

# SGGB

ISSUE 1342  
OCTOBER 21, 2013

# WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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## NATION'S SKI SEASON KICKS OFF AT ARAPAHOE BASIN

By the time the lifts stopped running around 4 p.m., Arapahoe Basin's Black Mountain Express lift had shuttled more than 3,000 guests up the High Noon ski run on Sunday, October 13. Reporting an 18-inch base, "The Legend" Arapahoe Basin became the first resort in North America to open for the 2013/2014 ski season.

On Thursday, October 17, Loveland Ski Area followed suit and began running its main Chair 1 lift to crowds of dedicated skiers and snowboarders. The friendly rivalry between the two resorts competing to open first to the public each fall has been ongoing since around 2003, when A-Basin installed snowmaking. Loveland began making snow in 1967. Both resorts sit along the Continental Divide with higher elevations, earlier frosts and colder temperatures than other resorts. This location also allows them to stay open through spring each year.

Arapahoe Basin has been the first to open for the last three seasons, although Wolf Creek ski area did open first and then close again in 2011/2012. The earliest opening for Loveland Ski Area was September 30, 1951 – before snowmaking. In the last 30 years Loveland's latest opening was November 6, 1988; and the earliest was October 6, 1985.

So while not the earliest opening in recent memory, these are the best early season conditions in at least three seasons. "Sunday was definitely one of the best openings in recent seasons, and I'm not simply talking about the number of skiers. We had incredible weather – bluebird, sunny and crisp – and the conditions on High Noon were some of the best I've seen that early in October," said Adrienne Saia Isaac, marketing and communications manager for Arapahoe Basin. "We've already moved the snow guns to Ramrod and the upper mountain. Ski season is going off in Colorado and we were happy to kick it off for everyone."

The impending ski season is getting a positive prognosis as high country snows began falling mid-September. A-Basin, Loveland and Copper Mountain began making snow around September 27 and have made snow and/or received natural snow most days since then. Copper Mountain and Keystone Resort will be the next to open on November 1; although Wolf Creek did make a surprise opening for the weekend, it is not ready to stay open for the season just yet.

Colorado Ski Country USA (CSCUSA) reiterated optimism for the season ahead. "Seeing skiers and snowboarders taking their first turns of the season is one of the highlights of the year," said

CSCUSA President and CEO Melanie Mills. "Since the first high country snowstorms several weeks ago, we've seen the enthusiasm in skiers and snowboarders building toward this day. Thanks to helpful weather patterns and the hard work of snowmakers and groomers, all of Colorado's resorts will open with top notch products."

OpenSnow.com's Joel Gratz – one of the most respected winter weather forecasters in the country - said that although the U.S. is not in an extreme El Nino or La Nina weather pattern, there is a correlation between a wet summer/fall and above-average snowfall. "In the winters following a wet September in the Front Range, snowfall in the Colorado mountains is well above average before December 1st, then stays about average through the remaining months of winter," Gratz said cautiously on his website. "There is no guarantee that this winter will follow the trend, but the data points in this direction."

---

### Scheduled Opening Dates For CSCUSA Member Resorts

<b>November</b>	29 Purgatory
1 Copper Mountain	30 Howelsen Hill
8 Wolf Creek	<b>December</b>
13 Winter Park	6 Sunlight
22 Eldora	11 Ski Granby Ranch
27 Crested Butte, Steamboat	12 Powderhorn
28 Aspen Mountain, Snowmass, Telluride	14 Aspen Highlands, Buttermilk, Ski Cooper
	21 Silverton

---

### Scheduled Opening Dates For Vail Resorts Properties

<b>November</b>	22 Northstar
1 Keystone	27 Beaver Creek
8 Breckenridge	Mt. Brighton
22 Vail	29 Canyons
22 Heavenly	
22 Kirkwood	Tentative - Afton Alps

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## MOVERS & SHAKERS

**Sport Chalet** elected **Miki R. Berardelli**, chief marketing officer for Tory Burch, to its board.

**RG Barry Corp.**, the parent of Dearfoams, promoted **Lee Smith** to president of its footwear business unit.

**Andrew Luck**, quarterback for the Indianapolis Colts, has joined the sports advisory board for **MC10**.

**Portland Product Werks** hired **Mike Mangiarancina** as national sales manager of the Woolrich Footwear brand.

**Warrior Hockey** signed NHL athletes **David Clarkson** of the Toronto Maple Leafs and **Max Pacioretty** of the Montreal Canadiens to multi-year endorsement contracts.

**Derek Hancock** was appointed commercial and sales manager for **Arc'Teryx** in the U.S.

**Franklin Retail Solutions** named **Tom O'Brien** VP of strategic initiatives.

**Bluesign Technologies AG** has named former REI director of product integrity **Kevin Myette** as its director of customer relationship management for North America.



Photos courtesy SealSkinz



## SEALSKINZ OFFICIALLY IN BUSINESS IN THE U.S.

Just in time for winter, the SealSkinz brand is officially in business now in the U.S. with the Denver/Boulder area as its base of operations and a full rep force in place to provide additional service. SealSkinz is a premium accessory brand with highly technical, patented product that is largely manufactured by hand in the UK.

