh Shaw  
Katie Swenson  
Neal Taylor  
Megan Tompkins  
Tina Wade  
Matt Weiss  
Gavin Whelan  
Laura Wolf Stein



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## BY THE NUMBERS

**+3.0%**

**Zumiez Inc.** reported sales in the first quarter increased 9 percent to \$177.6 million from \$162.9 million in the first quarter. Comparable sales for the 13 weeks ended May 2 increased 3 percent.

**+6%**

**Lululemon Athletica Inc.** reported net revenue increased 10 percent to \$423.5 million in the first quarter ended May 3 thanks in part to total comparable sales growth of 6 percent on a currency-neutral basis. Earnings more than doubled to \$47.8 million.

**+6.4%**

**Firearm background** checks rose 6.4 percent in May compared with a year earlier, marking the first year-to-year increase since January, according to the FBI.

**+15.6%**

Finding strength across its Ugg, Teva, Sanuk and Hoka One One brand portfolio, **Deckers Brands** swung to a profit of \$1.4 million, or 4 cents a share, in its fiscal fourth quarter ended March 31. The results eclipsed Wall Street forecasts for breakeven results and compared to a loss of \$2.7 million, or 8 cents, a year earlier. Net sales increased 19.1 percent in currency-neutral terms.

**+29.3%**

**Genesco Inc.** reported earnings slid 29.3 percent in its first quarter to \$9.9 million, or 42 cents a share. The company lowered its EPS guidance for the year, noting that Lids Sports Group's turnaround would involve additional gross margin pressure and more incremental expenses than originally planned.

**-16.1%**

**Quiksilver Inc.** reported a loss of \$37.6 million, or 22 cents a share, in its fiscal second quarter ended April 30. Revenues slumped 16.1 percent to \$333 million.



Northwave Arctic Jacket



Photo courtesy Northwave

## EVENT TEAMS WITH **NORTHWAVE** FOR WINTER CYCLING APPAREL

The 2015 Northwave Arctic Jacket combines high-stretch DVstretch ePTFE membrane technology with soft gauged Lombardia fabric.

Italian-based Northwave and eVent fabrics have designed the 2015 Northwave Arctic Jacket in anticipation for the coming season with the newest eVent ePTFE membrane technology, called DVstretch. The high-performance jacket will be on the market in October 2015.

This is the first time the eVent air permeable ePTFE membrane technology will be used in the company's winter apparel. The partnership between the two companies was just decided in early 2015, premiering on the market with the Arctic Jacket.

The goal? Offer top-of-the-line protection and comfort for winter riding. The secret? eVent's new windproof DVstretch membrane solution. Used in a three-layer BP Puma laminate from ITTTAI-Bel Punto S.r.l, the laminate covers the whole front and back surfaces of the jacket providing protection from the wind, while being highly breathable.

However, of all traits, DVstretch is sought out for its unprecedented degree of elasticity. The BP Puma fabric can stretch 35 percent and fully recover. In union with DVstretch, Northwave apparel adds Lombardia, a soft gauged fabric, fabric under the Jacket arms to better fit the body.

Global Product Manager for eVent fabrics Chad Kelly said, "This combination of performance benefits is ideal for aerobically demanding sports like cycling. Cyclists generate a lot of heat and moisture, which needs to quickly escape through their clothing. But they also require essential protection from the wind and weather."

The Arctic Jacket is in Northwave's "Be Visible, Be Safe" collection of products. The piece features Pixel reflective inserts for even greater visibility. This unique technology uses reflective elements printed directly into the fabric, making a larger area of the jacket reflective. Pixel reflective inserts are also softer than typical reflective inserts, used primarily in the collar, sleeves and back of the Arctic.

"On its own, Northwave has built a strong reputation in winter products by delivering protection and top-level performance to cyclists," said Northwave founder and owner Gianni Piva. "Partnering with eVent fabrics is the next step forward."

Since 1999, eVent fabrics have attempted to set the standard for truly air permeable and waterproof membranes in textiles. The technology used to create eVent membranes was invented in the 90s to improve the pollutant-capturing performance of air filtration systems and give superior protection to industrial machinery. eVent fabrics are most commonly used in outdoor, wintersports and cycling apparel and footwear.

Northwave aims to create everything a cyclist might need, excluding the bicycle. The 2015 Arctic Jacket will join the catalog of technical jerseys, shorts, sunglasses, helmets, jackets and accessories. ■





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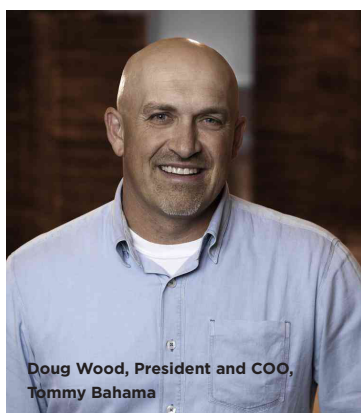
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## MAUI JIM MARKS FIRST RETAIL PARTNERSHIP FOR TOMMY BAHAMA STORES

Tommy Bahama and Maui Jim Sunglasses, two iconic brands known for embodying the island lifestyle, are joining for an exclusive retail partnership. Maui Jim premium polarized sunglasses will be sold at all Tommy Bahama stores worldwide and on [tommybahama.com](http://tommybahama.com). This marks the first time that Tommy Bahama will sell a branded product other than its own.



Doug Wood, President and COO,  
Tommy Bahama

"Tommy Bahama is thrilled to have this exclusive partnership with Maui Jim, the fastest growing premium polarized sunglass maker in the world," said Doug Wood, President and COO of Tommy Bahama. "For more than 20 years Tommy Bahama has invited everyone to enjoy the island-inspired lifestyle. It's a real first for us to be selling any product other than our own branded or co-branded styles. We know Maui Jim is passionate about creating high

performance, quality products and promoting an active, outdoor lifestyle so the synergy between our two brands is amazing."

Tommy Bahama and Maui Jim share a similar heritage and brand philosophy. "It's not often that two brands are as perfectly paired as Maui Jim and Tommy Bahama," said Jay Black, VP, global marketing for Maui Jim. "Born on the beaches of Maui almost 30 years ago, our brand has been synonymous with enhancing the experience that people have outdoors in the sun."



