

SGB

ISSUE 1542
OCTOBER 19, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



RUN WITH CONFIDENCE THIS WINTER

*Eric Larsen
Polar Adventurer - Boulder, CO*



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"One of the things I love most about this new Trinity Advanced Pro is that it's a full-on, race-ready machine right out of the box."

- Pro Ironman Athlete
Tim Van Berkel



Photo courtesy Strava



CLICK HERE TO WATCH VIDEO ►

Gus Pernetz, Co-Founder,
Stryd and renowned
endurance coach

STRYD

DEMOS SMART-COACH RUNNING METER AT KONA

Stryd met with triathletes, runners, endurance fans and tech aficionados attending the recent Ironman World Championship in Kailua-Kona, HI, offering attendees the chance to test Stryd - the first wearable power meter made for runners.

Along with daily demos at the Ironman expo, Stryd hosted island-style activities as part of the brand's public launch. Live race-day data from more than two-dozen elite competitors was also made available via Stryd for spectators and athletes to stay in the loop with exact performance metrics.

"We hope to give as many athletes as possible an opportunity to test Stryd during Kona week," said Gus Pernetz, Stryd co-founder and renowned endurance coach.

Dubbed by the company as "the first wearable device to provide real-time power metrics while running," the meter works by measuring a runner's 3D movement through space in combination with conditions of the run environment. Stryd syncs with leading sports watches and mobile devices to provide immediate feedback during training or racing, which means instant results.

With Stryd data, simple adjustments in form and cadence can improve a runner's power and efficiency. After all, that's the point of using a wearable. Runners focusing on efficient form subsequently reduce fatigue with the help of Stryd and in-turn reduce the likelihood of run-related injuries.

"As soon as an athlete hops on the treadmill and sees firsthand the real-time power data and feedback from even minor adjustments, they'll have an immediate understanding of how Stryd can positively impact their run performance and longevity," added Pernetz.

An exclusive Kona pre-order discount, \$20 off the manufacturers suggested retail price, also built the buzz around the meter. With the deal, Stryd provides delivery prior to product hitting retail shelves. Lastly, as a nod to the triathlon public as early adopters of groundbreaking technology, Stryd hosted daily product giveaways.

"Kona is the perfect place to introduce Stryd to the public, as triathletes are eager consumers of such knowledge and technology, but our product is not solely intended for the sport's elite," said Pernetz.

Pro Ironman racers Sarah Piampiano and Rafael Gonçalves, along with elite amateur Steven Mantell (second place overall finisher with the second fastest run split at Ironman Boulder 2015), and a dozen other world championship competitors, were tracked using the Stryd device. These athletes were chosen based on their style and personal creed of running with power. Their Ironman World Championship power data was shared live at stryd.com/kona.

"Our goal is to provide a multi-pronged view into what running with power really means," said Pernetz. "Whether an athlete in Kona demos Stryd directly, or whether triathletes at home tune into our live race day data site, we hope to provide a better understanding of how our technology can aid any runner's quest to perform at peak capacity, while reducing the risk of injury."

Designed and developed in the endurance sports hub of Boulder, CO, Stryd designed their meter to have a form to a heart monitor strap while adding the function of live streaming. By measuring 3D movement through space in combination with environmental conditions of the run, real-time power feedback acts as a smart-coach. What should ensue is adjusted pace and form that is just right for the athlete and course.

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NEWTON RUNNING

HIRES JOE O'NEIL AS CEO

Newton Running appointed footwear industry veteran Joe O'Neil as its new CEO. O'Neil, who replaces Newton co-founder Jerry Lee as CEO, will lead operations, product development, sales, marketing, merchandising and finance. Lee will remain as the company's chairman but will shift his focus to visionary and strategic leadership as he steps away from his day-to-day responsibilities.

O'Neil has more than 30 years of experience in the athletic footwear industry, most recently as SVP of Quiksilver Inc.-owned footwear brand DC Shoes. He has previously worked in leadership roles for Puma, Adidas, Reebok and Nike.

"I am very excited to have someone of Joe's capabilities and experience taking on the operational leadership of Newton Running as we prepare for the next chapter of the company," Lee said. "Joe earned his stripes at the giants of our industry. He's a lifelong runner who believes in the Newton Running brand and shares my desire to build a socially responsible company that makes the best damn running shoe in the world."

