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THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET

THE EVOLUTION OF THE MASSAGE BALL

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CEO
Group Publisher
James Hartford
jhartford@sportsonesource.com
303.578.7004

Managing Editor
Aaron H. Bible
ahbible@sportsonesource.com
303.578.7017

Senior Business Editor
Thomas J. Ryan
tryan@sportsonesource.com
917.375.4699

Associate Editor
Jahla Seppanen
jahla@sportsonesource.com

Creative Director
Teresa Hartford
teresa@sportsonesource.com

Senior Graphic Designer
Camila Amortegui
camila@sportsonesource.com

Advertising Sales
Buz Keenan
Northeast
buz@sportsonesource.com
201.887.5112

Circulation & Subscriptions
admin@sportsonesource.com
303.997.7302

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ON THE COVER: Photo courtesy Adidas

MOVERS & SHAKERS

Backbone Media hired **Eric “Hende”**

Henderson, formerly Communications Manager for Salewa North America, as Senior PR Account Manager.

City Sports appointed **Marty Hanaka** as its CEO. Hanaka, who has served on the board of directors for City Sports since 2008, had previous tenures as Chairman and CEO of Golfsmith International and Chairman and CEO of Sports Authority.

Ebags Inc. appointed **Mike Edwards** as president, CEO, and as a member of its board. He also joins the company as a new investor. Edwards was most recently at Staples but had been President of Lucy.

Fanatics Inc. named **Karen Ruby** Senior VP of Human Resources. Ruby will be joining Fanatics from Amazon.

Hillerich & Bradsby Co., the parent of Louisville Slugger, appointed **Kyle J. Beaird** as its COO & CFO and **Tanee Brewer** as its Treasurer.

Patagonia promoted longtime Patagonia territory Sales Manager, **Sven Shiers**, to Eastern Regional Sales Manager

Reynolds Cycling promoted **Tom Gosselin** to the new position of Domestic Sales Manager.

Salomon appointed **Travis Hildebrand** as its Running Product Merchandising Manager.

Schoeller Textil AG named **Stephen Kerns** to replace Tom Weinbender as President of Schoeller Textil USA effective August 1.

Sympatex Technologies, which develops, manufactures and sells membranes, laminates and textiles used in outdoor apparel and footwear, appointed **Derek Spingler** VP for North America.

Under Armour announced that **Terdema L. Ussery II**, former President and CEO of the Dallas Mavericks, would come on board as President, Global Sports Categories, effective September 14.

Verde Brand Communications announced the addition of veteran outdoor industry professional **Christina Erb LoVullo**.



HIPCAMP

ENTERS ONLINE LODGING SHARING WORLD WITH UNIQUE OUTDOOR APPLICATION

Hipcamp, an online travel booking company created in 2013 by San Francisco camping and outdoor enthusiasts Alyssa Ravasio and Eric Bach, offers a new “Land Sharing” program for travelers in the same way AirBnB, CouchSurfing.com, and VRBO did before.

Hipcamp is a platform that offers camping options on the private lands that cover more than 60 percent of the U.S. The online platform works similar to Air B&B, where prospective campers enter a destination city, and Hipcamp suggests camping or Land Sharing nearby. Those with private properties can list their land for a \$500 credit on their own adventures.

In an effort to bring the sharing economy to the outdoor traveler, while expanding the community of campers across the country, Hipcamp also boasts one of the most comprehensive camping-on-public-land guides, integrated into its website with 2,196 parks, 8,630 campgrounds and close to 300,000 campsite listings nationwide.

Campers can escape the crowds of popular tourist destinations and experience new activities outside the city - from organic farming, wild foraging, outdoor classrooms, group campouts and indigenous land stewardship.

Some of the properties featured in the new land sharing program are a former flower-child commune turned organic farm, where you can book a Tai Chi yurt or your own geodesic dome (Oz Farm); lodging near the only swimmable lake in Big Sur (Heart of the Wild); a pond-side respite in Mendocino, CA (Mill Pond); and housing on 600 acres in Shasta with nearby private waterfall (Clear Creek).

“By connecting landowners who want to keep their land undeveloped with responsible, ecologically-minded campers, we can use recreation to fund the conservation of this land,” Hipcamp Founders said. “And land sharing isn’t just important for the environment, it also creates an entirely new way to get outside.”



BERGHAUS “MADE KIND” LABEL TO DISTINGUISH ECO-PRODUCTS

In the pursuit of manufacturing products with a lower environmental impact, Berghaus has launched a Made Kind label to identify performance gear products made with responsible, eco-friendly methods.

Berghaus’ ongoing program to eliminate harmful substances from the brand’s supply chain takes another step with the launch of Made Kind. Behind efforts to create the new label is the hope for brands and manufacturers to move toward fabrics and technologies that combine high performance with low environmental impact. Progressive methods can range from more eco-friendly materials to improved production processes. The Made Kind seal will be released for Spring/Summer 2016 products.

To earn the Made Kind tag, Berghaus products must meet at least one of three criteria; be made out of a bluesign approved fabric; be made using Berghaus’ award winning Colourkind colouring process; or be made using recycled materials.

The company has also taken a specific focus on reducing fresh water use in product manufacturing, as Berghaus recognizes the mounting pressure being put on this limited resource. The most recent World Economic Forum put water scarcity at the top of a 2015 global risk ranking.

Taking action, Berghaus pushed its Colourkind process, which adds color to a polymer melt before it is extruded into fibers, thereby eliminating steps in standard textile production that consumes the largest quantities of water. Colourkind also skips ordinary processes that yield the most pollutants, resulting in a higher quality end product fabric with improved color fastness.

The Colourkind process reduces fresh water consumption by 89 percent, compared to standard dyeing, while dropping CO2 emissions by 62 percent, chemical use by 63 percent and COD (Chemical Oxygen Demand) by 67 percent. Thanks to this smart process, Berghaus estimates it saved 1,000,000 liters of water from its production process in the Spring/Summer 2015 season alone.

Berghaus Bluesign System Partner



The Berghaus Explorer ECO line, along with a group of nylon and polyester wovens and knits, including t-shirts and polo shirts, incorporate the Colourkind process. These products are made with Argentium technology - the company’s popular baselayer technology.