Jay Black, VP Global Marketing, Maui Jim

An assortment of Maui Jim's men's and women's sunglasses will be offered to accommodate any activity. Customers will find sunglasses made with four different lens materials, in four different lens colors, that enhance vision in various light conditions. The sunglasses range from \$169 to \$339 U.S.

All Maui Jim sunglasses feature the company's patented PolarizedPlus2 lens technology that cuts 100 percent of UV rays and 99.9 percent of glare while significantly enhancing color, definition



Tommy Bahama and Maui Jim Sunglasses  
Photo courtesy Tommy Bahama

and depth perception. Maui Jim sunglasses have been recommended by The Skin Cancer Foundation as an effective UV filter for the eyes and surrounding skin.

Maui Jim sunglasses were born in Maui in the mid-80s and were designed to protect eyes from the harsh rays of the sun. Today, Maui Jim's patented PolarizedPlus2 lens technology blocks 100 percent of UV rays and 99.9 percent of glare while enhancing color, definition and depth perception in more than 112 different styles of sunglasses that are available worldwide.

Tommy Bahama is part of Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with its corporate headquarters in Seattle, the company owns and operates over 150 Tommy Bahama retail locations worldwide. ■



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## ORTHOLITE PARTNERS WITH INCASE

Insole manufacturer OrthoLite formed a new partnership with Incase, designer of protective accessories. In June 2015, the OrthoLite Impressions foam formulation will be used to customize the carry handles of two Incase Reform Collection products, including the Reform Backpacks and the Reform Briefs.

To celebrate the partnership, OrthoLite and Incase teamed up to give away one free Reform Backpack and one free Reform Brief through a weeklong Twitter and Facebook sweepstakes running June 5 through June 12.

The Impressions technology is designed to conform to the users grip, making it a memorable, comfortable and custom impression for every use. The environmentally friendly, bio-based, open-cell structure of the OrthoLite Impressions foam also creates a moisture management system helping to move moisture away from the carry handle to provide a cooler and drier top-loading handle.

"As OrthoLite continues to stay at the forefront of providing superior comfort technology, we are excited to partner with Incase," said Pamela Gelsomini, president of OrthoLite. "Incase is a trendsetter in the space, making them the perfect partner for us to make this endeavor. Our open-cell foam technology will enhance



Reform Backpack



Reform Brief

users' comfort and performance experiences adding to the appeal of the bags and customizing the product to the user by forming to their shape."

Available in heather gray, the Reform Backpack, \$150, also has a padded, faux-fur lined laptop cage, exterior side zipper pocket for smaller accessories, adjustable padded shoulder straps for comfort and ergonomic support, compression molded back panel with integrated air-flow channels, custom zipper pulls and is compatible with the MacBook (up to 15"), iPad and iPhone.

Also available in heather gray, ReformBrief, \$90, adds a durable 300D heathered weave Ecoya eco-dyed poly, butterfly design that opens flat to easily pass through airport security, accessory organizer pockets with dedicated iPad sleeve, detachable padded shoulder strap and custom zipper pulls.

Said Evan Hong, design director of Incase. "Due to the brand's expertise and quality products, we can ensure that the OrthoLite Impressions foam used in the carry handles of our Reform Collection provides an unmatched combination of comfort and functionality." ■



Photo courtesy Incase





Photo courtesy Jamie Kripke

## PEOPLEFORBIKES

### PARTNERS WITH NATIONAL INTERSCHOLASTIC CYCLING ASSOCIATION

PeopleForBikes, the movement to make bicycling better for everyone, is partnering with the National Interscholastic Cycling Association (NICA) to aid in the development of interscholastic middle and high school mountain biking programs across the U.S.

PeopleForBikes will provide NICA with more than \$32,000 in cash support during 2015: \$15,000 from the PeopleForBikes Coalition and \$17,000 from the PeopleForBikes Foundation and its Paul David Clark Bicycling Safety Fund. The Clark Fund is a legacy project dedicated to Paul Clark - a San Francisco bike rider who died in a bicycle-truck collision in 2005. The Clark Fund focuses on initiatives that promote safety and youth ridership. It has previously supported programs like San Francisco Bicycle Coalition's Healthy Saturdays events, the NorCal High School Mountain Bike League, Transportation Alternatives' Campaign for Car-Free Parks, Silicon Valley Bicycle Coalition's Share the Road event, and PeopleForBikes' Roll Together campaign.



Tim Blumenthal, President, PeopleForBikes

"PeopleForBikes is proud to support NICA with this additional funding in 2015," said President of PeopleForBikes, Tim Blumenthal. "We know that NICA's 15 leagues across the country play an important role in introducing teens and their families to the joy of mountain biking and we are pleased to invest in this work."

PeopleForBikes and NICA will collaborate on efforts to introduce and promote bicycling to more people where NICA leagues are operating across the U.S. The organizations will work together to educate NICA's licensed coaches, student-athletes and their parents on ways to get involved in PeopleForBikes' work to make better bicycling in America through community outreach and activism.

"NICA is honored to partner with PeopleForBikes to help grow a unified front for advocating for bicycling on a national level," said NICA's Executive Director, Austin McNerny. "NICA is thankful for the support and applauds PeopleForBikes' 5X goals: to create 5X the mileage of singletrack riding available in the U.S. and a 5X leap in the number of bike parks that provide dirt riding options for kids and kids-at-heart by 2025."

PeopleForBikes grants and programs bring resources to communities across the country to build and improve bicycle infrastructure projects, including mountain bike trails, bike parks and BMX facilities.

"Our family could not think of a better investment in the future of youth bicycling than an investment in NICA," said Blair Clark, brother of Paul and board president of the PeopleForBikes Foundation. "NICA's core values of enabling every student-athlete to develop a strong body, a strong mind and a strong character through their efforts on the bike is a fitting tribute to my brother Paul's life whose love of the outdoors and cycling in particular, made him a role model for others." ■



Austin McNerny, Executive Director, NICA

## PEOPLEFORBIKES

PeopleForBikes is making riding better for everyone by uniting millions of individuals, thousands of businesses and hundreds of communities. Get involved with PeopleForBikes by registering for the National Bike Challenge. Log your riding miles to compete against other NICA participants from May through September. Log on to [PeopleForBikes.org](http://PeopleForBikes.org).

