SGB ISSUE 1345 NOVEMBER 11, 2013

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY





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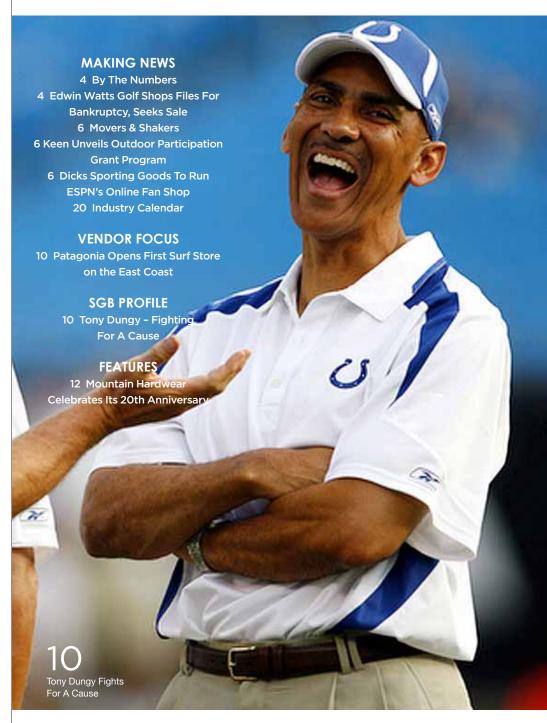






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On The Cover: Photo courtesy Mountain Hardwear

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BY THE NUMBERS

+45%

Sturm, Ruger & Company reported profits jumped 65.2 percent in its third quarter, to \$26.7 million, or \$1.44 a share. Revenues climbed 44.6 percent to \$170.9 million from \$118.2 million. The gains were driven by a strong response to new items, including the LC380 pistol, the SR45 pistol, and the Ruger American Rimfire rifle.

-6.5

Easton-Bell Sports reported sales declined 6.5 percent in the third quarter, to \$199.4 million. Its exit from the fitness products category and lower sales of Easton cycling and hockey products more than offset robust sales of Easton baseball and softball and Bell powersports products. The net loss was \$8.7 million in the quarter against earnings of \$3.7 million in the same period a year ago.

+8.4%

Black Diamond reported total sales in the third quarter increased 8.4 percent to \$52.8 million. The increase was primarily attributed to the retail launch of Black Diamond apparel as well as the increase in Gregory's sales in Japan due to the transition of the distribution assets from Kabushiki Kaisha A&F.

+21.5%

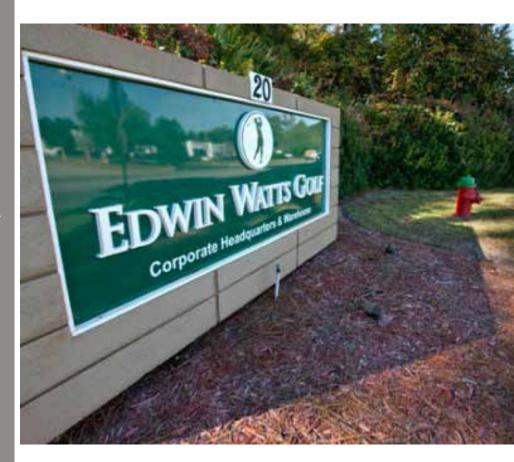
Nautilus reported net sales for the third quarter of 2013 totaled \$46.3 million, a 21.5 percent increase compared to \$38.1 million in the same quarter of 2012. Strong growth was primarily driven by the company's Retail segment combined with continued gains in the Direct segment.

-11.3%

Blaming shifts in the timing of its holiday shipments to retailers and the sluggish retail environment, R.G. Barry, the parent of Dearfoams, reported earnings declined 22.4 percent in the first quarter ended September 28, to \$4.8 million, or 41 cents a share. Revenues were down 11.3 percent to \$41.9 million.

+3.0%

Spy, Inc. reported year-over-year sales of its Spy branded sunglasses, prescription eyewear and other products grew 3.0 percent to \$10.2 million in the third quarter.