Newton is a privately held company and Lee and Boston-based Fireman Capital Partners are the principal stakeholders. Craig Heisner remains as Newton's president, a role he has held since coming to the brand in March 2013. Both Heisner and O'Neil were brought to Newton by Fireman Capital Partners, the investment firm led by former Reebok chairman, president and CEO Paul Fireman that made a \$20 million minority share investment in Newton Running in 2013.



Photo courtesy Newton Running

Newton Running launched in 2007 when Lee and Danny Abshire unveiled the brand's initial shoes based on a forefoot lug technology aimed at putting more energy return into a runner's stride.

While at the helm, Lee helped Newton get off the ground and also insisted the company make a commitment to sustainability and philanthropy. Abshire, who started tinkering with athletic footwear designs more than a decade before co-launching the brand, remains with the company.

"It is an honor to be working with Jerry Lee and Danny Abshire," O'Neil said. "The combination of Danny's creativity and Jerry's vision and commitment to social responsibility are inspiring. I'm very excited about the product and the opportunities ahead." ■

STRAVA MARATHON TRIALS PROGRAM

SPONSORS OLYMPIANS

Strava, the famed performance run/cycle GPS tracker and connective app community, has selected 10 U.S. women who qualify for the 2016 Marathon Trials to sponsor in their journey to Rio. Through its new Strava Marathon Trials Program, women vying for a spot in the Los Angeles Trials in February 2016 were prompted to apply for the chance to receive a stipend of \$1,500.

While Strava is a neutral brand, rooting for all genders and types of performance athletes, its new sponsorship program is a unique chance for the company to celebrate women marathoners. The following women were chosen for sponsorship:

- Katie DiCamillo - strava.com/athletes/kdicamillo
- Kaitlin Gregg Goodman - strava.com/pros/3539975
- Alana Hadley - strava.com/athletes/11390891
- Nan Kennard - strava.com/athletes/4867001
- Michelle Meyer - strava.com/athletes/311476
- Joy Moats - strava.com/athletes/2650585
- Erin Moeller - strava.com/athletes/11484604
- Alison Nolan - strava.com/athletes/alison_nolan
- Christina Overbeck Crawford - strava.com/athletes/4946623
- Kate Papenberg - strava.com/athletes/4296943

Strava Run Marketing Manager, Larissa Rivers, said, "We want women to show up at the Trials in full force, and to celebrate Joan Benoit-Samuelson and the 237 other women who made history in L.A. in 1984 by racing for a spot on the very first U.S. Olympic Marathon women's team."



Strava will sponsor 10 American Women vying for Olympic Trials Marathon.

In 1984, Benoit-Samuelson went on to win gold in the inaugural Olympic Marathon with a time of 2:24.52 - an Olympic record until 2000. Only three American women - Shalane Flanagan, Desiree Linden and Deena Kastor - have run faster marathon times.

"We honor the women who've paved the way for today's athletes," said Rivers. "Like Strava itself, this program is designed to motivate and support avid athletes as they run down ambitious goals."

Athlete selection criteria included more than just running performance, but community presence and personal stories as well. Both A and B qualifiers were eligible for the Strava run to Rio stipend. ■



Photo courtesy Saucony

SAUCONY PEREGRINE GETS ANOTHER MAKEOVER

Saucony is introducing another significant upgrade to its Peregrine 6. Becoming the third Peregrine to be recognized as “Editor’s Choice” by Runner’s World in the publication’s Trail Shoe Guide, the new Peregrine adds EVERUN, a resilient foam in the heel.

The EVERUN heel insert maintains cushioning properties three times longer than standard EVAs while also returning 83 percent of the energy back that it absorbs, continuously giving back to runners.

Among the lightest shoes in the trail running category (men’s size 9: 9.4 oz.; women’s size 8: 8.5 oz.), the Peregrine 6, \$120, also features a new PWRTRAC outsole for stickiness and durability, deep multi-directional lugs, a co-molded, nylon mesh External Bedrock Outsole plate, and lightweight FlexFilm welded onto the seamless mesh upper. SGB sat down with Patrick O’Malley, Saucony’s SVP of global product.