## NATIONAL INTERSCHOLASTIC CYCLING ASSOCIATION

Founded in 2009 as a 501(c)3 non-profit, the National Interscholastic Cycling Association (NICA) develops interscholastic mountain biking programs for student-athletes and coaches across the U.S. NICA provides leadership, services and governance for local leagues to produce quality mountain bike events, and supports every student-athlete in the development of strong body, strong mind and strong character through their efforts on the bike. As of spring 2015, NICA is supporting over 2,000 coaches and 5,000 student-athletes from over 400 high schools in fifteen separate leagues. To learn more about joining or starting a NICA league, visit [nationalmtb.org](http://nationalmtb.org). ■



## U.S. MARATHONS AND HALF-MARATHONS AGAIN HIT ALL-TIME HIGHS

According to the Running USA 2014 Marathon Report, last year marked yet another record for finishers in both marathons and half-marathons.

The number of marathon finishers in the U.S. reached 550,637, up from 541,000 in 2013. There were also a record 1,200+ marathon events in 2014.

Overall, the race has bounced back over the last two years from a rare decline in finishers marked in 2012. In 2000, 353,000 runners finished a marathon in the U.S.; in 1990, 224,000; and in 1980, only 143,000.

The New York City Marathon retained its leading spot as the world's largest marathon with 50,386 finishers, a record number. Six marathons - New York City, Chicago, Paris, London, Tokyo and Boston - had more than 31,000 finishers, while 23 marathons worldwide had more than 10,000 finishers. Another 18 marathons had more than 15,000 finishers.

After New York, the Bank of America Chicago, IL, was the second busiest marathon with 40,595 finishers followed in the top five by Boston, MA, 31,932; Honolulu, HI, 21,814; and Asics Los Angeles, CA, 21,508. Globally, the top two were New York and Chicago followed by Paris, FRA, 38,575; Virgin London, GBR, 35,878; and Tokyo, JPN, 34,097.

Gender split remained consistent compared to previous years: 57 percent male (311,366) and 43 percent female (239,271) finishers. Women represented only 26 percent of marathon finishers in 1995 and 10 percent in 1980.

Of the finishers, 48 percent were 40 and older (264,305, a new high overall and percent). In 1980, 26 percent of those over 40 finished a marathon in the U.S.

Last year also marked the slowest average finisher times since 2005 at 4:19:27 for males and 4:44:19 for females. In 1980, the average finisher time for males



was 3:32:17 versus 4:03:39 for females. The fastest marathon remains Boston with a median time of 3:52:09 and 59 percent of finishers done under 4 hours.

For the first time in history, the half marathon distance surpassed two million finishers in the U.S., according to the 2014 Running USA Annual Half Marathon Report. The number of U.S. finishers grew from 1,960,000 in 2013 to 2,046,600 in 2014.

Since 2003, per Running USA State of the Sport Reports, the half marathon has been the fastest growing standard distance, growing more than 40 percent since 2010. Gender split was 61 percent females (a record 1.2 million finishers) and 39 percent males (another record over 790,000 finishers). Average times though were likewise the slowest on record, 2:02:55 for males and 2:21:22 for females.

In 2014, there were 32 half marathons with 10,000 or more finishers (third highest total ever), slightly down from 34 in 2013. This data point has nearly doubled since 2009 when there were 17 with 10,000-plus finishers, and in 2000, there was only one. ■

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Photo courtesy FFaNY

## Fashion Footwear Association Of New York Tradeshow Draws Athletic Aspirations

While the premier footwear trade show in the U.S. continues to focus on dressier offerings, early June's FFaNY show again underscored the popularity of athletic styling.

Particularly pervasive were vulcanized canvas takes across a number of brands and incorporated into various styles. But an overall push backing many trends on the athletic side toward lightweight construction, comfy bottoms and multi-purpose use were also displayed in casual shoe collections for Spring 2016.

For the walking category under the GOwalk platform, **Skechers** has benefited from delivering visible technology such as the V-Stride angled outsole. But its overall momentum in walking continues to stem from acceptance of its Resalyte cushioning and the brand's ability to continually bring newness to the category, whether through slip-ons, lace-ups or other options, said Rick Higgins, SVP, merchandising/marketing, Skechers Performance Division.

GOfit, launched three years ago, has been a quieter success with Skechers now landing among the top spots in the training category for the first time. The GOfit TR that utilizes space-dyed mesh arrives next spring. The new GOflex, with a fully-siped and bendable outsole, arrives later this summer.

GOgolf Pro, being worn by seven-time PGA Tour winner Matt Kuchar, has also sold well, and the GOgolf Elite arrives in Spring 2016. The GORun



Skechers GOgolf Pro

was waiting for its other platforms to be established before entering the category. "It's got a seamless upper and a lot of the same design language you'd expect from a GORun shoe, but adds a nice soft durometer in the midsole and is a true stability shoe."

**Merrell** is undergoing a comprehensive rebranding in spring 2016 under the "Do What's Natural" theme. Jamie Mandor, head of global marketing, said the campaign focuses on how the "young adventurer is enjoying the outdoors today." Mandor, who arrived at Merrell from L'Oréal in November, said the brand in the recent past has pushed some platforms "too far" on either the performance or on the lifestyle side. Mandor said the readjusted positioning, "feels really good because it's not the new Merrell, it's the real Merrell. And it's where we've always been but we walked away from it a bit in the past."

Ride 5 arrives in Spring 2016 with an enhanced upper. The big news is the launch of Skechers' first stability shoe, the GORun Forza. Kara Goucher, the top American female distance runner who signed with Skechers last year, will wear the shoe.