EDWIN WATTS GOLF SHOPS

FILES FOR BANKRUPTCY, SEEKS SALE

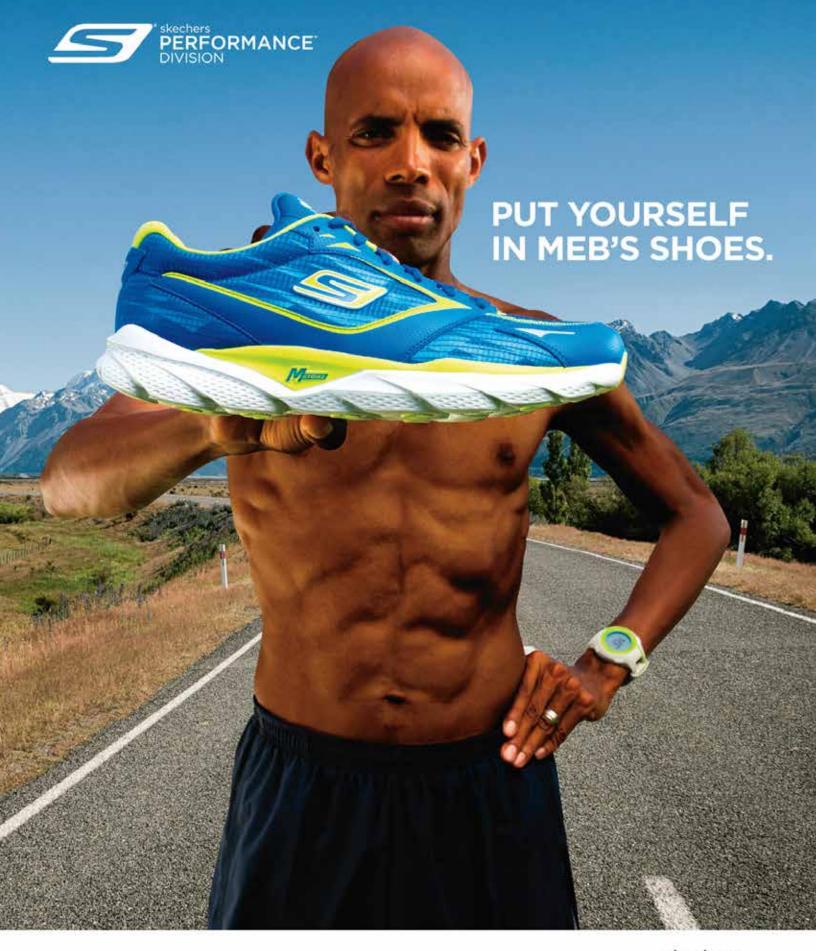
Edwin Watts Golf Shops entered Chapter 11 Bankruptcy Court protection in Delaware with the intention of selling the operating assets of the business.

Court filings indicate that Edwin Watts, which operates 91 stores in 15 states, will seek a sale of its assets by December 6 through a court-supervised auction.

An initial or stalking-horse bid was reached with a joint venture of Hilco Merchant Resources, LLC, a liquidator, and Worldwide Golf Shops affiliate GWNE, Inc. GWNE plans to operate the stores it buys. Worldwide Golf Shops operates 46 stores with a heavy presence on the west coast under the banners Roger Dunn Golf Shop, Golfers' Warehouse, The Golf Mart and Van's Golf Shop.

In a statement, Edwin Watts President and CEO John Watson noted that the decline in the golf industry over the past five years has resulted in "extremely sluggish consumer demand." The chain also experienced a "particularly challenging" first half of 2013 due to poor spring weather, the impact of Hurricane Sandy in the northeast and a poor Florida golf season.

The court filing shows that the retailer, owned by private equity firm Sun Capital Partners, listed estimated liabilities and assets ranging from \$100 million to \$500 million. Among the trade creditors landing on the unsecured creditors list with unpaid bills over a million were Callaway Golf, owed \$4.63 million; Taylor-Made Adidas Golf, \$3.8 million; Titleist, \$3.2 million; Nike, \$1.8 million; Footjoy, \$1.54 million; and Cobra Puma Golf, \$1.54 million.



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NEWS

MOVERS & SHAKERS

Volcom appointed Kevin Meehan as its new president of North America. Meehan most recently served as general manager at Analog and Gravis.

Amer Sports appointed its Americas President and General Manager Mike Dowse president of its Ball Sports business. Dowse will replace Chris Considine, who has left the company.

Wolverine Worldwide hired Frank Annunziata as VP and general manager of Sebago. Annunziata most recently served as SVP, sales for Clarks.