What Are The Major Differences Between The Peregrine 6 Versus The Peregrine 5? The EVERUN compound addresses the breakdown of cushioning and consequently joint protection in running shoes during the course of a run. Adding EVERUN to the Peregrine 6 as a heel insert allowed us to provide a material with great resiliency and at the same time let the runner feel the trail. The benefit of continuous cushioning really shines on the trail where uneven surfaces can create a lot of stress on the body.

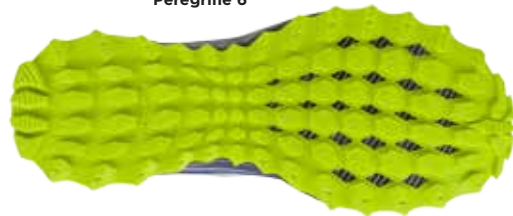
The outsole has always been an important story for trail runners. The use of our PWRTRAC compound outsole began in our racing line. In testing, the tacky, durable rubber proved to be really beneficial off road as well, especially in wet and slippery conditions. PWRTRAC is adaptable to a variety of surface conditions. It reacted well on wet, uneven trail surfaces with mud, rock and the slippery roots we especially have to deal with here on the trails in the Northeast.

In addition to the PWRTRAC compound on the Peregrine 6, we also added deep channel grooves in the outsole for water flow, an important feature for managing puddles and other water obstacles on the trail. Additionally, a gusseted tongue helps keep out debris, especially on sandy trails, and a FlexFilm upper provides seamless comfort throughout the run.

Why has the Peregrine been a winner? Trail runners continue to love the Peregrine for a combination of things. The minimalistic approach to the upper makes the shoe really flexible. Because of fewer overlays, mud doesn’t get caked in the seams; which can add weight to the shoe. The Peregrine is built on the Kinvara midsole; the 4mm geometry and firmer midsole sets



Peregrine 6



the foot up perfectly for a powerful toe-off. That and the aggressive outsole are things we know that trail runners not only want, but need.

How is the trail run category for Saucony? Trail running is a growing focus, especially internationally, but in the U.S. as well. The trail running market can be a very competitive place; you have both the running brands and the outdoor brands battling for position. Trail runners are very passionate and supportive to brands that support trail running and the ambassadors of the sport.

How would you rate the overall trail opportunity? According to the American Trail Running Association, trail running has seen exponential growth across the U.S. in recent years. Participation in trail running races has increased more than three-fold since 2000. Trail running, which in the U.K. and Ireland is also called mountain or fell running, is really taking off in Europe as well. When you think about it, all trail runners are runners. We’re fortunate to have a great relationship with runners; which continues to translate in very positive ways to our trail business. ■

Photos courtesy Klymit



KLYMIT PACKS

SAY HELLO TO THE RUNNING MARKET

Klymit, the Centerville, UT-based outdoor company specializing in lightweight camping and backpacking equipment, brings a new addition to its already impressive repertoire - a backpack for runners. The growing company is widely known throughout the outdoor space as a brand that challenges traditional approaches to design and materials.

The Dash 10 Running Pack (the first of its kind for Klymit), sticks to this reputation, beginning the list of run-specific features with the company's signature Air Frame Technology. And it only gets more high-tech from there.

The lightweight running pack went live this month. Weighing a breezy 15.9 ounces, which includes the Air Frame, the Dash 10 also has a running specific harness with easy pump access for on-the-go adjustments. Klymit has applied its Air Frame to many of its existing pack offerings for hiking and camping, and dubbed the system "revolutionary," offering lightweight support without impacting mobility. The customizable stiffness gives wearers the chance to dynamically change the frame as needed without buying a new pack.

"Klymit...brings a new addition to its already impressive repertoire - a backpack for runners."

Klymit President Cory Tholl said, "We're excited to bring a lightweight running pack to the Klymit line. The unique Air Frame technology sets this pack apart from other running packs and we are looking forward to introducing Klymit to the running market with this design. In addition to being a great running pack, the pack works well for hiking, biking and other adventures outdoors."

The Dash 10 Running Pack is also hydration and water bottle compatible, and includes durable mesh in the back area for breathability. Made out of durable 210D nylon, the pack has a load capacity of 15.5 lbs. The torso size is 16-23 in and the waist size is 27-46 inches.