Also in stride with Made Kind and the Colourkind process, Berghaus announced in May 2015 that it joined the international Bluesign system as the U.K.’s first outdoor brand to invest in being a Bluesign System Partner. Led by corporate sustainability officer Elaine Gardiner, Berghaus worked with Bluesign and its supply chain to ensure products meet demanding requirements in terms of hazardous substances, worker safety and environmental protection. The company set the goal of 70 percent of products to contain Bluesign approved fabric by Spring/Summer 2016. The projection will coincide with Berghaus’ 50th anniversary.

BY THE NUMBERS

+1.7%

Big 5 Sporting Goods Corp. reported earnings rose 4.0 percent in the second quarter on a 1.7 percent comp-store gain. Results were in line with previous guidance. The chain said the gains came despite cycling against the soccer-related business generated by last year's men's World Cup, and facing the ongoing economic and recreational impact of the well-publicized drought in its core California markets.

+16.0%

With another stellar performance from its premier outdoor brands – The North Face, Vans and Timberland, VF Corp. reported earnings and revenues that expanded at a double-digit rate on a currency-neutral basis in the second quarter while lifting its EPS guidance for the year. In the Outdoor & Action Sports coalition, sales jumped 16 percent on a currency-neutral basis to \$1.4 billion and grew 9.2 percent on a reported basis. On a currency-neutral basis, sales expanded 23 percent at Vans and 10 percent each at The North Face and Timberland.

+28.5%

Under Armour Inc. reported revenues in the second quarter climbed 28.5 percent to \$783.6 million. On a currency-neutral basis, revenues increased 30.9 percent. The gains reflected percentage growth near the 40s' in emerging categories such as footwear and accessories but also a solid 22.7 percent in its core apparel category. Net income decreased 16.5 percent to \$14.8 million, or 7 cents a share, inclusive of the impacts of the February acquisition of Endomondo and MyFitnessPal. The decline was expected with results beating Wall Street's consensus estimate by 2 cents a share.

+36.3%

Skechers USA, Inc. reported second quarter sales jumped 36.3 percent to \$800.5 million. Net earnings rose 129.2 percent to \$79.8 million, or \$1.55 a share. Domestic wholesale had an average price-per-pair increase of 9.0 percent while comps at Skechers owned stores jumped 12.9 percent.

+276.5%

Callaway Golf Co. reported second-quarter earnings more than tripled to \$12.8 million, or 15 cents a share, from \$3.4 million, or 4 cents, a year ago. Sales were essentially flat on a currency-neutral basis. The company lowered its sales outlook but raised its EPS outlook for the year.



Clean Bottle
20oz Blue
Solo Bottle

CLEAN BOTTLE

RELEASES 2.0 VERSION OF FLAGSHIP SPORT BOTTLE, NOW MADE IN THE U.S.A.

Coming five years after their launch at the Tour de France when "Bottle Boy" chased cyclists to compete for TV air time, Clean Bottle, the company that revolutionized the water bottle with a screw-off bottom for easy cleaning, has redesigned the original sport bottle, now fully made and manufactured in the U.S.

From Shark Tank to Kickstarter, and selling through retailers from REI to Brookstone, Clean Bottle was launched at the Tour in 2010 where the founder David Mayer donned his giant "Bottle Boy" costume and in only two weeks sold more than \$70,000 worth of bottles and landed a significant retail presence.

Designed with functionality and performance in mind, the updated bottle features a new shape that fits more snugly into bottle cages with an added texture on the body and caps, making the bottle easier to grip and the caps easier to open than its predecessor. Now offered in two sizing options, 20oz. and 23oz. The 2.0 version offers customers more options and features a lower price point. The bottle will be available in four-color options, is dishwasher safe and guaranteed for life.

The decision to manufacture 100-percent of the sports bottles within the U.S. is a "natural progression of the company's direction and the product development process." Clean Bottle Director of Sales and Marketing Lee Peters said, "This is a goal we have been working toward for a long time, and we are excited to finally see it come to fruition."

Today the company offers a full line of sport and lifestyle bottles sold in more than 4,000 top retailers including L.L.Bean, Dick's Sporting Goods, Bed, Bath and Beyond, REI, GNC and Performance Bike. It retails at \$10 for 23oz. and \$9 for 20oz. Sales of the original cycling Clean Bottle went so well that the company was able to develop the award winning Square bottle, whose iconic design was a Kickstarter success.

Mayer was an Ironman triathlete and Stanford graduate from Silicon Valley who designed the water bottle with a screw-off bottom for easy cleaning.



Backs of sleeveless t-shirts reveal rows of circular cutouts - a punk touch that embraces performance and style

ADIDAS INTRODUCES ADIGIRL TEEN SPORTS APPAREL

Adidas Adigirl is a new apparel collection designed specifically for the teen athlete, unveiled last week. The line is being sold exclusively at Dick's Sporting Goods as well as at Adidas Sport Performance stores.

"Adidas desires to be the best sports brand in the world and we can't do that without making a meaningful connection with the female athlete," said Kate Ridley, VP of Adidas training. With women's activewear being a "very broad category," however, Adidas sought to "refocus on sporty teen athletes."

Research, including conversations with scores of young female athletes, showed that the teen female athlete didn't have product that fit her performance needs nor that reflected her style.

Adigirl draws inspiration from five team sports: basketball, volleyball, track, softball and soccer. Using these activities as a starting point, Adidas' designers infused Adigirl with the same technologies found in Adidas' other Sport Performance products, including Climacool and Climalite for breathable, lightweight comfort.

Details directly addressed the needs of each sport, noted Adidas designer Ashley Anson. For instance, basketball players need a nine-inch inseam, a looser fit and a mesh body in their shorts. For soccer and baseball, shorts call for a five-inch inseam and a knit and woven option. For track and volleyball, girls look for a two-inch inseam, tighter fit and woven with a brief underlay in their shorts.

But the collection also includes a host of items girls can "wear with anything," said Anson. The focus for the current season is on soft-mesh t-shirts and looser-fitting sweatshirts. Bold color is a key component to the Adigirl aesthetic, with a palette that includes bright reds, deep purples, multiple shades of blue and floral prints, in addition to basic shades of concrete grey and black.

Equally important is the collection's focus on function. Windbreakers with slit-open, center back seams offer cooling ventilation while the backs of sleeveless t-shirts reveal rows of circular cutouts - a punk touch that embraces both performance and style. The line also includes sports bras, tanks, long-sleeve tops, tights, pants and jackets.