Wolverine Worldwide appointed of Ira Hernowitz as president of the Stride Rite Children's Group. He most recently served as EVP of "R" Us Brands for Toys R Us, Inc.

Native Shoes appointed Andy **Trammell** to a new position as VP of sales for all U.S. territories. He most recently held the position of director of sales at Sanuk.

Bruce Hammond has stepped down as director of marketing & communications at NSGA. Marty Maciaszek was named director of communications, in addition to his duties with NSGA's Team Dealer and Hockey Dealer Divisions. Katie Nemec was named director of marketing, social media and special events.

Bloomingdale's long-time chairman and CEO, Michael Gould will be succeeded in that role by Tony Spring, currently Bloomingdale's president and COO.

Skechers USA extended its sponsorship agreement with famed distance runner, Meb Keflezighi through 2016.

Cutters Gloves added NFL defensive standout Kiko Alonso of the Buffalo Bills to its roster of professional endorsees.

KEEN

UNVEILS OUTDOOR PARTICIPATION GRANT **PROGRAM**

Keen is unveiling The Keen Effect, a fan-activated grants program designed to support projects that fuel people's passion for protecting the environment and promoting responsible outdoor participation.

With The Keen Effect, fans and customers are being asked to nominate organizations in their communities who are doing great work providing ways for people to get outdoors. Keen will award \$100,000 in grants to 25 organizations around the world. The Keen Effect grant application is available until December 6, 2013. Grants will be awarded in early 2014.

Grantees nominated by fans must clearly define how their organization or specific program inspires responsible outdoor participation as a way to work towards building a stronger community. Keen will give special consideration to projects that introduce new audiences to the outdoors through responsible outdoor participation. The grants are eligible to tax exempt, notfor-profit organizations; 501(c)3 or international equivalents.

"We encourage people to spread the word about this great new program and urge eligible non-profits to apply," said Chris Enlow, corporate social responsibility manager at Keen. "Hopefully our dollars will inspire more people to get outside while helping to protect natural playgrounds. We're excited to see the effects of The Keen Effect in the months and years to come."

Through its corporate giving program, Hybrid. Care, Keen has long been actively dedicating its time and financial resources to social and environmental organizations. Since 2004, Keen has distributed more than \$7 million in cash and resources to non-profit organizations around the globe.

"Keen is a brand rooted in the outdoors and in doing the right thing, we make hybrid products that enable people to get outside and play," added Enlow. "The Keen Effect takes our commitment to the outdoors a step further by funding programs that enable even more people to enjoy nature's playgrounds."

DICK'S SPORTING GOODS TO RUN ESPN'S ONLINE FAN SHOP

Dick's Sporting Goods and ESPN announced a multi-year agreement in which Dick's Sporting Goods will serve as the exclusive e-commerce provider of licensed merchandise and sporting goods on ESPN.com and related digital properties.

The rebranded ESPN Fan Shop powered by Dick's Sporting Goods will be located at dicks.com/espnfanshop.

Contextually integrated shopping opportunities will be featured across ESPN platforms in the near future - including ESPN.com, ESPN The Magazine, ESPN Radio and mobile properties like ScoreCenter, GameCast and WatchESPN - allowing fans to easily purchase officially licensed products from their favorite MLB, NFL, NBA, NHL, NCAA, EPL, MLS teams and more while following their favorite athlete or team. In addition to licensed apparel, the site will carry an expanded assortment of ESPN merchandise, including the award-winning 30 for 30 documentary series.

This is the latest evolution in a growing relationship between ESPN and Dick's Sporting Goods, which also includes sponsorship of ESPN's Champ Week coverage for college basketball, and content collaborations such as Hell Week, an original documentary produced by Dick's Sporting Goods Films in association with ESPN, which aired on ESPN2 and ESPNU earlier this year.

"Dick's is excited about this dynamic multi-channel approach, which includes traditional and non-traditional marketing and e-commerce, to better serve the needs of athletes and fans everywhere," said Lauren Hobart, SVP & Chief Marketing Officer, Dick's Sporting Goods.