In December 2012, SealSkinz, Ltd. bought back the rights to the SealSkinz brand globally. Until then it had been sold under license in the U.S., where it was manufactured by a third-party using their own technology and products.

This year, SealSkinz launched a U.S. subsidiary to fully serve the market. Primary distribution will be Outdoor, Cycling, and Hunting/Fishing specialty retail. Additional sectors will include watersports, marine, military, tactical, specialty catalog and work wear.

SealSkinz manufactures and sells waterproof, breathable, close-fitting and comfortable gloves, socks, and hats for outdoor enthusiasts, athletes, adventurers, and the military, as well as anyone that wants to or has to be outdoors without getting wet and cold. The company's mission is to "enable people to go further, longer, and faster, whatever the conditions."

"Our success in the UK and internationally readies us for an ambitious expansion in the U.S. market," said David Jesson, director of marketing at SealSkinz. "SealSkinz products consistently receive excellent consumer reviews, and frequently hold as many as five of the top 10 best-selling spots within the category with leading retailers."

"If you're a fan of SealSkinz products from recent years, you're going to be amazed by the improvements and new technology that we're introducing now," said Shawn Pritchett, director of sales and operations at SealSkinz U.S..

All SealSkinz socks and the Ultra Grip gloves are manufactured by hand in King's Lynn, UK. The team is very involved and continually improving products. They also test their products through every stage of manufacture, including the leak test done by hand, a guarantee that every sock and glove is 100 percent waterproof.

SealSkinz uses three-layer patented technology in knitted socks and gloves to create seamless and close-fitting products that are totally waterproof as well as breathable. Tough durable outer fabric features a Merino wool inner liner with built-in moisture management (high-wicking and anti-microbial) - actively drawing sweat and moisture away from the skin. The patented three-layer technology also keeps the layers together to prevent rubbing and conditions that cause blisters.

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Matthew "Griff" Griffin, CEO, (left) and Andrew Sewrey, chief flip flop officer, (right) stand with two Mujahideen fighters who could soon become flip-flop manufacturers. Panjshir Valley, Afghanistan.

## COMBAT FLIP FLOPS AIMS TO RAISE \$500,000 TO FUND AFGHAN FACTORY



Combat Flip Flops launched an Indiegogo campaign Friday, October 18th to raise \$500,000 to build and ship a self-contained flip-flop factory in a box, known as a Expeditionary Production Facility (EPF), to Afghanistan. Started in 2010 by two Army Rangers and a Bass player from Montana, Combat Flip Flops (CFF) was born while Matthew Griffin, working with Remote Medical International, toured an Afghan-owned boot manufacturing facility where he saw a factory worker wearing a makeshift pair of flip flops using the sole of a combat boot.

Supporting Combat Flip Flops' "All or Nothing" campaign can reap rewards for donors including a pair of flops from the EPF's inaugural run, a custom KOTA Longboard made just for Combat Flip Flops, your name stenciled on the EPF shipping container, social media shout outs just for you, and fragments of bomb melted down into beautiful pieces of jewelry from Laos.

With the belief that a strong economy will sustain the gains made over the last decade, Combat Flip Flops' goal has been to manufacture flip flops and additional product lines in Afghanistan. With existing facilities and partners in the U.S., CFF hopes to expand its production back to Afghanistan and other war torn countries.

The road to manufacturing flip flops in Afghanistan has not been easy. The original Afghan manufacturer could not deliver

product up to the company's standards, and the second manufacturer produced beautiful samples but as production was about to begin, the plant closed due to losing its military contract. With hundreds of pre-paid orders, the Combat Flip Flops team went to work in December 2012 designing and building a micro-manufacturing facility in Issaquah, WA, to fulfill the backlogged orders. With limited space and funds, they were able to re-purpose old machinery, make some pieces themselves and design a factory within a small space with low energy output. The first production was completed and delivered to retailers and consumers in late spring 2013.

With the new micro-manufacturing model in place and a network of affiliates on the ground in Afghanistan, Combat Flip Flops has a template that can be applied to new locations. Money raised will cover the costs of building and purchasing equipment, shipping the equipment to Afghanistan, labor, raw materials and additional operating expenses for one year. With a successful crowd funding campaign raising the needed \$500,000, the Afghan Business Aid Development will contribute an additional \$250,000 for facility improvements.

For more information logon to [combatflipflops.com](http://combatflipflops.com).





## OPENS FIRST MEMPHIS STORE

Academy Sports + Outdoors opened its first Memphis-area store in late September in Collierville, TE. In conjunction with the opening, Academy signed a multi-year partnership with The University of Memphis and its athletics multimedia rights holder, Tiger Sports Properties.

"Not only are we excited to open our first store in the Memphis area, but we've also added a great community partner in the Memphis Tigers," says Anita Sehgal, Academy Sports' SVP of marketing and advertising. "We look forward to highlighting our everyday low prices and broad product selection that keeps families and Tigers fans active."