"Adigirl was created to specifically meet the needs of the female teen athlete and provide her with versatile options that can be worn for more than just practice," said Katie Becker, senior design director for Adidas training and sportswear. "We brought a fashion element to the design process that adds a

fresh look and style that is unique to the Adigirl collection."

Adidas women's athletes T'erea Brown, Erika Tymrak and Louisa Chirico took part in the line introduction and reminisced on their style challenges as young athletes.

"I wasn't extremely popular actually growing up," admitted Tymrak, a midfielder for Kansas City FC, the American professional soccer club. "I was awkward, goofy and disproportionately shaped. But soccer allowed me to escape and it gave me the confidence that has helped define me."

As for fashion options, Tymrak said her soccer shirts would shrink and "look like crop tops but crop tops weren't popular in that day," Tymrak added, "When I saw the Adigirl collection I was super jazzed because I would have definitely worn this."

As part of the launch, Adigirl will be introduced with a color-saturated marketing campaign with in-store, digital and social components, as well as grassroots consumer events, said Kelly Olmstead, Adidas' senior director brand communications.

The voice of the campaign focuses the notion that "she is an athlete foremost," while also demonstrating the multi-faceted, unique teen that she is. The accompanying campaign photography captures the spirit of the teen athlete, as she goes about her day-to-day training routines. The visuals also feature copy that playfully reimagines elements of teen fashion, filtering them through an athletic lens. For example, in the Adigirl campaign, the phrase "My Runway" takes on new meaning and refers to the high school stadium bleachers on which a group of teens sprint repeatedly during their daily team practice. This and three other taglines are used throughout the campaign, each capturing different moments of a teen athlete's experiences.

In partnership with Dick's Sporting Goods, Adigirl will launch through a series of in-store marketing activations and a special launch event at the Dulles Town Center in the Washington D.C. area. The collection ranges from \$25 for the three-stripe bra to \$90 for the woven fleece jacket.

"We are thrilled with the Adigirl line and how it came to life in our stores," said Kate Boyce, VP and DMM, Dick's Sporting Goods, in a statement. "It speaks to the teen girl in a new way - unique from our current assortment - which is why we're excited to be the exclusive big box retailer to launch the Adigirl Collection."



American Rivers



Conservation Alliance

#ItTakesADrop

AVEX COMMITTED TO PRESERVING OUR MOST PRECIOUS RESOURCE, WATER.

Avex, maker of active lifestyle water bottles, is a company based in much more than product. Although the brand offers insulated water bottles and glasses to the outdoor consumer, it sometimes appears that the commerce side of the business is a front for philanthropic motivations. Avex sees itself as part of the larger outdoor water community. Alongside kayakers, rafters, anglers, sailors, surfers and swimmers, Avex is continually inspired by the resource.

"We make water bottles," said Neil Bradshaw, business development and events manager at Avex by Ignite USA. "And we make them because it has a positive impact on the environment to eliminate single-use bottles, which create a lot of waste for the planet."

With its newly launched #ItTakesADrop campaign, started July 1 and set to run for the next five months, Avex continues its passion for preserving water resources and safe access to water by teaming with a handful of water-focused nonprofit organizations.

#ItTakesADrop partners include Trout Unlimited, the Conservation Alliance, Surfrider, American Rivers and The Water Project. Avex will dedicate one month of collaboration and donation to each of the five partners.

Each partnership established different guidelines for their work together, depending on the need of the nonprofit. For instance, Avex will raise awareness of Conservation Alliance efforts, donating organization-logoed Avex bottles and 100-percent of the proceeds to their cause of protecting and restoring America's wild places. Trout Unlimited, the first organization to be featured in the #ItTakesADrop campaign, was given 2,000 Avex bottles, which the nonprofit provided to anyone who made a donation.

Partners were chosen from a larger list, hand-picked for their understanding that every action can make a ripple of positive impact. And furthermore, that massive changes in awareness and conservation come from these combined, small efforts.

Bradshaw said in an interview with SGB that his end-goal for the campaign is small, but nonetheless powerful. "I would like consumers to share what they have done that makes a difference in relating to water... The win for me would be someone shares an experience, someone else sees it and says, 'I can do that too.'"

The campaign, explained through the overarching hashtag, expresses that it only takes a drop of water to impact conservation. "Also that it only takes a drop to realize something leaks and doesn't work," said Bradshaw, in relating the campaign back to Avex efforts to produce high-quality products.

"It's about small actions adding up," Bradshaw reiterated. "We just created the hashtag for people to communicate what they have done."

Upon completion of the five-month campaign, Bradshaw said Avex will assess the reach and success of #ItTakesADrop to determine next-steps.



Surfrider



The Water Project



Trout Unlimited



Hala Gear Founder and President Peter Hall

HALA GEAR INFLATABLE SUPS GET NEW WAVE DESIGNS

Hala Gear, the Steamboat Springs, CO-based standup paddleboard (SUP) company, premieres its 2016 line of inflatable SUPs shaped to perform in all waterways.

With SUP designs trending from whitewater to touring and surf, the four-year-old Hala Gear is steadily building its consumer base by bringing new color schemes and rugged features, helping re-imagine inflatables as not-so-flimsy alternatives. Hala premieres four new inflatable board models and a new version of their patented Butterknife paddle for 2016.

“There are a lot of cool things going on in the world of inflatable SUPs and we’re excited to be at the forefront,” said Hala Gear Founder and President Peter Hall. “The response to our boards has been phenomenal. Riders can feel that Hala’s PSI (Performance Shape Inflation) designs and rocker profiles are simply more responsive and more fun to paddle.”

The StompBox was made to be the first spring-loaded fin system that collapses upon contact with submerged rocks, then springs back into operation. Hala’s click-in side bite fins are another first in the 2016 inflatable category.

Alongside StompBox, Hala debuts the whitewater Hala Luya, featuring a shaped inflatable rail that uses patent-pending DoubleStack Construction similar to chines on a kayak for whitewater maneuverability and steadiness mixed with the transportability of an inflatable.

Hala-Daze is an oversized, overnight/party barge SUP measuring 11’11” long x 42” wide x 8” thick. The Hala Atcha 86 is a smaller and sportier version of the whitewater Hala Atcha, and the Hala Nass 14’ is made for longer expeditions.

Hala equips all boards with unbreakable fin boxes, flexible fins, triple-reinforced D-rings, stomp pads and stiffening stringers applied under traction pads for rocker profile enhancement.