Higgins said GORun fans have long asked for a stability version but Skechers





Merrell Capra Bolt

Mandor said Merrell would be emphasizing “faster lighter silhouettes across the board.” Another focus will be on providing versatile options such as its Hydro Hiker collection that’s designed to be hike-able on the trail but also features quick-drying materials to handle streams.

A big product story is the Capra Bolt, building on the success of this past year’s Capra hiking boot collection. Coming in a mid-waterproof, a low-waterproof, as well as low-ventilated option, the Capra Bolt still plays up color and its hoof-inspired Vibram MegaGrip outsole, but reaches more accessible price points, said John Angle, Merrell’s director of customer marketing.

In trail running, the All Out Crush and All Out Crush Lite builds on the success of the All Out Peak and All Out Charge and feature polyurethane film on the upper to handle adventure or mud races. Angle said the trail running line contains “great color pops.”

The Round Pound sandal collection particularly stands out for its “young aesthetic,” not only with color pops but artistic details on the outsole and unfinished edging that gives it a “handcrafted look.”

**Dansko** has three key themes for Spring 2016 as part of a move to “celebrate our favorite seasonal story,” said Matt DeWitte, Dansko’s director of communications. The first arrives in February under the “Celebrating the Arts” theme and is signified by a push around the Marta, a Mary Jane clog style that’s part of its Tivoli collection. In March, the “Celebrating Friends” theme arrives and is supported by a dressy Dominique sling-back sandal. Finally, “Celebrating Travel” in April is paired with the Pamela thong sandal.

DeWitte said the themes – to be supported by social media and on its website as well as lifestyle imagery in stores – are designed to demonstrate



Dansko Marta

“the breadth and depth of what we are doing.”

**Sperry** underwent a major rebranding this past February by ditching the “Top-Sider” from its name and launching its “Odysseys Await” campaign. Karen Pitts, VP of marketing, said research classified the brand’s 13-to-34-year-old Millennial consumer as “intrepids,” similar to the brand’s founder, Paul Sperry. Said Pitts, “He was inventive, he was bold and loved the sea and really



Sperry Seacoast

followed his passions wherever they went. So we channeled that energy with this new platform.”

The new positioning inspired much of the Spring 2016 line with a revamp of its boat shoes collection featuring new materials, treatments, colors and prints to “celebrate, energize and elevate” the overall design. Said Pitts, “As the

market leader in boat shoes, we have the responsibility to keep it fresh.”

Sperry will also look to build on the success it has found in canvas with styles such as the Seacoast - Sperry’s most successful vulcanized sneaker ever. Pitts noted that Paul Sperry’s first footwear invention was a classic CVO canvas style, but the brand is looking to create unique canvas options “that straddle the world between brown shoes and sneakers”

On the men’s side, Sperry is coming out with a Paul Sperry collection, which Pitts described as a “modern inventive take on our classic boat shoe,” featuring lightweight design, vulcanized construction, quick-drying fabrics and the brand’s Son-R midsole technology that heightens the wearer’s natural sensory responses.

**Crocs** is embracing four stories to “reinvigorate the core of our business,” said Megan Zielinski, global manager of wholesale merchandising. The first focuses on refreshing its classic clog business with different silhouettes and patterns. Its popular Sarah collection for women is being expanded



Crocs Sarah

with a wide array of embellishments and also gains a wedge version.

A second theme is “relaxed active” that features a host of reds and blues to infuse an “active casual vibe” into its line. The third, “graceful nature,” relates to a softer feminine appeal, notable with the thinner straps on its Isabella sandal model. The fourth theme, “Find Your Fun,” traces back to Crocs’ new marketing campaign and shows up with details such as sunglasses and pineapples “to show that our brand can really stand for and be fun.”

Crocs is also extending its Spring season to eight months with some spring deliveries arriving as early as November and some as late as July.

**Birkenstock** this spring married the popularity of strong, athletic-inspired appeal with the “sandal trend” by sticking a TPU rubber bottom on a women’s collection of colorful Nubuck leathers. The program will be expanded in the Milano and **Arizona** styles for men in Spring ‘16. Said



Birkenstock Arizona

Matt Hundley, Birkenstock’ USA’s PR and events coordinator, “It’s a more polished looking everyday sandal and we’ve had some nice acceptance with it.”

Hundley also noted that an athletic-inspired razor bottom is being introduced to a boot this fall and will be expanded across Birkenstock’s seasonal colorways come Spring 2016.

As far as trends, Hundley noted that Birkenstock is playing up pastels and the “soft pattern look,” and also sees neon is making a comeback in Spring 2016. Birkenstock also continues to find strong appeal for its newer closed-toe sneakers and other casual shoe offerings with loyal fans looking to benefit from the brand’s footbeds year-round.

At **Timberland**, A focus will be the indigo blue color across boots and other styles as well as waxed canvas, said Keith Carter, associate manager at Timberland.

Lightweight and laundered materials are also some underlying themes for Timberland come Spring 2016. But the overall push is to continue to redefine the “modern classic” with unique leathers and suedes, surprising colors and other treatments. Carter said Timberland - acquired in 2011 by VF Corp. - has lately been benefiting from its efforts to position itself more as an outdoor lifestyle brand. ■





Photo courtesy The Hub Bike Co-op

## EARLY SUMMER INSIGHTS

### Hottest Selling Bike Trends Across the U.S.

*SGB* reached out to local shop owners and bike buyers across the country to see what's been trending this Spring and Summer. Local cyclists and shop owners name top trends as Commuter, Adventure, Women's-specific and E-bikes.

By Jahla Seppanen

#### **The Hub Bike Co-op**

Minneapolis, MN

Owner, Worker and Bike Buyer, Josh Weichsel

"Both in steel and aluminum the trend we have been seeing is moving toward bikes with a lot of versatility," said Weichsel. Although The Hub focuses primarily on commuting and touring bikes, Weichsel has seen a seasonal shift away from road-specific features. "Customers still tend to be performance oriented when shopping for new bikes," he said, but added that as of late, customers are leaning into more cyclocross, gravel and light touring bikes. "It's not necessarily that the price points on these are cheaper, but you're gaining the ability to use a wider tire."