The new 73,000 square-foot Collierville store brings approximately 150 new jobs to the Memphis area and is located at 275 New Byhalia Road. This will be Academy's eighth store in Tennessee.

"We really appreciate Academy Sports + Outdoors' support of our athletics program and congratulate them on opening their first store in our area," says Tiger Sports General Manager, Brad Harrison. "Tigers fans will have a great new destination for all of their sports, outdoor, and recreation gear for years to come."

The Texas-based retailers also this year formed similar partnerships with the University of Florida Gators, Florida State University Seminoles, University of Kansas Jayhawks, Kansas State University Wildcats, University of Missouri Tigers, University of North Carolina Tar Heels and Carolina Panthers. It operates 166 stores throughout Alabama, Arkansas, Florida, Georgia, Kansas, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee and Texas.

**REEBOK** provided a glimpse behind the scenes at its new performance basketball campaign – Game Recognize Game. The ads will feature Reebok athletes Isaiah Thomas of the Sacramento Kings, Jason Terry of the Brooklyn Nets, and the introduction of its newest endorsee, Nerlens Noel of the Philadelphia 76ers. Noel, a center, was the sixth pick in the recent NBA draft. The trio will be among the first to debut Reebok's heritage inspired performance basketball collection – Q96 and The Pumpspective.



Photo courtesy Reebok

## KATE HUDSON LAUNCHES FITNESS LINE

American actress Kate Hudson has co-founded a new fitness fashion line, Fabletics, in partnership with shopping website JustFab.

Priced under \$100 and available at [fabletics.com](http://fabletics.com), Fabletics features workout essentials such as sports bras, shorts, leggings, and tanks. The collection focuses on easy-to-wear layering pieces - cozy jackets and hoodies, buttery soft tees and long-sleeved tops, cardigan wraps, and accessories.

"The most exciting part about co-founding this line is creating looks and pieces for every woman and every body type; things women can feel good in all day," said Hudson, best known for her roles in "Almost Famous," "You, Me and Dupree," and "Fools Gold" as well as being the daughter of Goldie Hawn. "At Fabletics, we believe all



women should be able to have hip styles and amazing quality at prices that won't break the bank."

Founded in 2010, JustFab, Inc. is a fashion subscription site that has more than 35 million members worldwide across its portfolio of brands including JustFab, FabKids, ShoeDazzle and Fabletics.

## ADIDAS INTRODUCES SMART RUN WATCH

Adidas last week introduced the miCoach Smart Run, providing a runner the ability to track their runs using GPS mapping, monitor their heart rate off their wrist, listen to their favorite music and get real-time coaching in a touch screen running watch. Selling for \$399, the miCoach Smart Run is available in November on [adidas.com](http://adidas.com).

A built-in accelerometer counts every step so the runner can monitor their stride rate. GPS tracks their speed, distance and logs their route and an MP3 player with Bluetooth wireless audio delivers music and audible coaching guidance, eliminating headphone cables and music players. Mio Wrist Based Continuous Heart Rate Technology is used to track the heart rate from the wrist.

"As part of the miCoach training system, it truly unlocks human potential by making smart training easy and accessible," said Simon Drabble, director of miCoach at Adidas. "Whether you're starting a new running program, training for a 10k or competing in another marathon, miCoach Smart Run will make your training more efficient so you get the results you want."

Smart Run utilizes all four colored zones of the miCoach system - blue, green, yellow and red - to coach the athlete throughout their workout and guide toward strength, speed and endurance goals. Guidance comes in various forms including vibration, through the 1.45" color touch screen display and, if they're using a Bluetooth headset, the coach will tell the wearer to speed up or slow down.

Drabble noted that building training plans, transferring workouts and personalizing display information is cumbersome with many existing running watches. He added, "With Smart Run we



Photo courtesy Adidas

change this. It is fully integrated with our web platform so training plans, completed workouts and settings are synced."

To also build strength and flexibility into the workout session, more than 400 anatomically correct animations combine to make hundreds of workouts and plans. The animations play right on the watch helping to guide the athlete correctly through each repetition and circuit.

"The visual and audible guidance for interval training is a leap forward from any other watch available," said Terrence Mahon, Lead Endurance Coach, UK Athletics Federation. "Another aspect that is often overlooked by runners is how important strength and flexibility workouts are in realizing performance gain and reducing injuries. To have this guidance on the watch too is truly groundbreaking."



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Photo courtesy Costa

## COSTA SUNGLASSES FOCUSES ON CONSERVATION

By Aaron H. Bible

For Costa, conservation is all about sustainable fishing, and the company works with partners around the world to help increase awareness and influence policy so that both the fish and fishermen of tomorrow will have healthy waters.

Thirty years ago, a group of anglers banded together with a goal to build the clearest, best performing sunglasses able to withstand harsh fishing environments. Literally born on the water, Costa continues today with a mission to not only help people see what's out there, but to protect sustainable sport fishing at the same time.

And while many sunglass companies in its space have remained flat in recent years, Costa has seen 20 percent year-over-year growth. The company attributes its conservation-minded focus in helping to propel the business forward.