WHY HALA STAND UP PADDLE BOARDS?

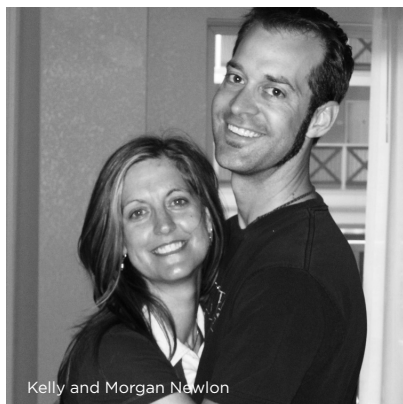


RAD FOOD FOR PERFORMANCE AND PASSION

Boulder, CO-based Real Athlete Diets (RAD) makes prepared, performance-focused whole food for athletes. RAD's health-conscious menu services the needs of high-performing pros, athlete camps, busy professionals, health nuts, runners, hikers, college kids, bike shop employee - anyone who understands the tremendous difference nutrient-rich foods can make to your health, active performance and overall mood.

Morgan Newlon, who owns and operates RAD with his wife Kelly Bailey Newlon, is a veteran of the outdoor industry, previously the channel manager for field sales at American Recreation Products and customer service manager for Kelty, Sierra Designs and Slumberjack.

Newlon's new endeavor with RAD celebrated its first birthday this summer.



Kelly and Morgan Newlon

fuel is essential to increasing health and performance, Morgan veered from the corporate path and dedicated himself fully to growing RAD. Whether peeling carrots or making deliveries, he and Kelly are fully immersed in their small yet promising business.

RAD delivers to your doorstep or event on a designated delivery day (Monday, Wednesday or Friday), and has vegetarian and gluten free options. Each meal, with the exception of meat-heavy dishes, comes to about \$10. Dishes currently include a Farmers Market Box, Chimichurri Chicken with Mango Slaw, Chorizo Chickpea Ragout, Dark Chocolate Hibiscus Truffles, and more - although new items are constantly being added, depending on the availability of fresh, local and organic produce.

One RAD eater, outdoor industry professional and CrossFit athlete said, "So often vegetarian menu options are an afterthought, but it was apparent that RAD put an effort into developing a well-rounded menu for vegetarians and vegans alike. I loved the flavor and kick of the Not So Green Chili. It paired nicely with the Swiss Char Salad with goat cheese. I felt full all afternoon with half a soup and half a salad and still had plenty of energy to knock out the workout of the day at CrossFit after work."



Photo courtesy RAD

A chef since age 15, graduate of the Culinary Institute of America, and teacher at Auguste Escoffier School of Culinary Arts, Kelly shares her husband's devotion to fostering optimal wellbeing through food and exercise. Kelly balances her love of cooking with high-endurance ultra marathons.

"You have to eat," said Morgan during an exclusive interview with SGB out on Boulder's foothills trails. "And you have to start taking care of yourself with food."

Accompanying his experience working in customer service and retail with outdoor industry brands, Morgan's knowledge reflects his own on and off-road cycling career. With the understanding that the right

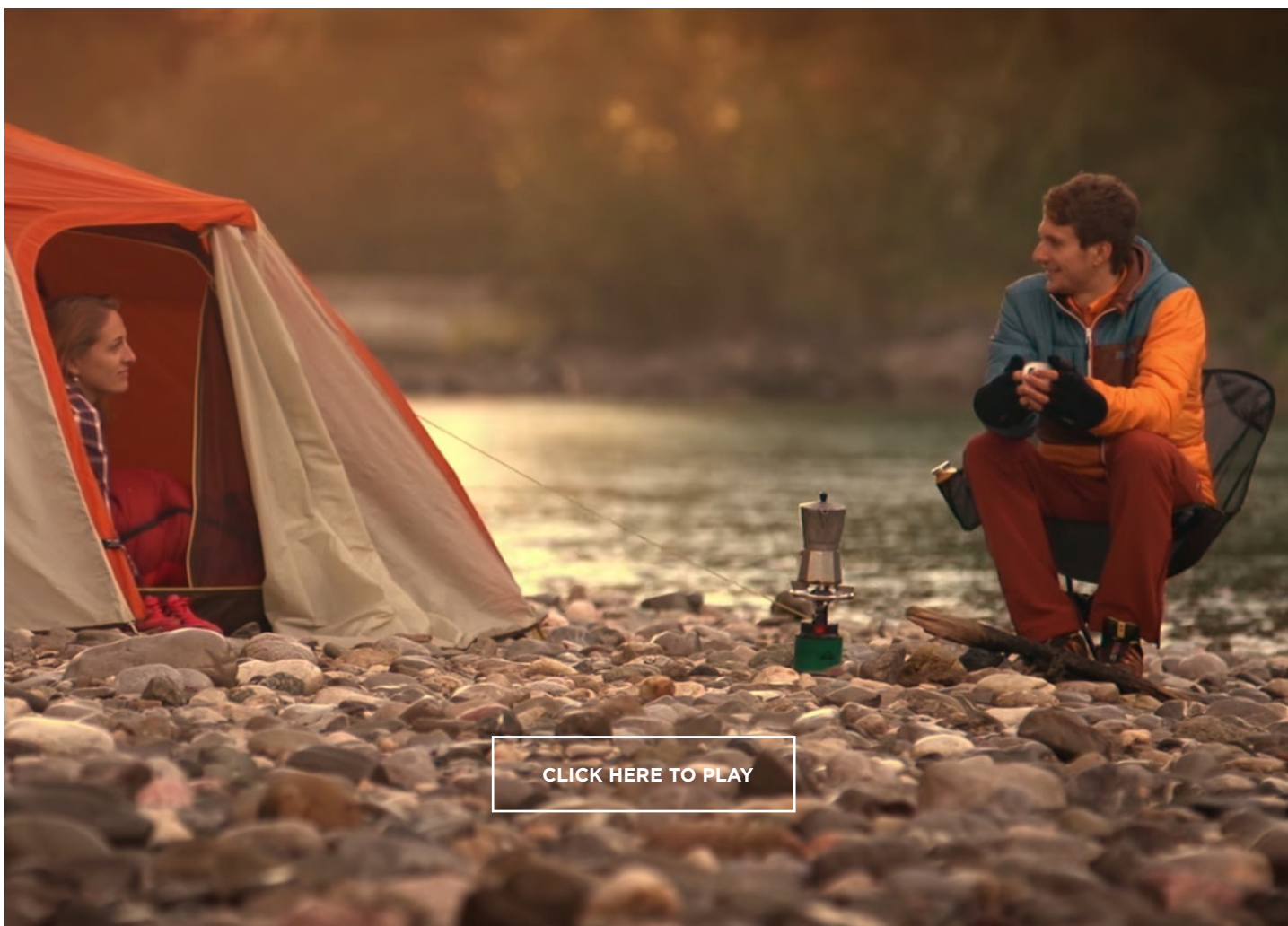
Another RAD eater, mountain athlete, former mountain bike racer and bike commuter who spends over 250 miles a week in the saddle said, "Eating real foods prepared with my sport and daily lifestyle in mind makes all the difference in the world."