The Klymit team promises to make a prolonged appearance in the run category, as its gang of, "part engineers, part gear junkies, part mad scientists and all outdoorsmen," thrives on challenges and creative product solutions. ■





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TURBINE RESPIRATORY TECH MAKES EVERY BREATH COUNT

Turbine, an Australian innovation in respiratory aid, contributed to the new World Human Powered Speed Record made by AeroVelo's Eta and Linda Villumsen.

The speed record was broken three times in a row by AeroVelo Inc.'s Eta enclosed bike at a monumental 86.65mph/139.45kph, recorded in mid-September 2015. Eta was designed to beat the human-powered record, which stood at 83.1mph/133.8kph.

On September 17, the record run was marked at 85.71mph/137.94kph. The record was broken again on September 18, at 86.5mph/139.21kph, and for the third time September 19, at 86.65mph/139.45kph.

The turbine definitely made a big difference in the dry, high-altitude climate in Nevada, where easy breathing through the nose is essential, especially inside the enclosed shell of the Eta." - Todd Reichert

Three days later, Linda Villumsen took the women's world time trial championships, using a Turbine sports breathing device designed and developed by Rhinomed Ltd, the Melbourne based technology firm focused on nasal, respiratory and breathing management technologies. The Turbine delivers an average increase of 38 percent more air through the nasal passages, boosting oxygen intake to aid performance.

"These are two massive outcomes in a matter of days, and it is by no mistake that the world's elite athletes are viewing the Turbine as an essential part of an athlete's kit," said Rhinomed CEO Michael Johnson.

Todd Reichert, who powered the Eta for the speed record said, "The turbine definitely made a big difference in the dry, high-altitude climate

in Nevada, where easy breathing through the nose is essential, especially inside the enclosed shell of Eta."

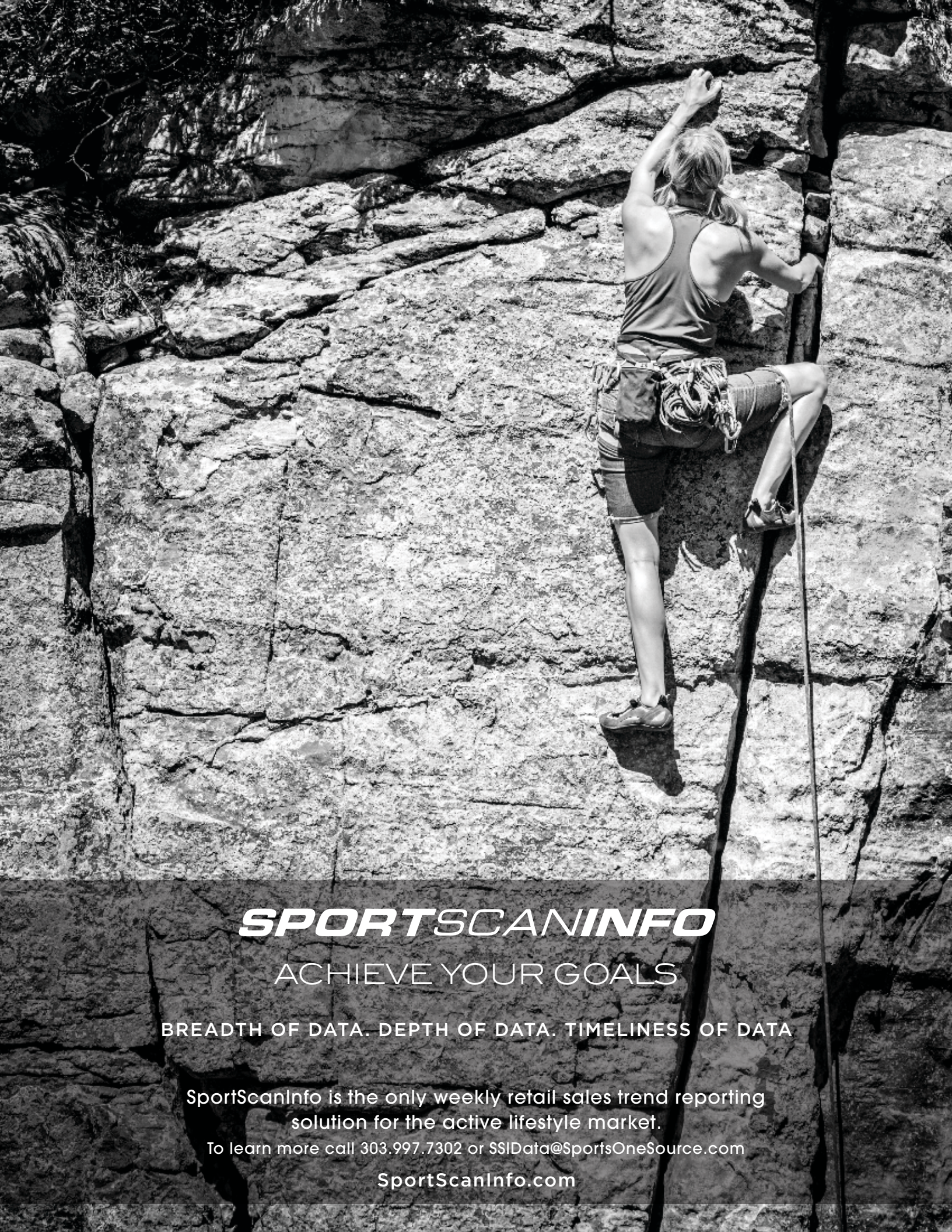
While Linda Villumsen, in her 10th attempt at the rainbow jersey for the time trial, said, "I love the Turbine...(my mechanic) provided me with the Turbine for the first time in Colorado this year, and it is just amazing how much better I breathe and feel during hard efforts...I don't think I am ever again doing a TT or a TTT without the Turbine." Her win was clocked at 40:29.87 at the 2015 UCI Road World Championships.