More than just placing a logo, Costa takes an active, hands-on approach to its conservation work and the list of sport fishing conservation programs Costa has helped support seems never ending. In 2011, Costa partnered with music star Kenny Chesney to design a signature line of sunglasses, with proceeds from the

sale of each pair benefiting habitat restoration programs with the Coastal Conservation Association (CCA). The program has raised more than \$80,000 since its inception and continued in 2013 with five new styles – [costadelmar.com/kenny](http://costadelmar.com/kenny).

In 2012, Costa helped open the first sport fishing tourism program in Guyana, a first of its kind in the country. As seen in the award-winning film, *Jungle Fish*, the Rewa village on the Rupununi River now has the capacity to bring fly anglers in to fish for monster arapaima, creating jobs and generating sustainable economic development for the region – [costadelmar.com/junglefish](http://costadelmar.com/junglefish).

Costa also recently worked with its partner, Bonefish & Tarpon Trust (BTT), to develop and support Project Permit - a five-year tagging program designed to collect never-before-seen data on permit fish in Florida and the Caribbean. Now in its fourth year, Project Permit has expanded into Mexico. The program is starting to see an increase in tag returns, which will help provide important research to inform future fishery policies and regulations – [projectpermit.org](http://projectpermit.org).

Currently, as a support partner to OCEARCH - a great white shark tagging research program currently taking place in the Atlantic Ocean - Costa helps develop and collect all of the multimedia content from each expedition. The content is then shared online allowing educators, scientists and shark enthusiasts alike to take part in important conversations about one of the planet's top predators- oearch.org.

An important part of Trout Unlimited's (TU) expanding Youth Education efforts, the "5 Rivers" program organizes campus groups to provide students an opportunity to learn fly casting and fly tying and also to participate in off-campus volunteer activities on the members' home waters. Costa worked with TU to develop the program, which now boasts chapters at 26 colleges and universities – tu.org.



"IN ORDER FOR THE SPORT FISHING INDUSTRY TO CONTINUE TO GROW, WE MUST WORK TOGETHER TO PROTECT THE RESOURCES AND ATTRACT NEW PEOPLE INTO THE SPORT"

- Chas MacDonald, president of Costa Sunglasses

For the past five years Costa has hosted a now-legendary "party with a purpose" on the University of Alabama campus in Tuscaloosa. Instead of marketing at other people's events, Costa decided to control the vibe. The event brings national acts to a music festival to raise money for sport fishing programs. Since the event began, thousands of University of Alabama students have helped raise more than \$200,000 for groups including The Billfish Foundation and Coastal Conservation Association. Costa also works to support the Center for Coastal Conservation and the Turneffe Atoll Trust to protect the Belize fishery.

"In order for the sport fishing industry to continue to grow, we must work together to protect the resources and attract new people into the sport," said Chas MacDonald, president of Costa Sunglasses. "Without the fish, there are no anglers. Protect the fish, and they will keep the anglers participating in the sport and growing the business opportunities."

As a leading manufacturer of the world's clearest polarized performance sunglasses, Costa focuses on fit and durability for the contemporary angler. Still handcrafted today in Florida, Costa is currently the fourth-largest brand in the performance sunglasses market. ■

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Photos courtesy Sunglass Hut

## SUNGLASS HUT OPENS TIMES SQUARE FLAGSHIP

Sunglass Hut recently opened its biggest, coolest and most technologically advanced store in the world located at 1540 Broadway in New York's Times Square.

Housed on the corner of Broadway and 45th Street, the 1,423 square foot store boasts nearly 1,600 pairs of sunglasses with 30 designer brands available.

It's the first Sunglass Hut store to include a "Sunglass Bar," an interactive social space in the middle of the store, where consumers can try on an array of sunglasses, make purchases via tablets on [Sunglasshut.com](http://Sunglasshut.com), and share pictures with their friends via social networks using the Sunglass Hut's trademark SocialSun screens. Immediately behind the bar is a larger-than-life 18' LED Bling Wall digital screen that brings the Sunglass Hut brand to life. A LED Orb chandelier hanging from the center of the store provides a sparkle effect that is choreographed with the 18' LED Bling Wall and the custom music program.



Another innovative feature is the "Eye Candy" vending machine, offering an array of brands and styles twenty-four hours a day. Located in the front window, consumers can try on sunglasses virtually and purchase via the touchscreen system. When purchases are made, customers inside the store can watch the machine's mechanics through the back of its transparent case.

"Sunglass Hut has the savviest customers in the world, who have very high standards and expectations. Our Times Square store delivers the newest technology and over-the-top shopping experience which our customer comes looking for," said Fabio d'Angelantonio, EVP of Sun and Luxury and chief marketing officer at Luxottica, the parent of Sunglass Hut. "In a competitive market place, Sunglass Hut continues to elevate the eyewear category and understands the importance of bringing innovation to the brick-and-mortar experience."

Sunglass Hut has 2,700 retail locations worldwide.