*Top Sellers: Surly, Marin and Felt. The 2015 Marin Lombard Elite and Felt Z85 Road Bike.*





Photo courtesy Full Cycle Bikes

### Full Cycle Bikes

Boulder, CO

Owner and Bike Buyer, Kaj Gronholm

Kaj Gronholm in Boulder, CO, said sales have been rough this spring with big February snowstorms and rain late into May. "It's not the best start; however, this year is slightly better than last," Gronholm said. "Mountain biking is growing. The new 27.5 wheel is really popular and driving growth throughout the whole industry."

However, Gronholm gave extra credit to the Boulder landscape. "Mountain biking always does better in Boulder compared to national averages," he said. Gronholm also noticed a downward trend in road bikes but expected numbers to rise with the release of new disc brakes. "Commuter bikes are still popular, but cruiser bikes are really, really down. In 2008 when the recession hit, that category got a double blow. They're bad for commuting and fuel went up so people started buying commuting bikes," he explained. Electric bikes are making a comeback this season, particularly for the high-end of the market (\$5,000 and up).

Parts, accessories and apparel are doing well this season. "It's growing but we see a variation of that market because of online retailers," Gronholm said. "Brick-and-mortar guys are not seeing a similar increase in apparel and accessories."

*Top Sellers: Giant, Kona, Felt, Eddie Mercks, and e-bikes.*

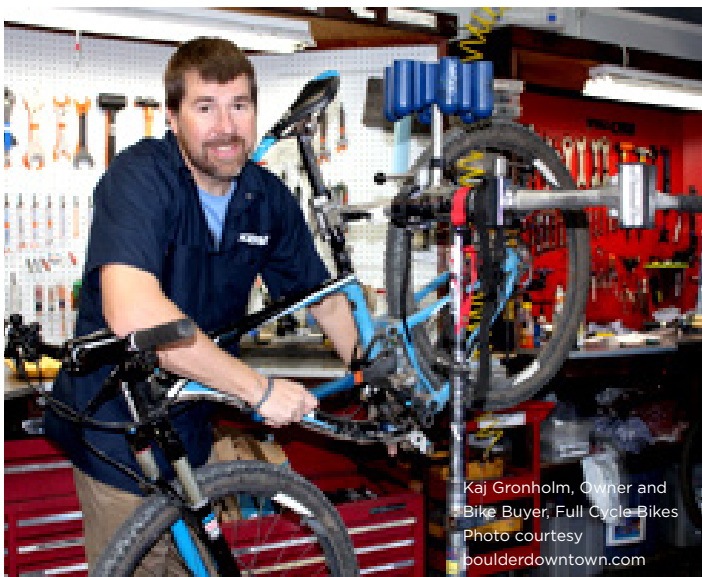
### Chile Pepper Bike Shop

Moab, UT

Owner, Tracy Reed

Although the bicycle business in Moab, UT, leans more toward renting than buying, due to the high level of adventure and family tourism, Tracy Reed of the Chile Pepper Bike Shop noticed similar cross-country trends reported by other bike shop owners. The hottest trend she noticed was the new 27.5-inch wheel size. As for the bike industry as a whole, "the sport is definitely growing," said Reed. "Business is up 20 percent so far this year. A lot of it has to do with new singletrack trails. If the community focuses on building new trails and offering recreation then they will see increases everywhere from bike shops to motels."

*Top Sellers: Giant, Transition, SRAM and Shimano.*



Kaj Gronholm, Owner and Bike Buyer, Full Cycle Bikes  
Photo courtesy boulderdowntown.com



Tracy Reed,  
Chile Pepper Bike Shop  
and Oso Wendy  
Photo courtesy Chile Pepper Bike Shop





Photo courtesy Bicycle Habitat

## Bicycle Habitat

Brooklyn, NY

Manager, Park Slope, Emily Samstag

"Bike sales are bouncing back," said Emily Samstag of Bicycle Habitat, with locations throughout NYC and Brooklyn. "Especially women-specific bike sales." She pointed to Specialized's new Diverge and Trek's Émonda and Silque as the biggest sellers of the season. Women's biking has risen, partially due to good bikes being in the market, but also because NYC has a lot of women's riding groups. "The women's riding scene is really strong here," Samstag said. She named Habitat's Women's Cycling NYC, WE Bike NYC and Rapha Cycle Club NY as just three that come to mind. But out of all women-specific bikes, "Diverge is new and exciting right now," Samstag said. With disc brakes, the Diverge not only has better stopping power but also the ability to change tires for different types of terrain. This opens up your options, which Samstag suggested buyers are enthusiastic about. Instead of having four or five bicycles you can buy just one, light, touring, adventure/road, all in one because of the versatility of changing tires.

Samstag also noted more sales in adventure tech road bikes and USB rechargeable lights, now made to be smaller, more waterproof and easier for people to have in the city as commuter options. More rack, fender and transport options for touring or city riding also drives the accessories business this season. As for the brand that continues to do well, Samstag names Surly. "Surly continues to be popular for all seasons. It's just a good, solid bike."

*Top Sellers: Specialized Diverge, Trek Émonda, Trek Silque, Trek 7.3, Surly and Trek's Ion 700/Flare R combo*



Brian Smith (far left) Owner, Huckleberry Bicycles  
Photo courtesy Huckleberry Bicycles

## Huckleberry Bicycles

San Francisco, CA

Owner, Brian Smith

Across the country in San Francisco, CA, Brian Smith with Huckleberry Bicycles noticed a similar trend toward commuter bicycles. "We've seen more commute-oriented bikes you can put racks and baskets on," he said.

Tracking the past couple years, Smith said electric assist bikes (e-bikes), and folding bikes have been trending, while carbon and aluminum road bikes seem to be where they always are. Along with commuter and folding, Smith mentioned popularity in adventure bikes due to their adaptive design. "You can go down dirt road, do touring and adventuring," Smith said. In accessories, rechargeable USB lights are doing well. Seasonally, Smith noted, "the first quarter started really well in terms of people coming in, but that has tapered off a bit, most likely due to the cold and windy Bay area weather."