Ultra-runner Tim Olson and cyclocross athlete Nicole Duke are among the more than five competitive athletes that also shout the praise of RAD. These athletes make up the roster for the RAD athlete ambassador program.

Although currently operating with less than five employees and servicing only Boulder County, RAD stands for something much larger. The greatest outdoor innovations from GoPro to Garmin started with a knowledge and passion for the industry and its users.

As RAD turns the corner into its second year in business, Kelly and Morgan expressed their excitement for watching the company evolve. "It's a merge of two worlds: outdoor and culinary," said Kelly.

In the end, "We both get geeked out on people enjoying food," she added. "And it may sound corny, but food really does bring people together."



LEKI ENTERS CAMPING MARKET WITH FOLDING CHAIRS

Hikers, trekkers and skiers know the importance of strong, stable poles to get up the mountain, and a way to relax at the top. LEKI, known in the outdoor industry as the “pole experts,” put two and two together by inventing new products that use existing pole technology in a whole new way – camping equipment.

To debut at this year’s Outdoor Retailer Summer Market (ORSM) and released to consumers in Spring 2016, LEKI’s new folding chairs, the Breeze and Chiller, have built somewhat of an eager buzz since, until now, poles and gloves have been the company’s only product focuses. However, LEKI believes their progression into the outdoor chair market is a natural one.

Made from high tensile strength aluminum tubing and reinforced canvas, the Breeze and Chiller provide a strong comfortable seat for campers. In the Breeze, \$100, two support bars run front and back, making the chair highly stable. Ordinary camping chairs have a single bar running side to side. LEKI chair legs also hit the ground much farther from center than most current market options, offering a deeper and wider base for overall stability.

As the LEKI “Find your place,” video shows, stability is paramount when enjoying the view from the tip-top of a summit. But that’s another

beautiful thing about LEKI chairs - they can be set up just about anywhere.

The sling style seat is mimicked on both the Breeze and Chiller, \$130, while all four corners of the seat fabric have sleeves that are lined and reinforced with seatbelt webbing to fit over the back rest and support shafts. The extra-reinforced seat hang makes the chair strong and comfortable. The Chiller weighs 2.95lbs. and has a capacity of 320lbs. The Breeze weighs 2.4lbs. and holds the same capacity.

Both chairs include a bottle holder affixed to the side and a versatile Velcro storage bag that connects to the bottom front of the chair. Books, cards, beers or any of your favorite outdoor accessories can be stowed here. LEKI also recommends filling the storage bag with ice for an instant cooler within reach. Both chairs are available in colors olive, sand, anthracite and red.

LEKI was founded over 60 years ago and uses German-engineered technology to produce high tensile strength aluminum tubing. Nearly all LEKI products are manufactured in their Czech-based factory. Given the narrow scope of the company’s product line - trekking and alpine race poles, gloves and now folding chairs - LEKI is able to constantly refine its products and focus on being the best in their niche. However, expansion into the camping category might have outdoor enthusiasts expecting to see more camp-centric equipment from the “pole experts” in the coming years.

Let's Get *Social*

@SPORTSONESOURCE



TREK'S FUEL EX 29 GIVEN A TECHNICAL BOOST

An upgrade from the Fuel EX 27.5, Trek Bicycle Corporation released the revamped Fuel EX 29, dubbed "The Perfect Trail Bike."

For many riders, detailed technical improvements are one of Trek's most valuable traits, distinguishing the company as builders and innovators in the mountain bike market.

The renovated Fuel EX 29 boasts a 68.8-degree head angle with a 334mm BB height. Riders who prefer the previous 69.5-degree head angle can get closer to that by flipping the Mino Link into the "steep" position to achieve a 69.4-degree head angle. As for the back, Trek shortened the chainstays from 452mm to a more playful 437mm. Normally saved for Trek's longer-travel bikes, Fuel EX 29 riders can now adjust their head tube angle by a half-degree, with a rotating Mino Link nut connecting the seat stay to the Evo link.

Adding to the already popular model, new Fuel EX 29 bikes benefit from Boost hub spacing, Boost110 up front and Boost148 in back, making for stiffer wheels that promote maximum control. Last year's models come with standard hub spacing.

The industry at large is evolving to adopt Boost-compatible components like wheels, forks and cranks. Bontrager, DT Swiss, Shimano, FSA, RockShox, SRAM, Race Face, Specialized, E-thirteen, Easton, Hope and Industry Nine are among those adapting. Trek's Control Freak cable management system, allowing riders to internally route combinations of cables or hoses for a clean, customized set up, is also a draw to the Fuel EX 29 model.

The new design gains only 30 grams - the weight of a crayon. However, with this small gain comes with great strides in stiffness - 11percent at the BB and

14 percent on the full frame. Trek is confident that, "Considering the strength-to- weight ratio, this is truly the fastest, most versatile EX we've ever made."



UNDER ARMOUR PARTNERS WITH USA BOXING

Under Armour has been named the official performance partner of USA Boxing and will provide athletes at all levels of competition – Youth, Junior Olympic and Elite – with apparel and footwear.

Under Armour will outfit the teams with training and competition gear for the next six years, including the 2016 and 2020 Olympic Games.

Under Armour has developed a custom collection of boxing gear featuring Armourvent technology to withstand high intensity action. It also developed the Title Hunter boxing boot;

which utilizes Under Armour ClutchFit technology to give a flexible feel with locked-in support.

Said Peter Murray, VP, global brand and sports marketing, Under Armour. “We are honored to support USA Boxing’s incredible legacy of building champions on the Olympic stage and beyond, as we work together to help strengthen the sport in the U.S. grassroots to elite levels.”