What distinguishes the Turbine from other nasal products used by cyclists is the Turbine sits in the nose to ensure more air goes through the nasal passages. By stenting the nose, athletes increase the amount of air going in and also, the amount of exhaust air (CO2) expelled.

This slight difference defines the purpose for the Turbine's creation - to seek that small yet marginal gain that will push athletes faster, harder and farther. "Seeing world records being broken is inspiring," said Johnson. "In the last few months, we have seen Chris Froome win the 2015 Tour de France and U.S. Track star and Turbine customer Shannon Rowbury take Mary Decker's 31 year 1500m record wearing the Turbine." ■



Calvin Watson,
Australian cyclist
and member of team
Trek Factory Racing
showcasing the
Turbine respiratory aid.



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Clean Bottle's new Triton Square Bottle and its accompanying chambers. Photo courtesy Boston Magazine



CLEAN BOTTLE

The infamous Bottle Boy brings production back to the U.S.A.

By Aaron H. Bible



David Mayer -
CEO Clean Bottle

Five years ago Clean Bottle attempted to revolutionize the water bottle by creating a sports bottle with a screw-off bottom for easy cleaning. Clean Bottle first released its original sport bottle in 2010, stemming from a stunt at the Tour de France where Founder David Mayer dressed up as a giant "bottle boy" and chased the world's fastest riders in a bottle costume. That alone helped him sell \$70,000 worth of bottles, and Clean Bottle went on to sell 10,000 sport bottles for the year. Mayer was an Ironman triathlete and Stanford graduate from Silicon Valley who wanted an easier-to-clean water bottle since triathletes are heavy users of performance drink mixes that leave residue caked at the bottom.

Soon after, the Founders appeared on Shark Tank, and even recruited the seven-foot NBA legend Bill Walton to dress up as one huge Clean Bottle, which together with their presentation led them to impress the judges and gain even more success. Clean Bottle's outside-of-the-box savvy has served them well, as they have gone from being offered in 400 retailers in 2010 to more than 3,500 currently, while experiencing 900 percent growth in gross revenue.

Now, with a full product line and two successful Kickstarter launches under their belt, the Clean Bottle team has come full circle, redesigning their original sport bottle to be fully made and manufactured in the U.S.A.

The updated bottle features functional updates, including a new shape that fits more snugly into bottle cages, and added texture on the body and caps for easier gripping and opening. Now offered in two sizing options, 20oz. and 23oz, the 2.0 version is available in four colors, is dishwasher safe and guaranteed for life.

The decision to manufacture 100 percent of the sports bottles within the U.S.A. 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."