*Top sellers: Brompton folding bikes, Salsa and Surly.*



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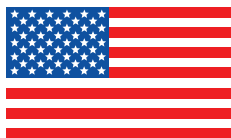
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VENDOR PROFILE

# ULTIMATE DIRECTION CELEBRATES 30 YEARS

By Aaron H. Bible



Founded in 1985 in Rexburg, ID, Ultimate Direction (UD) created an entirely new outdoor gear category with the world's first hydration-specific backpacks, waistbelts, and handhelds.

Since then, UD has helped runners, hikers, cyclists, and skiers with numerous innovative products, including the high-volume, leak-proof Kicker Valve, the first-ever line of women's specific hydration packs and other product features that have helped define the category. This fall the company is introducing its first line of apparel, the Fundamentals collection of technical outerwear.

Ultimate Direction products are designed by some of the best running athletes in the world, including Scott Jurek, Anton Krupicka, Peter Bakwin, Timothy Olson and Sage Canaday.

Buzz Burrell, Ultimate Direction Brand Manager, ran his first cross country race in 1967 and his first Ultra in 1968. That same year he completed a seven-day solo backpacking trip and an overnight bicycle event. Just four days ago, he ran a 65-kilometer mountain race in the Spanish Pyrenees (Els Bastion), finishing in the top third of the field. In other words, he's got 47 years of hands on product development experience that UD relies on.

Burrell is credited, along with Peter Bakwin, for popularizing the term "FKT" (Fastest Known Time), which is now in standard use around the world, as they pioneered running routes from Peru to British Columbia. He was awarded the inaugural national Everest Award for Trail Running at the (then) Teva Mountain Games, was the USATF 10km Masters Trail Champion, and held the record on both the Colorado Trail (483 miles) and the John Muir Trail (212 miles).



Buzz Burrell, Ultimate Direction  
Brand Manager

"Dealers and consumers trust the Ultimate Direction name because we are 'Designed by Athletes for Athletes' – that's our slogan, and it's true."

- Buzz Burrell, Ultimate Direction Brand Manager



"I had constructed and was using my own primitive waist belt when UD was founded in 1985, and was very happy to start using the first product designed for what I was doing," said Burrell on his history with the brand. "In 2012, when Ultimate Direction needed new focus and direction, I was very happy to step in and contribute, because I knew exactly what runners needed, and I knew they currently were not getting it. Hydration technology had not changed in 10 years, but the sport really had."

"Runners are going further and higher," he continued. "The one-mile distance used to be normal, then the 10km, then average people aspired to run a Marathon, but now people want to go even longer, and to do that, they absolutely need to carry their own food and water, at least during training. Wearable hydration used to be an afterthought; rather poorly thought-out products that a few people might use. Now it's a necessity and a very important component of both the Running and the Outdoor industries."

Burrell said the boundaries have now fallen away between Hikers, Skiers, Climbers and Runners. "Successful retailers do not need these boundary's, because their customers do not have them – people recreate in the outdoors in fantastic numbers – and they all need to carry food and water," he said.

"Our biggest challenge is developing a solid sales distribution network," Burrell said of the future of the brand, which is much bigger in Europe than it is in the U.S. "We are a specialty brand, dedicated to full margin for all our dealers, and yet a large percentage of our sales are online. This is because the consumer market is ready for what we are doing, and looks for it, but can't find it in their local store, because the local store may be looking a little too much toward what worked in the past rather than what's working now. In the outdoors there are no boundaries, only opportunities, and this should be true in the outdoor industry as well."

UD's history of innovation has come as a sequence. "We started with the first waist pack, and then the first handheld – an easy way to carry a bottle with a strap and small pocket for valuables and food. These are still in our product line, as they are in every other hydration company's product line," Burrell told SGB. "But the introduction of the fabled Signature Series in late 2012 changed the world of wearable hydration forever. We created 'Vests' instead of 'Packs.' Packs have always been a sack on your back with a bunch of straps – this never worked for runners – there was too much bouncing, jiggling and weight. Our Vests were carefully cut and designed so there was no bounce. They weighed ounces. You carried water on the front side in easily accessible bottles rather than tucked away inside the pack in a bladder. Food, phones, and other essentials were easily accessible on the front."

"Three of the best runners in the world designed these Vests – Scott Jurek, Anton Krupicka, and Peter Bakwin – they were not sponsored athletes; they personally designed the gear they always wanted but was not available. Then they put their names on it," Burrells continued. "The Signature Series was amazing; in the world of wearable hydration it was like the Air Jordan. I'm visiting our distributors in Europe right now, and everybody from Spain to France, Denmark to Italy, is totally familiar with the Signature Series. Every hydration company has now copied it."

"The outdoor industry is still product-driven. A good marketing story is important, but good brands and dealers do not compete on price – they compete by showing people how to have fun and feel good. That's how it works; that's still the bottom line," he concluded. "Our innovations drive the sport forward, so the market is happy, from consumers to dealers. The outdoor industry always, always has to move forward. Dealers and consumers trust the Ultimate Direction name because we are 'Designed by Athletes for Athletes' – that's our slogan, and it's true. " ■

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ONE-ON-ONE

## TODD LEWIS Mizuno Running

By Thomas J. Ryan

In late April Todd Lewis was appointed Mizuno USA's global director of performance running – footwear. Lewis joins Mizuno USA with more than 15 years of experience in the running business with a focus on footwear.

He began his career at the ground level as a technical running specialist with Nike Inc. and eventually became Nike's global senior product manager - running. Most recently, Lewis was global footwear product director at Columbia Sportswear where he managed design and development for all footwear brands including Sorel, Columbia and Montrail, and set product direction for all footwear product lines. He also had athletic success as a five-time All-American Track & Field athlete at Arizona State University, and qualified for the 1992 and 1996 U.S. Olympic Trials.

Lewis will lead Mizuno performance running footwear design and development globally, with an emphasis on the Americas. He will also build and develop talent at Mizuno's Portland Running Center of Excellence. Based in Portland, he will work closely with newly hired Mark Sheehan, VP - product management, running division and Dick Lyons, SVP and GM - product divisions.