USA Boxing team members first appeared in Under Armour uniforms and footwear at the 2015 Pan American Games in Toronto. Additionally, Under Armour’s hometown of Baltimore will host USA Boxing’s second Trials Qualifying event September 7 to 12.

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Chelsea Collective

DICK'S SPORTING GOODS TO OPEN WOMEN'S SPECIALTY BOUTIQUES

In a move from big box to boutique, Dick's Sporting Goods is launching women's specialty fitness and lifestyle shops called Chelsea Collective. The first two locations will open in August 2015 in Tysons Corner, VA, at Tysons Corner Center, and in Pittsburgh at Ross Park Mall.

Named for the eclectic Chelsea neighborhood of New York City, the boutiques promise to provide customers with a "uniquely curated assortment of apparel, equipment, footwear, accessories and beauty products - fusing fitness and fashion to serve women on the cutting edge of trends with a variety of fitness interests." While owned and operated by Dick's Sporting Goods, Chelsea Collective locations will operate as small boutique shops.

"Chelsea Collective started with our own proprietary research, where we spent extensive amounts of time with the target customer and found that she was not satisfied with her existing choices," said Lauren Hobart, SVP and chief marketing officer for Dick's Sporting Goods who will also serve as the general manager of Chelsea Collective. "She was living in athletic apparel but it didn't always make her look and feel her best, and she wanted a shopping opportunity where she could outfit herself from head-to-toe, including footwear."

A significant portion of the store's total assortment will feature footwear, accessory and beauty brands such as Brooks, Hunter Boots, Pure Vida, Le Sport Sac, Evian and Philosophy. The apparel mix includes as Nike and its CALIA by Carrie Underwood private label brand, while also boasting niche brands such as Lorna Jane, Spiritual Gangster and ALALA that aren't found at a Dick's Sporting Goods stores.

"Chelsea Collective is highly differentiated from what is already in the marketplace and has been designed to fit the active woman's lifestyle, one who also has a sense of fashion, and takes her throughout her day," said Hobart, a former PepsiCo marketing executive who joined Dick's Sporting Goods in 2011. "It includes a curated assortment of niche and iconic brands, footwear, and a selection of beauty accessories to help her get a head-to-toe look and go seamlessly to and from the gym."

The concept will also emphasize knowledgeable associates. "We truly want these stores to have their own voice and their own local flavor," said Hobart. "We're hiring experts - associates who live for the latest fitness and fashion trends, who buy and use the products this store offers and who will be a sought after resource to the Chelsea Collective community."

The move comes as Dick's Sporting Goods has found recent success expanding its women's department in its own stores with fuller assortments



of brands such as Nike and Under Armour as well as last year's launch of CALIA by Carrie Underwood. It also follows Lululemon, Athleta and other mainstream chains chasing the athleisure trend.

Hobart said Dick's Sporting Goods sees the athleisure theme continuing to expand. She said, "We see the line blurring further and further between athletic wear and everyday casual clothing as women replace their jeans with athleisure bottoms and wear them not only to the gym but to run errands, grab brunch, for movie night, shopping, all day - athleisure wear has become a staple in today's woman's wardrobe and will continue to grow."

Grand opening details for both boutiques will be shared in local markets soon. No future stores are currently planned. Said Hobart, "We're using these first two stores as leaning labs to help shape the future of both Chelsea Collective and our Dick's Sporting Goods in-store women's strategy as well."

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Green Water: Hydration Companies Work To Reduce Single Use Products

Hydration companies no longer simply make bottles and accessories to support outdoor enthusiasts' fluid consumption, but now work toward an overall industry goal to reduce, reuse and recycle.

By Aubrey Volger



Photo courtesy Hydro Flask

Far from just a cliché, the ongoing initiative to reduce, reuse and recycle is both timely and encouraging. The world uses 17 million barrels of oil per year to make single-use plastic bottles - and only 23 percent of those are recyclable. While it might take more energy to make a reusable bottle, after an average of 10 refills, the reused bottle becomes more efficient.

This summer alone, sponsorships for refilling stations at events have increased more than 50 percent. Companies like Eco Vessel and Klean Kanteen support this movement by sponsoring events where plastic bottles are banned and refill stations are set up instead. Also as members of 1% for the Planet, Eco Vessel gives at least one percent of sales to Water for People - an organization that builds clean drinking water projects in third world countries.

On another level, we see companies aiming to reduce trash in landfills. KOR

Bottles makes filters that last twice as long as others on the market. Product developer Product Architects, Inc., the company behind Polar Bottle insulated water bottles, launched the first recyclable hydration bladder on the market, The Cenote Hydration System. Being the first in the industry to use glass, Lifefactory saw benefits beyond reusable and recyclable. Glass is made from abundant natural ingredients and is free of Bisphenol A (BPA), phthalates and bisphenol S (BPS). While many consumers are aware of the dangers of BPA, it is less known that the replacement, BPS, is also harmful. Lifefactory was a leading company to certify their entire product line as both BPA and BPS-free.

This summer, Lifeactory is introducing the Café Collection, their first hot beverage bottle featuring a high-quality borosilicate glass bottle for durability and taste purity. A protective sleeve provides insulation, non-slip grip, plus it's cool to the touch. The cap features a safe sipping well and one-hand open and close.



Lifeactory Café Collection

Other companies are encouraging consumers to purchase a wide range of products to encourage habits of taking reusable bottles wherever you go. Hydro Flask VP of marketing, David Visnack said, "It takes a lot to break habits, but one way to try is to create an experience that makes that change enjoyable. Our products do this." Hydro Flask is known for bringing double walled insulated products to the outdoor market. In summer 2016, the company expands on their expertise through TempShield Insulation and



Hydro Flask bottle and the new cap design

a new cap design. TempShield is Hydro Flask's unique way of applying vacuum insulation to ensure temperatures remain cold up to 24 hours and hot up to six hours. Their innovative cap design introduces Hydro Flask's Honey Comb Insulation, which helps lock in temperatures even longer. Designed for easy portability and all-day carry, the new cap aims to make it easy for consumers to transport their hydration, no matter the terrain.

The outdoor industry is also seeing a bigger push of insulated products from hydration industry leaders such as CamelBak, expanding its line to introduce the Chute Insulated Bottle. This stainless steel bottle is durable, double-walled and vacuum insulated, with a leak-proof, tethered cap for easy filling. The micro-welded double wall keeps liquids cold for 24 hours



CamelBak Chute Insulated Bottle

and eliminates condensation on the outside. Retail availability is March 2016.