"Producing the Clean Bottle in the U.S. allows us to communicate more directly with our factory providing immediate feedback on quality, which is very important to us. Plus, our turn around time is much faster now and we're more flexible on quantities and color options, which is huge for our clients," said Mayer. "We make the bottles in Phoenix, AZ, creating jobs right here in our own country. Our main goal for the future is to continue to expand our product line and continue to offer top-notch customer service."

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. The stainless Square is in over 200 independent retail locations and has been sold in national outlets such as Nordstrom and REI.



NBA Legend Bill Walton on Shark Tank

The plastic Square is sold in over 180 independent retail locations after just three months on the market and more stores are requesting to carry the Triton Square each day. "Our goal was to create a unique and elegant bottle that would stand out from the crowd," said Mayer. "Plus a Square bottle will not roll away and packs more efficiently into boxes than a round shape, saving on materials and waste."

From the Tour, to its presentation on Shark Tank, to Kickstarter, and selling through retailers from REI to Brookstone, today the company offers a full line of sport and lifestyle bottles sold in top retailers including L.L.Bean, Dick's Sporting Goods, Bed, Bath and Beyond, REI, GNC and Performance Bike. The new Made in the U.S.A. Clean Bottle retails at \$9 for 20oz. and \$10 for 23oz. ■



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GIANT'S HOLY TRINITY OF TRI

With more than 250 tri-bike designs tested and trialed against four key competitors and raced by Pro Ironman Athlete **Tim Van Berkel**, Giant pushes tri bike engineering to a new realm.

By SGB Staff

Giant introduced its all-new Trinity triathlon bikes during global media launch at the Ironman World Championships in Kona the weekend of October 10.

Adding to its reputation of 40-plus years of performance craftsmanship, the new Giant range of composite triathlon models includes two series: The Trinity Advanced Pro and Trinity Advanced.

Engineered specifically for the high-performing triathlete, Giant boasts its new line as the world's fastest race-ready tri bike to-date. A fully UCI-legal time trial version of the new bike, the Trinity Advanced Pro TT, is also being introduced as a frameset for road racers.

"One of the things I love most about this new Trinity Advanced Pro is that it's a full-on, race-ready machine right out of the box," said Pro Ironman athlete Tim Van Berkel, who won last month's Ironman 70.3 Sunshine Coast triathlon on a prototype model. "From the aerodynamic frame and fork shapes to the new geometry and positioning and integrated hydration and storage - it's everything you need to go faster in training and racing."

Van Berkel raced Giant's Trinity Advanced Pro at Kona, where the bike's engineering adapted to real-world racing conditions. The bike features Giant's AeroSystem Shaping Technology and a number of other design secrets that make the model triathlon-specific; one being the AeroVault integrated hydration and storage system to give triathletes a built-in advantage on race day.

The Long Road To Release

Giant was excited to release the new tri models after the long, grueling perfectionist process of designing these offerings. Using extensive Computational Fluid Dynamics (CFD) analysis and dynamic wind tunnel testing, more than 250 frame configurations were developed and tested before the Trinity Advanced Pro design was finalized. Giant worked hand-in-hand with the Aero Concept Engineering facility in Magny-Cours, France, during this process; together, ACE and Giant engineers created a dynamic mannequin with anatomically correct articulating legs to accurately measure not only pressure and friction drag, but the precise aerodynamic interaction of the rider and bike in motion.

"We tested each of these bikes with and without their hydration and storage units with the goal of understanding which would be the most aerodynamic in a race-ready configuration," said Giant On-Road Category Manager Nixon Huang. "The Trinity was competitive with the others when tested bare. And with the add-ons necessary for real-world triathlon racing, it was not only the fastest, but it was also the only bike that proved to be more aerodynamic with its hydration and storage components than without."

The final version of the Trinity Advanced Pro was tested alongside four renowned competitors - the Cervélo P5, Scott Plasma 5, Trek Speed Concept and Specialized Shiv - in a wind-tunnel trial. After the trial, the company reported the Trinity proved to be the most aerodynamic as a complete race-ready unit.



The Trinity is also available in a time trial configuration (frameset only). Team Giant-Alpecin pro Tom Dumoulin rode a pre-production version of the Trinity Advanced Pro TT frame to one of the biggest wins of his career at the Vuelta a España in September.