**Why did you join Mizuno?** It's just a great brand in running and it's a specialty running brand. They entered the market years ago when I was a specialty sales rep. And they entered a pretty competitive market back then with a unique point of view around lightweight and around the Wave responsive cushioning dynamic ride that has resonated with runners for some time. They pay attention to fit and feel, which has become even more important to runners. So they've developed quite a following with a lot of serious runners and are reaching new runners coming into the sport.

**Are you excited to get back into running?** As an athlete first and then working on product, running has always been something I've been passionate about. And I was passionate about the same things at Montrail and Columbia working on trail running product. But Mizuno is a bit different than both Columbia and Nike. Mizuno is a brand that's focused

solely on running and a company that's really focused on performance and not necessarily anything else. They're a specialty running brand and one of running's big four – Saucony, Asics, Mizuno and Brooks – that are really focused on runners and making innovation work for runners. So I'm excited to be getting back to my passion.

**Will Mizuno's approach to run be changing?** I don't think the approach changes. The approach has always been about making great product and bringing innovation that's real for runners. We want to accelerate our innovation in the market for sure and that's the big focus. So it's more around bolstering what we've already built in the market but also offering more experiences for runners. The world of running is growing and the people who are coming into the sport are different and that has implications for all the products you offer. People are discovering how running is an easier way to work out. You walk outside your door and there's your gym and more and more people are finding that. We want to make sure we have product that meets their needs and make an emotional connection with them.

**Can you talk about upcoming key launches?** We have the Inspire 12 and a new shoe, the Catalyst, coming out Spring 2016. The Catalyst is a shoe that's going to get us into the sweet spot of the market around lightweight, guidance and stability. The Inspire is a huge franchise for us and the Inspire 12 adds some new underfoot conditioning and a new underfoot feel that we've never had before in the Mizuno product line and specifically with Inspire. Beyond that, we have lots of stuff planned. We're going to make innovation for real runners, which I feel is rare in the market. You'll see us roll that out over the next four or five years.

**What's the goal for Mizuno running?** We want to be the leader in the run specialty space, whether it takes 10, 15 or 25 years. That takes a lot of hard work, a lot of great product, and the ability to serve runners on all levels. Mizuno has a great following in the run specialty channel but we want to attract more runners and build a bigger following. ■



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## INDUSTRY VET RIDES FOR A CURE

Inside Duncan Finigan's public and personal battle with cancer.

By Thomas J. Ryan

**I**n October 2014, Duncan Finigan, head of marketing at Oofos, a leader in recovery shoes, was diagnosed with Stage 4 cancer. In August, Finigan will ride the two-day Pan Mass Challenge (PMC) to support the Dana Farber Cancer Institute and its mission to fight and cure breast cancer.

Finigan is a 31-year veteran of the sporting goods and footwear industries, including a 15-year stint at Reebok and stops at Atsco Footwear Group, Stride Rite and Dorel Industries. Along with Oofos co-founder, Lou Panaccione, and her son, Will, Finigan will ride as part of the Dana-Farber WOW (Women Oncology On Wheels) Team in the PMC. All proceeds of rider-raised revenue will go directly to the Jimmy Fund and Dana Farber Cancer Institute. Here, Finigan discusses her battle with cancer, Oofos' success, and her upcoming ride.

**What's unique about the Dana Farber Cancer Institute?** Dana-Farber's team does not just administer drugs. They treat you as a whole person. They care about my husband, Tom, and my four boys. They give me advice on how to enjoy my life, respond to people that don't know how to deal with my news and handle the speed bumps along the way. As my amazing doctor Eric Winer told me: "Cancer is like surfing. You will have

high waves and low waves. When you are on a high wave enjoy the ride. When you are on a low wave, you have to promise to stay on the board." Whenever I am on a low wave, they answer my calls instantly and walk me through how to balance on the board so I don't fall off.

**You've come public with your cancer battle and that's not always the case. How come?** The day I received the call that my tests were positive I had just finished an all-day Oofos meeting with Lou Panaccione, Paul Brown (two of our founders) and Mike Harrison (our acting CEO). I walked in from the phone call and said to myself "Okay, right now you have a decision to make. Be public and share, or keep it private." Something hit me at that moment that sharing would bring support and prayers and that this is what I should do. I walked back into the office and told the guys my news. Their reaction proved me right! They instantly made me "feel better." It has just grown from there. I've learned that the more I share, the more people that want to do something positive have a way to do so. They don't have to be afraid to talk to me or be afraid of what to say. Instead they can get into action and be a part of the journey where they can make a positive difference.



**What's been the biggest adjustment?** Learning that I do not do well with what I call "sympathy attention." I learned that if I feel someone is "feeling sorry for me," it is very upsetting as I don't feel sorry for myself. When people hear the words "Stage 4", they think you are on your deathbed. From the beginning, my family and I have been all about how to fight cancer and win the battle. We also look for the good things that this journey added to my life I wouldn't have had otherwise. My doctor, Eric Winer, and his team told me, "Don't use the term Stage 4. You have treatable, non-curable cancer. It is a chronic disease. You have many, many years to live. Your job is to trust us to find solutions to fight your cancer, and go live your life fully." This was invaluable advice. It has opened up such great opportunities for me to turn people around from "feeling sorry" to being a positive catalyst on my journey.

**Any other major changes taking place?** I am very lucky that I love to exercise and keep it up every day, which makes me feel great. Now I am in training on the ElliptiGO with Lou for the PMC. I also have been working on a diet more focused around macrobiotic theories, and continue to explore ways that my diet will make me feel better. Lastly, I have always been spiritual, but since cancer I have been opening up a whole new level of spirituality that I didn't know existed.

**Did you think about not returning to work?** Never! Oofos was another gift in my life. I assume that this cancer would have surfaced at this time no matter where I was working. How lucky am I to be with a brand I love whose core value and mission statement is part of my life: "Make yOO feel better." Oofos product makes people feel better, and the entire team at Oofos has done nothing but make me feel better. There were only a few days in the beginning of my diagnosis where I missed several days of work. The first day I got back into the office, I felt so energized. Oofos is a recovery technology for your feet. And the Oofos team is really a recovery technology for my soul. Oofos is giving \$10 to Dana-Farber Cancer Institute for every pair sold of a Special Edition Ribbon shoe we did on our website. This is now a core part of our company's commitment to helping others feel better. The Oofos team is not only work partners, they are friends as well and I know they will be there for me every step of the way on this journey.