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Photo courtesy Wolverine

## WOLVERINE OPENS PERMANENT STORE IN NEW YORK'S NOLITA

Wolverine, the outdoor and work brand, opened a permanent store in New York's Nolita at 254 Elizabeth Street. The new location follows the successful New York pop-up venture in fall 2012, and will again offer a curated selection of goods that share Wolverine's commitment to quality, heritage and craftsmanship.

"The success of the Wolverine Company Store pop-up shop exceeded our expectations and made it an easy decision to open a permanent location," said Todd Yates, president, Wolverine Brand. "The store showcases our heritage, and through that story we've been able to make strong brand connections with so many people. We are excited to continue that momentum with the permanent location for many years to come."

Designed by BKLYN Dry Goods, the Wolverine Company Store pop-up shop was named one of the Top 10 pop-up shops by Racked NY, and it also received four prestigious Association for Retail Environment (A.R.E.) Awards this year, including the 2013 Grand Prize for Softline Specialty Store up to 3,000 Square Feet, 2013 Visual Presentation of the Year, Special Element Award – Wall Treatment and Special Element Award – Vintage Advertising.

"The recognition the pop-up shop received is a testament to the incredible work of BKLYN Dry Goods and our partnership to create a retail space that resonated with customers," said Christina Vernon, Heritage sales manager for Wolverine. "It's been a

pleasure working with Jahn and Kurt of BKLYN Dry Goods on the permanent location and creating a concept that tells Wolverine's brand story."

BKLYN Dry Goods created the concept and design of the permanent location, keeping familiar pop-up store features like wooden beams that were part of Wolverine's original tannery dating back to the late 1800s and a wall of vintage shoes lasts. Alongside these distinct features are other new design elements, such as a more than 1,000-pound concrete sign from one of the company's original factory buildings, which bring Wolverine's long history to life.

"After the success of the Wolverine Company Store pop-up, we were excited and honored to continue our partnership with Wolverine," said Jahn Hall of BKLYN Dry Goods. "Taking inspiration from many of the elements that made the pop-up project a success, we're hoping to continue to inspire the look and feel of Wolverine retail and are excited to welcome Wolverine to New York City with a new, permanent home."

In addition to the full men's and women's collections of Wolverine 1000 Mile and Wolverine No. 1883 (including the brand's collaborations with Samantha Pleet and Filson), the store will showcase items from other like-minded heritage brands including Filson, Tellason denim, Samantha Pleet, Left Field NYC, Imogene + Willie and Tanner Goods, alongside a unique selection of vintage items from BKLYN Dry Goods.



RETAIL | STORE OPENINGS



Photo courtesy Teva

## TEVA OPENS FIRST STORE

Teva, a division of Deckers Outdoor Corporation, in early October opened its first retail store in Orlando, FL.

Located at the Orlando Premium Outlets at Vineland Avenue, the Teva store's interior includes real consumer and ambassador stories throughout the space to share inspiration from Teva's brand promise of "Live Better Stories," as well as interactive displays and areas dedicated to customer gatherings. Upcoming events will include video screenings, outdoor excursions and workshops, all centered on the inspiration to find adventure in everyday life.

"Our goal is to have the store act as a platform for sharing the Teva lifestyle," said Jason Bertoli, retail marketing manager at Teva. "This includes having customers share their stories with us, but is also about using the retail store as a catalyst for outdoor adventure. This comes to life in-store with staff recommendations, suggested local activities, organized excursions, and other engaging events, all with the goal of making adventure as accessible as possible for the community and Teva fans that visit Orlando from around the world."

"Orlando has a consistent warm weather climate, a travel-savvy community, and is home to one of the brand's key tradeshow, Surf Expo," said Erika Brakken, marketing director at Teva. "As a brand born on the water, it's a natural place for Teva to introduce a retail experience. Florida's relaxed and casual environment mirrors our brand really well and we're excited to share a complete view of the Teva line with the local community - not to mention the millions that visit this area each year."

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# NIKE UNVEILS NEXT GENERATION FUEL BAND

By Thomas J. Ryan

Nike, Inc. last week unveiled its latest fitness-oriented wearable, the Nike+ FuelBand SE, featuring a wider array of colors, improved accuracy and a host of tools to motivate individuals and groups to be active and reach fitness goals.

Originally launched in early 2012, the FuelBand bracelet measures the wearer's

everyday activity; calories and distance traveled and displays it all on an LED screen. Red to green feedback shows how the wearer is performing against their goals.

At a press event in New York City, Stefan Olander, Nike's VP of digital sport, said the changes with the FuelBand SE, which costs \$149, were guided by requests from its more

than 20 million Nike+ members, with many suggestions leading to more motivational tools added to the Nike+ FuelBand App.

"It's a super simple motivator making sure you get up and move," said Olander.

Much of the discussion at the event focused on NikeFuel, which Olander described as "a universal metric that



The new Nike+ FuelBand SE promises to deliver more information and motivation to keep users moving, including numerous tweaks to the Nike+ FuelBand App to help users optimize activities throughout the day.

measures and motivates athletes across a wide spectrum of sports at any level.”