Knitty-Gritty Engineering

Giant engineers went to great lengths to improve the Trinity's geometry, features and adjustability for triathletes.

The frameset is now offered in four frame sizes instead of three. The AeroDrive base bar, arm rests and extensions all feature a wide range of quick and easy adjustments.

Also noteworthy for the model is its use of AeroSystem Shaping Technology - a design process that analyzes the distinct airflow conditions of each area in the frame and fork to minimize drag and control airflow of the entire system across all relevant yaw angles. Giant took the new tri bike engineering a step farther, adding a number of triathlon-specific features into the already technical bike. Triathletes will appreciate the AeroDrive Tri fork, made with Advanced-grade composite material and a triathlon-specific 5:1 airfoil shape. Combine the AeroSystem and AeroDrive with Giant's integrated stem design specific for this new line and the result is a huge improvement in aerodynamic performance. Furthermore, it may be surprising that steering precision is maintained even with increased aerodynamics. What's that saying about having your cake and eating it too?

To improve the rider cockpit, Giant's key component in its new models is the new AeroDrive Tri Base Bar. This composite bar features a 5:1 airfoil shape and has a reversible design that offers 40 millimeters of height adjustment. SpeedControl brakes, also designed specifically for facing the elements of a triathlon, were made with both front and rear units integrated and hidden from the wind. To get a mental picture, imagine the front brake matching the profile and trailing edge of the fork. Another cool feature of Giant's SpeedControl is the rear brake features an innovative fairing that saves three watts of drag at 50 kph.



The AeroVault hydration and storage system lets triathletes carry up to 1140 milliliters of liquid that's easily accessible while racing. The toptube storage area is integrated into the toptube. The entire system actually improves the aerodynamic performance of the bike.



While the AeroDrive and SpeedControl brakes define the high-performance usability of the new models, the most distinctive elements of the Trinity Advanced Pro design is its integrated AeroVault System. Never underestimate the power of accessible hydration. AeroVault gives triathletes easy access to hydration, nutrition and essentials such as tools and spare tubes. The front hydration unit holds up to 700 milliliters of volume, depending on frame size, with an easy-access port on top. More hydration space is available with the AeroVault downtube bottle -

Giant found to be a common weakness with current aftermarket storage options. The soft cover means the rider can access the box from either side. It also prevents water and sweat from getting inside. For easy adjustment and battery charging, the box was also made to house the junction box for Shimano Di2 models.

Choose Your Model

Both lines in the 2016 Trinity triathlon range integrate the new evolution of Giant tri-engineering.

For road races, the Trinity Advanced Pro comes stocked with the AeroVault System, AeroDrive Tri components and integrated rear brake fairing. The refined Trinity Advanced Pro TT frameset features the same advanced-grade composite frame aided by a special AeroDrive TT Advanced-grade fork, stem and handlebar that's UCI-legal for time trial competition. Pro riders from Team Giant-Alpecin developed and tested the TT frameset before agreeing it was ready for launch. The okay from these pro testers should be proof enough that the frame is highly refined, as even the pre-production versions of the frame were ridden to victory in Tom Dumoulin's stage win at the Vuelta a España.

The second line, the Trinity Advanced, features the same Advanced-grade composite frame as the Pro, but without the integrated AeroVault system, rear brake fairing and AeroDrive fork, stem and base bar.

Both ranges will be offered in select markets beginning in November. ■



Trinity Advanced Pro

With its Advanced-grade composite frameset and triathlon-specific features including the AeroVault hydration and storage system, downtube water bottle and integrated rear brake fairing, the Trinity Advanced Pro 2 is an attainable race-ready bike for triathletes of all levels.

a 440-milliliter unit hidden from the wind by the frame's uniquely designed downtube.