**Why has Oofos been a breakout hit?** Our product is unique with a material we developed for two and a half years that can help people in a way no other material on the market could do prior. Its impact absorbing properties, along with the patented footbed we developed, truly allows fitness enthusiasts and athletes to recover after a workout. We have stayed true to that vision, even when the industry implied that retailers do not believe recovery footwear is going to be a successful category. Our commitment to staying true to offering a product that "makes yOO feel better," and treating our retailers with customer service and support that makes them feel better," are at the core of why we have been so successful in such a short period of time.



Duncan Finigan in training

**Where and how did you break in?** The Run Specialty community has been the core foundation of our brand as we have grown. Partners like Kris Hartner from Naperville Running and John Rogers from Fleet Feet Maine Running (old Reebok friends and co-workers) were a couple of the first run specialty retailers to give Oofos a chance. They had stopped selling "sandals" in their stores. When we explained that Oofos was a recovery footwear technology in a sandal style, and could be sold year round, they gave Oofos a chance. They had success, as Oofos turned out to be an "add-on" purchase for their customer who was looking for a running shoe. The customer usually left with a pair of Oofos after trying them on, as well as the running shoe they were looking for. Stories like this have created the word of mouth momentum that is a core reason for our quick success.

**How has the industry responded to your battle with cancer?** I have been overwhelmed with the response of people I haven't seen or spoken with for 20 to 30 years. I can't thank everyone enough for their amazing messages, thoughts and prayers. I keep wondering why I have been so lucky. You realize at times like this that there is something in everyone you have known that is truly special. Even if you had a run-in here or there in business with each other, at the end of the day we all want to help make people feel better. And boy, have my old, current and new industry friends made me feel better! I am truly blessed.

**What's next?** Dr. Winer told me I have "many, many years to live," and that with support from Dana-Farber research, when my current drugs stop working, they will have new solutions to fight my cancer. I plan to set the new benchmark for Dana-Farber in how many years they believe is possible when they say "many, many years." Even better, help the research team find a cure for "treatable, non-curable cancer" like mine. That is going to be through using my voice to let people know about my cancer and about places like Dana-Farber - so they can offer their support to allow the research and clinical teams to keep finding new solutions to fight cancer and hopefully someday find a cure. ■

Donations can be made at [www2.pmc.org/profile/DF0219](http://www2.pmc.org/profile/DF0219).



I AM... SGB

# KEN BATHURST

Sales Manager, Industrial Revolution

Ken Bathurst is the Sales Manager for the last four years at camping gear manufacturer Industrial Revolution, founded in Redmond, WA, in 1971. When the company moved to Tukwila, WA two years ago, it more than doubled Bathurst's bike commute from 25 to 62 round trip miles. "It takes a bit longer, but allows me to train for my next event, the 515-mile Race Across Oregon," said Bathurst.

His love for the Evergreen State has kept him there since childhood, growing up in Gig Harbor, WA, attending Central Washington University in Ellensburg, WA, with a B.S. in Economics, and now living in Lynnwood, WA, with his wife and 6-year-old son.

Bathurst has been competing in Ironman and Endurance Cycling events for more than 15 years. He lists 17 Ironman Finishes including the Ironman 2010 World Championships in Kona, HI. He competed in the 2014 24-Hour World Time Trial Championships (cycling 406 miles in 24 hours), and qualified for the Race Across America (RAAM) in 2014, planning to do this 3,000 mile bike race across the U.S. in 2018. Let's see how he manages to balance this type of athletic performance with his work life in the sporting goods industry.

## How did you get your start in the sporting goods/outdoor industry?

It wasn't until I started with Industrial Revolution in 2011 that I finally made the connection that your passion and drive in your personal life could dovetail with your professional life.

## How do your athletic endeavors influence your work life?

I've always been very dedicated and focused, maybe to a fault. My wife might say "stubborn," but I'd say motivated is more accurate. Once I set the goal, my mind is in gear to accomplish it. Being focused and maybe a bit strong-willed has been beneficial in my athletic endeavors and work life. I'm always looking ahead and seeking ways to improve, strengthen and accomplish things in a more streamline manner. Even if something is great, my mind is always ready to find a better way. This method works well in both aspects of my life, personally and professionally.

## What's the key to finding balance there?

The key for me is planning ahead and prioritizing. It means being on top of it, setting a clear goal and not allowing the option of procrastination. In order to accomplish the objectives I've set, I have to remain dedicated to seeing it through. Thankfully, I enjoy the process and most satisfying is accomplishing the goal.



## What's the best thing about your job?

It's working with energetic, positive, like-minded folks that truly enjoy what they do and have a passion for life. The products we're representing enhance the outdoor lifestyle we all appreciate and love. I've learned it's so much more pleasurable in this life to believe in what you do and love what you do. Believing in the products is important to me and standing behind a company that has integrity is pretty great, too.

## Who do you look up to?

I admire anyone willing to push themselves to achieve a personal goal, no matter how small it seems. I appreciate pioneers like Carl Sagan and Eckhart Tolle, who promote curiosity and thinking outside of the norm by really being mindful in this life. Athletes like Paula Newby-Fraser who won the Ironman World Championship in Hawaii eight times definitely inspired me. I also admire my mom who powered on in times of great struggle, setting a strong example for me as a young man.

## What's your advice to young people hoping to work in the performance, outdoors or sporting goods industry?

My advice is to take advantage of the lifestyle the industry promotes. There's no better way to endorse something than by the enthusiasm and joy you get from participating in it. Be the living proof! ■



A man with a beard and dark hair, wearing a teal t-shirt and black climbing gloves, is climbing a thick rope. He is smiling and looking up. The background is a blurred outdoor setting with dry grass and trees.

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## Worldwide Fall Tradeshow

August 30 - September 3, 2015 | Reno-Sparks Convention Center