Several of Nike’s star athletes - Olympic decathlete Ashton Eaton, New York Giants star Victor Cruz, and decorated Olympic gymnast Shawn Johnson - were there to attest to NikeFuel’s ability to quantify their workout performance and work as a motivator, especially versus traditional performance measures such as sweat or fatigue.

Olander said some wearers use NikeFuel as a way to rate a one-off competitive event, noting, for instance, that Serena Williams allotted 4,300 NikeFuel points during a recent match. But others use it to track their activity during a day or week. Olander pointed to stories of Nike+ members taking the stairs rather than the elevator at work to achieve fitness goals, or taking the dog for an extra walk near midnight to reach that day’s goal.

But the event especially played up how social interaction drives workouts, with FuelBand encouraging such collaboration around goals. Just like Nike’s elite athletes, Olander said the message Nike constantly hears from its Nike+ members is “Make me better.” While elite athletes have coaches and teams to spur them on, non-professionals often wind up finding motivation from their friends, he said.

Olander noted that the average NikeFuel day for Nike+ members with no friends on nikeplus.com is 3,137, those with three friends is 3,531, and those with more than 11 friends is 3,983.

Johnson, who retired from gymnastics competition in 2012 at the age of 20, praised NikeFuel as a motivator.

“When I stopped gymnastics, I was lost and had no idea what to do because my whole life had been regimented since I was 3 years old,” Johnson said at the event. “The FuelBand has really helped me figure out my fitness since then, because it’s like having your own personal coach.”

She also liked the positive aspect around building NikeFuel numbers versus the negative one around trying to cut down calories.

Finally, Brown agreed to how working out with friends exponentially increases her intensity, whether for competitive reasons or encouragement. She added, “They’re your accountability but on a more friendly scale than a coach.”

The social aspect and competitive drive was also shown in a three-minute workout competition between Eaton and Cruz and some members of the audience.

The new Nike+ FuelBand SE promises to deliver more information and motivation to keep users moving, including numerous tweaks to the Nike+ FuelBand App to

help users optimize activities throughout the day.

A “Win the Hour” feature tracks how movement is accumulated at each hour throughout the day and encourages people to move more often with prompts if they’re missing their goal. Alerts are also delivered when goals are hit.

A “3.2.1. GO! Sessions” feature enables wearers to track exactly how much NikeFuel they earned in that specific session of activity. A Fuel Rate counter tracks the rate at which NikeFuel is being earned. Sleep monitoring has also been added.

New social sharing tools enable users to join their friends in a group and share their latest achievements, cheer each other on and even work together towards one common group goal.

Nike has also made it easier to track weekly goals, hours “won” and the intensity of movements. A Milestones achievements’ feature enables unlockable fitness titles, giving the user bragging rights for earning one million NikeFuel points in three days or other feats around sessions, Fuel Rate, streaks, and hours won.

Nike’s Running App has also been updated to automatically pause when the wearer rests, while also enabling a photo option.

Many of these features are possible due to the addition of Bluetooth 4.0 (BLE),

that allows for real-time syncing with the iPhone 4S and later models. The FuelBand's battery life and waterproofing abilities have also been enhanced. A double-tap feature now instantly displays time. The upgrade comes in black with crimson, pink foil or volt (a yellow and greenish neon) accents.

Some tech bloggers were disappointed that the new FuelBand didn't include a heart rate monitor or compatibility with Android devices.

Nike also announced last week the launch of Nike+ Fuel Lab, an evolution of its Nike+ Accelerator program that worked with startups to build products on Nike's digital platform. Last year's Accelerator was based in Portland, OR, but the Fuel Lab will be in San Francisco. Similar to the first Accelerator run, the Fuel Lab will run 12 weeks, and companies will receive workspace, education and mentorship, and access to Nike's APIs and SDKs.

This time, however, Nike plans to work with "more established" companies and has stipulated that the programs being developed must be ready to launch, with Nike+ integration, by the end of the program. The new program pays out \$50,000 to its 10 chosen companies, up from \$20,000 in the last iteration. The demo day for companies in the new Accelerator program will be next June.

The "smartwatch" category has become very crowded with FuelBand, Jawbone and Fitbit leading the pack. Other upstarts include Philips Directlife, Pebble, Bodymedia and Misfit Shine while Garmin, Suunto, Polar, Timex and Sportline are also all taking unique approaches to fitness watches and monitors. Under Armour has come out with Armour39 while Adidas last week unveiled its first smartwatch for runners, priced at \$399 and able to track a runner's location through GPS while providing speed and heart rate metrics, store music, and personalized coaching.

But the category promises to become exponentially more crowded and competitive with Samsung and Sony recently coming out with smartwatches, the pending arrival of Glass from Google, and the rumored launch of an iWatch from Apple.

Nike's FuelBand is said to have one edge due to its many Nike+ members likely staying loyal to the device. But Olander underscored the sizeable, potential market and need for such devices. He noted that despite



Victor Cruz, Shawn Johnson, Stefan Olander, Ashton Eaton

a highly active base of Nike+ members, only 2 percent of Nike+ members "move consistently" during the day – with five minutes per hour being the minimum to achieve an hourly goal.