AeroVault's storage box, integrated into the top tube behind the stem, gives 290 milliliters of storage for en-ride nutrition and spare items. Shaping of the box improves aero performance and maximizes standover height, which



Photo courtesy Newton Running

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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

- 1-4 The Running Event
Austin, TX
- 1-3 MRA December Lansing Market
Lansing, MI
- 2-4 FFANY
New York, NY
- 8-9 MRA December Cincinnati Market
Cincinnati, OH

JANUARY 2016

- 4-6 ASI Orlando
Orlando, FL
- 5-7 Archery Trade Association Show
Louisville, KY
- 6 Outdoor Retailer Winter Market Demo Day
Salt Lake City, UT
- 6-9 CES Show
Las Vegas, NV
- 7-10 Outdoor Retailer Winter Market
Salt Lake City, UT
- 11-13 MRA January Novi Market
Novi, MI
- 12-15 NBS Winter Show
Ft. Worth, TX
- 14-16 Surf Expo
Orlando, FL
- 17-20 NRF Retail Big Show
New York, NY
- 19-22 SHOT Show
Las Vegas, NV
- 22-24 Imprinted Sportswear
Long Beach, CA
- 24-26 Sports Licensing & Tailgate Show
Las Vegas, NV
- 27-29 PGA Merchandise Show
Orlando, FL
- 28-31 The SIA Snow Show
Denver, CO

TRADE ASSOCIATIONS BUYING GROUPS

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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
tennisindustry.org

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Mike McQueeney

President, Headsweats

Headsweats President Mike McQueeney has become a Kingpin to the Performance industry since his first sales position with Reebok in the 80s. McQueeney exemplifies the non-corporate, wild and free ethos that breaths life into the industry.

In 1972, McQueeney entered freshman year of high school and was inspired to take up running after Frank Shorter's Olympic win ignited a wildfire of recreational running in the U.S. McQueeney continued running at DeAnza JC and UC Berkeley. His entry into sales occurred after running for Reebok and being offered a sales position at one of its local agencies.

After co-owning Tahoe-Cruz Sales and Marketing, McQueeney moved to Colorado as a sales rep for Cannondale. He ended up owning a Denver bike shop and serving as National Sales Manager with PowerBar before McQueeney joined Headsweats in 2009. He remains in Colorado, is married with four children, three grandchildren, and is convinced he's in the best industry there is.

When Were You First Exposed To The Outdoor Industry? In the early 80's I was a pretty talented runner and was running for Reebok. I was able to establish an outside sales position within the sales agency representing Reebok in California. As an athlete, it is easy to sell something you believe in.

What Is The Single Most Important Retail Lesson You Have Learned Working In Different Positions Within The Industry? Give the consumer what they want and a positive experience at all levels of the process.

Who Do You Look Up To? I wouldn't say there is any individual I look up to as much as that I try to surround myself with other successful businessmen in the industry. By asking their opinions, I can get advice and use them as

sounding boards. I have a saying, "Show me your friends and I can tell you what kind of person you are." If there is one person I would give credit to for his influence on me, it would be Jim Van Dine, president of Hoka One One and Ahnu-Deckers. He was the most influential in getting me the position in sales for Reebok, as he was the sponsorship marketing director at that time.

What Makes Headsweats Different From Other Performance Brands?

I like the nimbleness of small companies and the ability to react quickly. At PowerBar, owned by Nestle, even though the brand is sports retail related, Nestle was too corporate. Corporate and sports retail philosophies did not mesh. So when the opportunity to come on board with Headsweats was presented, I was able to take a lead position in a small company where I thrive. I have been at Headsweats for more than six years and Founder Alan Romick has given me the freedom and latitude to run the business. I enjoy that freedom and have tried to surround myself with good people who work hard and excel at a higher level.

What Is Your Advice To Retailers That Want To Grow? A good retailer needs to have a vision and understand where the marketplace is going. They need to be nimble to adjust to trend changes. However, the most important factor is to know their competition but remember to stay true to core competencies. This is what sets you apart and is the retailer's competitive edge. The retailer needs to be the expert about whatever they are selling and why. Become an institution in the community through events, clinics, happy hours, VIP parties, etc. Knowledge is power! At the end of the day, the retailer can't win all battles, but consistency wins over time.

Which Outdoor Activity Is Your Favorite? I like to ride bikes and run. I have a high-end carbon road bike and work with the local bike shop for service needs. Running is one of those activities that's good when time is limited, to still get a solid workout in. The nice thing about riding is that it is great alone or with a group. My equipment is very important to me, whether it be shoes, shorts, heartrate monitor, gloves, speedometer or high-end wheels. But you get what you pay for, so you want to be sure to get quality products.



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