Klean Kanteen is also expanding on insulation with their new Growler. Available in 32oz. and 64oz. capacity, the Insulated Growler is stainless steel with an electropolished interior that doesn't retain or impart flavor. A durable, double-wall construction keeps fluids icy for 24 hours.



Klean Kanteen Insulated Growler



Eco Vessel 32 oz. Boulder Bottle

Topping the market with capabilities to keep liquids hot for eight hours and cold for 36 hours, Eco Vessel is launching a larger size of their convenient Boulder Bottle. The new 32 oz. Boulder Bottle has multiple-sized lid openings that make for easy filling, cleaning and drinking. The bottle includes an integrated strainer for tea, fruit, and/or ice. Retail availability is January 2016.



Vapur Microfilter Replacement and Element Bottle

For the Earth-loving explorers, Vapur provides a collapsible bottle with filtration system. Their new Microfilter Replacement is a lightweight, chemical-free water filtration system that allows consumers to safely, conveniently and quickly filter water. The filtration system utilizes the most advanced hollow fiber membrane technology available, safely removing 99.9999 percent of water-borne bacteria (such as Salmonella, Cholera and E. coli) and 99.9 percent of protozoa (including Cryptosporidium and Giardia). The filtration system meets the U.S. EPA standards and exceeds CDC recommendations for water purity. Purchased as a single unit, consumers can use the filter with any .7 and 1-liter Vapur bottle, including the new grey and turquoise color option of the Element Bottle. Constructed from a three-ply combination of BPA-free nylon and antimicrobial Polyethylene, the Element is foldable, freezable, and dishwasher safe.

Lastly, meet Silipint, a relatively new company to the industry taking branding to a new level. Silipint offers a unique line of patented silicone drinkware that is BPA-free, plus dishwasher, freezer and microwave safe. The cups insulate hot and cold liquids, and are customizable with food-grade silicone inks that will not chip, scratch or wear off. Silipint offers outdoor companies a unique token to share with customers. Their lineup includes four sizes of drinking cups, straws, travel lids and folding travel dog bowls. For Summer 2016 they will add a new 12oz. Base Cup with a sturdy base and thin lip for a pleasurable hydration experience during your next event. ■



Silipint

OUTDOOR ATHLETES DINE GOURMET

Bars, Brews, Bites and Chews: A first look
at tomorrow's tastiest comestibles

By Allison Woods



Photo courtesy Wild Zora

The food scene for outdoor athletes has never been better. From paleo-inspired snacks to rich desserts and gourmet freeze-dried dinners, this hot list of the season's best new comestibles contains four major categories. The best part? With a return to natural ingredients, everything tastes better than in days of yore. Our list of meats, bars, on-the-fly and freeze-dried food is sure to make your belly happy and the impending summit that much easier to conquer and enjoy from the top.

MEAT

Wild Zora Meat and Veggie Bars, 12-1oz. packs | \$34

Wild Zora's meat and plant bars are made with meat that's been coarsely ground, mixed with organic vegetables and seasonings, extruded, then dried into small two-bite bars (each package contains three pieces total). The result? A savory bite with plenty of chewiness. Taste testers loved the parmesan beef with tomato and basil. All five flavors are gluten, nut and soy free.



Wild Zora Meat and Veggie Bars



Fusion Jerky, 3oz. bag | \$7

Fusion Jerky pairs the softer texture common to Asian-style jerkies with adventurous flavor combinations that Americans love. Their eight-flavor line features tastes like beef with chipotle and lime (and quite a kick of heat!) and chicken with basil and citrus. All jerky is gluten and nitrite free.



Epic Hunt and Harvest Mix

Epic Hunt and Harvest Mix, 8-2.25oz. packages | \$40
Meat bar purveyors Epic play into the ongoing paleo craze with their new Hunt and Harvest Mix. One-half of the two-part package (split to prevent soggy-



Sweetwood All Natural Beef Jerky

contains beef jerky, while the other is packed with nuts and fruits. Everything is finely chopped, making it easy to eat on the run, and ideal as an add-in for hikers wishing to fancy up bland grocery store meals. Four gluten free flavor combinations are available.

Sweetwood All Natural Beef Jerky, 2oz. pouch | \$8
Sweetwood Cattle Com-



Picky Bars Ah Fudge Nuts! Bar



Nature's Bakery Pumpkin Spice Fig Bar

punch to this 200-calorie bar. Picky's entire line is created to a set ratio of four-parts carbohydrates to one-part slow-burning protein for optimal athlete performance.

Nature's Bakery Pumpkin Spice Fig Bar, 6-2oz. twin packs | \$6

Hearty whole wheat replaces the more-processed ingredients found in mainstream fig bars, while the sweet and spicy pumpkin spice filling add depth and complexity to this soft yet toothsome cookie. High in carbs, low in protein, Gluten, Dairy and GMO free.



Probar Base Coffee Crunch Bar

Probar Base Coffee Crunch Bar, 12-2.5oz. bars | \$34

Packed with 20-grams of plant-based protein and 55 mg. of yerba mate derived caffeine (about 2/3 cup of coffee equivalent) the Coffee Crunch Bar packs a wallop of energy. Flax and chia seeds add texture, while a chocolate coating makes this bar just plain delicious. Vegan, Gluten and GMO free. Also new: BASE Chocolate Bliss, 12-2.5 oz. bars | \$34



Photo courtesy Probar

BARS

Picky Bars Ah Fudge Nuts! Bar, 10 bars | \$28

The Ah Fudge Nuts! date-based bar includes brown rice cereal, providing crunch, while single-origin Peruvian cacao adds a chocolate, slightly tannic



Setton Farms
Pistachio Chewy
Bites

Setton Farms Pistachio Chewy Bites, 6-1.42oz.
two-pack bags | \$6

Loaded with heart-friendly, antioxidant-rich pistachios and cranberries, these two-bite, two-pack bars boast big flavor and texture. Higher in healthy fats and protein than most comparable bars, Chewy Bites are bound to be a hit with hikers and winter athletes. Vegan, Kosher, Gluten and Dairy free.

Health Warrior Chia Protein Bar, 12-1.76 oz. bars | \$25

This new, four-flavor line combines the distinctive crunch of chia seeds with nutrient-dense ingredients such as almonds and dark chocolate. These less sweet bars pack ten grams of plant-based protein and are high in fiber. Kosher, Gluten, Dairy, GMO and Soy free.