Moreover, the need to get more Americans moving more was thoroughly spelled out at the press event by Dr. David Agus, one of the world's leading cancer physicians and a professor of medicine and Engineering at USC.

Dr. Agus began his presentation with a Mark Twain quote, "The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not."

On the contrary, he believes an active lifestyle is the solution to good health, especially with the world having evolved into a "society of sitting." Dr. Agus also pointed to the positive correlation between better reading and math scores for kids who are active and improved cognitive function for adults coming from exercise.

But he offered evidence that activity is a strong influencer of a long life and pointed to studies dating back to the fifties demonstrating that more active jobs like gardening and coal mining were leading to higher life expectancy rates than sedentary ones like typists, bus drivers or hair dressers.

In recent weeks, studies have shown that walking alone can decrease the risk of breast cancer by 14 percent and exercise is as good or better than medicine for helping

heart attack or stroke victims recover. The American Heart Association last month also began urging that every doctor ask their patients how much they moved in the last month.

Most alarmingly, he pointed to a 2011 study from the American College of Cardiology that showed that sitting for 5 hours is equivalent to smoking a pack or more of cigarettes.

"Movement is medicine. We need to change our culture and the way we live," asserted Dr. Agus. "It's the hours of the day that you are moving that makes the difference."

Nike also brought out Dennis Crowley, founder and CEO at Foursquare, the location-based social networking website for mobile devices. A Nike+ member since the start, Crowley was also the first person outside Nike to see the original FuelBand.

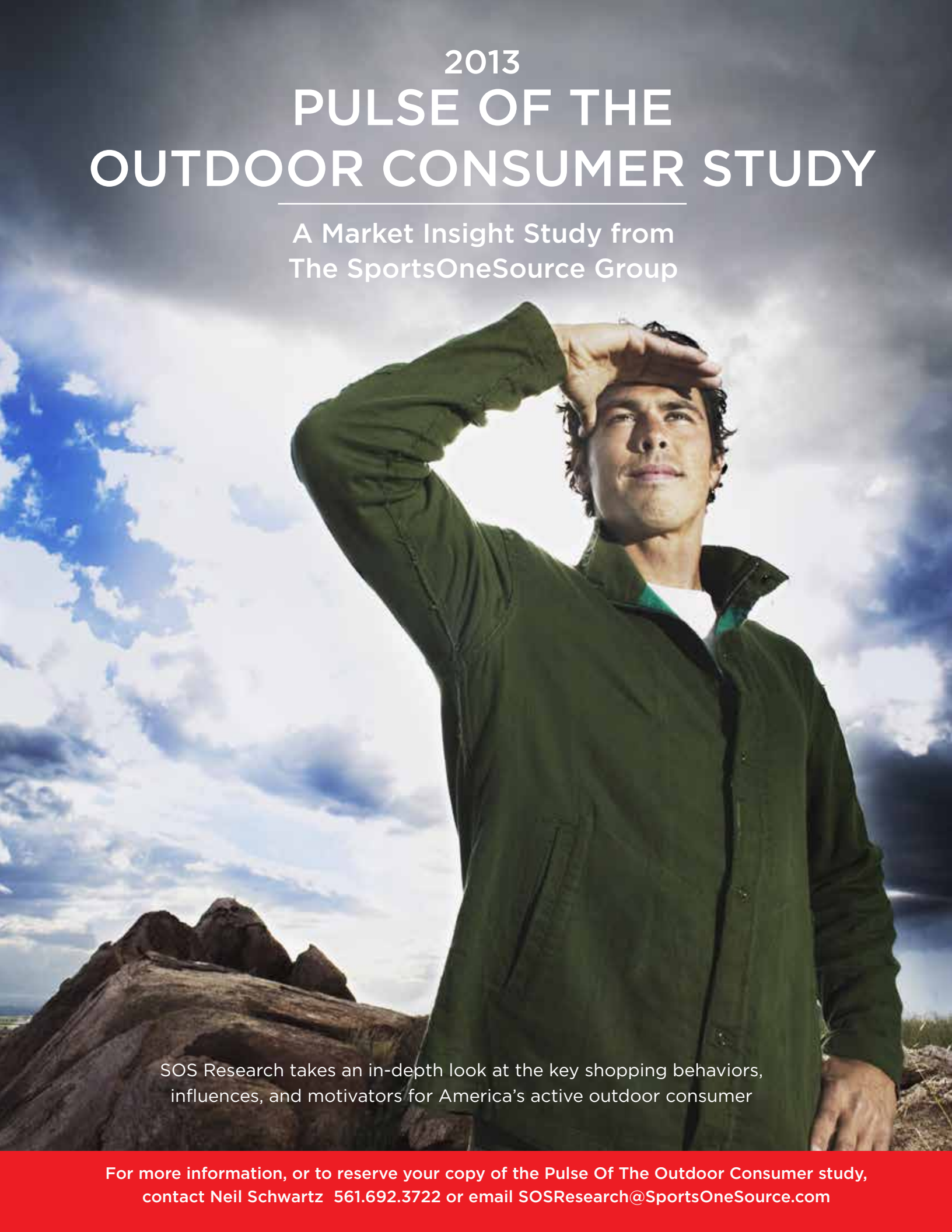
Crowley related how Foursquare and Nike are taking two approaches to roughly the same concept. By awarding badges and crowning users who checked in often from certain locations as 'mayors,' Foursquare encourages its users to explore new cities or try new restaurants and coffee shops, Crowley said. In the same vein, devices such as FuelBand with its gaming aspect around reaching challenges can similarly motivate wearers to "go further" in surpassing goals and trying different activities.

"There's something really powerful about software as a motivator that gets you to do something in the real world," Crowley said. ■

# 2013 PULSE OF THE OUTDOOR CONSUMER STUDY

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A Market Insight Study from  
The SportsOneSource Group

A man with dark hair, wearing a green jacket, stands on a rocky outcrop. He is looking upwards and to the right, with his right hand raised to his forehead as if shielding his eyes from the sun. The background is a dramatic sky with large, white and grey clouds, and a blue sky is visible on the left. The foreground shows dark, jagged rocks.

SOS Research takes an in-depth look at the key shopping behaviors, influences, and motivators for America's active outdoor consumer

For more information, or to reserve your copy of the Pulse Of The Outdoor Consumer study, contact Neil Schwartz 561.692.3722 or email [SOSResearch@SportsOneSource.com](mailto:SOSResearch@SportsOneSource.com)

# CALENDAR

For full year calendar go to  
[sportsonesource.com/events](http://sportsonesource.com/events)

## OCTOBER

29-31 Sport Source Asia  
Hong Kong

29-1 NASGW Expo  
Grapevine, TX

## NOVEMBER

1-3 NBS Fall Athletic Market  
Austin, TX

5-7 TAG Fall/Winter Show  
St. Louis, MO

15-17 A.D.A. Fall Show  
San Antonio, TX

24-26 Sports Inc. Athletic Show  
Las Vegas, NV

## DECEMBER

2-4 EORA SE Winter Market  
Asheville, NC

3-4 WWSRA NW Early Preview  
Seattle, WA

3-5 MRA December Market  
Lansing, MI

4-6 FFANY  
New York, NY

10-11 EORA FLA Winter Market  
Punta Gorda, FL

10-11 WWSRA NorCal Early Preview  
TBA

11-12 Atlanta Shoe Market  
Atlanta, GA

## JANUARY

6-8 ATA Show  
Nashville, TN

7-9 MWSRA January Show  
Madison, WI

7-9 WWSRA Rocky Mtn Preview  
Denver, CO

7-9 WWSRA Northwest Preview  
Portland, OR

9-11 Surf Expo  
Orlando, FL

13-14 WWSRA Intermountain Preview  
Salt Lake City, UT

13-15 WWSRA NorCal Early Preview  
Reno, NV

14-17 SHOT Show  
Las Vegas, NV

15-18 NBS Winter-Specialty Market  
Fort Worth, TX

16-18 Sports Licensing & Tailgate Show  
Las Vegas, NV

17-19 Imprinted Sportswear Show (ISS)  
Long Beach, CA

21 ORWM Demo Day  
TBA

22-25 Outdoor Retailer Winter Market  
Salt Lake City, UT

30-2 SIA Snow Show  
Denver, CO

## FEBRUARY

3-4 SIA On-Snow Demo  
Copper Mountain, CO

3-4 SIA Nordic Demo  
Copper Mountain, CO

5-7 FFANY  
New York, NY

5-8 Sports Inc. Outdoor Show  
Phoenix, AZ

6-10 NBS Semi-Annual Market  
Fort Worth, TX

9-11 EORA SE February Show  
Greenville, SC

10-13 Worldwide Spring Show  
Reno, NV

11-13 MWSRA February Show  
Madison, WI

18-19 MWSRA New Model Demo  
Hastings, MN

## MARCH

14-16 Imprinted Sportswear Show (ISS)  
Atlantic City, NJ

## APRIL

4-6 Imprinted Sportswear Show (ISS)  
Orlando, FL

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f 203.426.1087  
[nssf.org](http://nssf.org)

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f 817.788.8542  
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**Outdoor Industry Association**  
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Boulder, CO 80301  
t 303.444.3353  
f 303.444.3284  
[outdoorindustry.org](http://outdoorindustry.org)

**Sports & Fitness Industry Association**  
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f 301.495.6322  
[sfia.org](http://sfia.org)

**Snow Sports Industries America**  
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Kent, WA 98032  
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f 253.872.7603  
[wdi-wdi.com](http://wdi-wdi.com)



*Winter Market* **JANUARY 22-25, 2014**

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*All Mountain Demo* **JANUARY 21, 2014**



**OUTDOOR**  
RETAILER

MARK YOUR  
CALENDARS



*Summer Market* **AUGUST 6-9, 2014**

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*Open Air Demo* **AUGUST 5, 2014**

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