Health
Warrior Chia
Protein Bar

GoMacro Thrive Bar, 1.4 oz. bar | \$2

Inspired flavor pairings such as ginger lemon and blueberry lavender make GoMacro a runaway star in the flavor department. Key ingredients provide micronutrients that are said to improve cognitive functioning and digestion. Organic, Vegan, Kosher and GMO free.



GoMacro
Thrive Bar



Kind Healthy Grains Popped Bars

Kind Healthy Grains Popped Bars, 40-1.2oz. bars | \$28

Toasted and popped sorghum adds a popcorn-like texture to these salty and sweet bars. They're packed with heart-healthy grains such as millet, quinoa and amaranth. With an 8:1 carb-to-protein ratio, these bars appeal to recreational snackers. Two flavors include popped salted caramel and popped dark chocolate with sea salt. GMO and Gluten free.

ON-THE-GO CALORIES

Plus from Nuun, 6-serving tube | \$7

Nuun has taken their game-changing fizzy-tablet-in-a-tube form to the next level with Plus. Drop two Plus tabs in your drink bottle (advertised as flavorless, but it does impart a slight tang - try adding a traditional drink tab on top of Plus and the flavor disappears) and get an extra blast of electrolytes and sugar-based carbs. Vegan, GMO and Gluten free.



Skratch
Labs Fruit
Drops

Skratch Labs Fruit Drops, 10-1.8oz. bags | \$25

Boulder-based Skratch Labs adds a pair of fruit flavored chews (orange and raspberry) to their wildly successful real sugar mix line. The clean taste of fruit is balanced with a kiss of citric acid in the sugar coating. Offered in two flavors, raspberry and orange, both gluten and dairy-free.



Plus
from
Nuun

NuttZo 2go, 10-5oz. packs | \$10

NuttZo's distinctive nut butters' upside-down jar packaging is joined by a single serving form factor that can be consumed on its own, or added to oatmeal or smoothies. All three nut blends are high in alpha-linoleic acid, known to improve cardiovascular health and reduce inflammation. Vegan, Organic, GMO and Vegan free.



NuttZo 2go

GU Big Apple Energy

Gel, 24 1.1oz. packets;
15-serving bulk container
\$35 | \$15 | GU; \$25 | Roctane

The new flavor in GU's perennial favorite fast-energy gel line possesses the tart/sweet punch of a ripe Honeycrisp. Great news for runners and other gel-flask users: GU is also rolling out a new 15-serving bulk container for their salted caramel and strawberry banana gels, and blueberry pomegranate and sea salt chocolate Roctane formulation.



GU Big
Apple
Energy
Gel

Honey Stinger Organic Grapefruit Chews, 12-1.8oz. packs | \$27
Certified organic and gluten free, these tasty treats are the latest additions to Honey Stinger's chew line. The tart kick of grapefruit beautifully balances with the mellow sweetness of honey. They're fortified with immune-boosting Vitamin C, and packed with easy-to-digest carbs.



Honey Stinger Organic
Grapefruit Chews



Photo courtesy Honeystinger



Clif Organic Energy Food

Clif Organic Energy Food,
Sweet: 3.17oz. pouch | \$2;
Savory: 4.23oz. pouch | \$3

Clif delivers a four-product range of screw top pureed fruit and vegetable blends, designed to recognize the common complaint of athletes: everything tastes the same. The single-serve pouches are high in carbs, sodium and potassium, and feature two savory blends. The pizza marguerita, in particular, is true to form. Organic, gluten-free, vegan and kosher.

FREEZE-DRIED

For the lightest, easiest-to-prepare trail meals, most hikers reach for freeze-dried. The two leading brands, Mountain House and Backpacker's Pantry, use different manufacturing processes. Mountain House prepares meals fresh, then cooks and freeze-dries, while Backpacker's Pantry assembles their meals from already dried ingredients. Consumers have two distinct options: Mountain House meals tend to have a casserole-like flavor and texture, while Backpacker's Pantry meals resemble sautéed dishes. Try them both to see which is your favorite prep style.

Backpacker's Pantry Chicken Picatta
with Tagliatelle Pasta, 2-13oz. servings | \$13

At last! Hikers can now enjoy an Italian classic in the backcountry. Tender egg noodles combined with perfectly rehydrated chicken (due to Backpacker's Pantry test kitchen being located in Boulder, CO, at over a mile above sea level) added with the bright tartness of dried capers and brought together in a lemony Parmesan sauce. Delizioso!

Backpacker's
Pantry Granola
with Milk and
Bananas, 2-13oz.
servings | \$9

Small batch granola baked with generous amounts of almonds, coconut and butter make a basic breakfast taste like an indulgent dessert. The creaminess of the banana evenly offsets the crunch of the granola blend. Cold-water prep makes this quick meal a



Backpacker's Pantry Chicken
Picatta with Tagliatelle Pasta



Backpacker's Pantry Granola
with Milk and Bananas



Photo courtesy Backpacker's Pantry

perfect choice for high-mileage days.

Mountain House Chicken and Dumplings, 2-1-cup servings | \$7.50
This creamy stew has all of the classic components. A hearty white sauce enshrouds fat chunks of chicken, peas and carrots, and the cubed biscuits to deliver carb deliciousness. A hint of spice makes for a well-balanced flavor profile.

Mountain House Cheesecake Bites, 1-1.94oz. serving | \$3.50
These crouton-sized, ready-to-eat cubes definitely look like space food, but the tang of cream cheese and earthy undertones of the graham cracker crust are strongly reminiscent of cheesecake... only crunchy instead of soft. This easy-to-eat snack begs to be accompanied by a cup of cocoa, as the Bites are on the drier side. ■



Mountain House Chicken and
Dumplings



Mountain House Cheesecake Bites

INDUSTRY CALENDAR



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

NOVEMBER

- 4-6 NBS Athletic Show
Ft. Worth, TX
- 22-24 Sports, Inc. Athletic Show
Las Vegas, NV

DECEMBER

- 1-3 MRA December Lansing Market
Lansing, MI
- 2-4 FFANY
New York, NY
- 8-9 MRA December Cincinnati Market
Cincinnati, OH

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
t 843.686.3036
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A man with a beard and dark hair, wearing a blue 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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