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PATAGONIA

OPENS FIRST SURF STORE ON THE EAST COAST





Patagonia opened its first surf store on the east coast on Bowery Street in New York City in what was historically the gallery annex next door to the famous CBGB's

The store, the fourth selling its surf collection in the U.S., showcases Patagonia's wetsuits and surfboards by Fletcher Chouinard Designs and other surf-specific items. The store looks and feels like Ventura, CA's FCD (Fletcher Chouinard Designs) shop but stayed true to the building's heritage as a participant in the local community.

Patagonia Bowery is offering unique surf products made locally and a few from the U.S. that can't be found anywhere else, including:

- Greenlines Locally designed boardshorts made by a couple of eco-conscious brothers from the Jersey Shore that use recycled materials and have a simple, timeless design.
- Imaginary Surf Co. David Murphy is a Brooklyn-based shaper making boards and handplanes using recycled and forward thinking materials.

- Patagonia wetsuit scraps are used for the handles.
- George Nicholas Handplanes Locally made in New Jersey using scrap foam from FCD boards.
- The Seea Sun protective bathing suits and wetsuits that are designed with a female surfer's needs in mind.
- Enjoy Handplanes Ed Lewis is a local staple in Cardiff, CA, and has been making handplanes using broken surfboards, ruined wetsuits, bio epoxy resin and previously worn Patagonia products.

The Patagonia Bowery store is located in the partner space to CBGB's, formerly the 313 Gallery and CBGB Record Canteen. In the tradition of Patagonia, the store sought to showcase and preserve as much of the history of the building with respect to the developing neighborhood. As a result, the design of the store was intended to be as minimal in change as possible.

During construction, on the ground floor, a giant mural was discovered underneath

a layer of sheetrock against the original plaster. The mural has been preserved and blocked out on the wall.

Many existing floor beams were damaged through years of neglect and water damage. These beams were removed and relocated as a suspended ceiling floating above the fitting rooms and cash wrap.

"If good things come to those who wait this store is going to be all time. The word 'excited' doesn't even come close to describing how we feel right now. It's been a long haul, and a lot of work, but we are extremely happy with how the store turned out. The true test will come when the doors open and the surf community of NYC gets to see it. I hope they like it as much as we do," said Jason McCaffrey, global business unit director for Patagonia Surf.

Patagonia also said it's stepping up as the respectful caretaker of the CBGB gallery annex, that will continue the building's story and add to its history, which goes hand in hand with Patagonia's environmental responsibility and mission statement.

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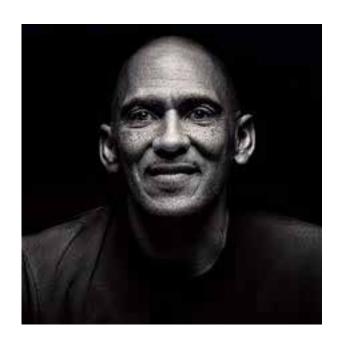
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FIGHTING FOR A CAUSE

SGB spoke with former NFL player and coach and current NBC analyst Tony Dungy to discuss several issues involving football, including an award that is close to his heart. Dungy, who became the first African-American head coach to win a Super Bowl when his Indianapolis Colts won Super Bowl XLI, is one of the most highly-respected figures in the NFL.

By Fernando J. Delgado

How did you get involved with the Fight Like Dylan Award? Why is the award so important to you? The Fight Like Dylan Award is named after a young man named Dylan Rebeor, who was a high school football player in Tennessee that passed away at the age of 16 from colon cancer. He had a chance to ask for almost anything he wanted. Rather than ask for something for himself at the end of his battle, he wanted his high school teammates to have new uniforms to go into the state playoffs. Russell Athletic picked up on that and got the teams uniforms, and it was an awesome thing. They decided to create a lasting legacy for Dylan with this award, and now Russell runs a contest every year for which people can write in and nominate their favorite high school athletic team anyone that has overcome adversity or that has a special story. And then Russell Athletic will donate \$50,000 to the winning high school for uniforms and equipment.

I got involved with it through All Pro Dad, an organization that I work with. It's fantastic to honor a young man like Dylan, and it also celebrates high school sports and the lessons we learn from them. It's something that I'm really excited to be involved with.

You're involved with many different charities and charitable organizations, and they mean a lot to you. Since you're so busy, how do you decide which charities and organizations to devote your time to? My wife and I, when we first look at a cause, we love Christian organizations. Anything that's going to promote the Christian faith, and anything that's going to benefit children and education. Those are probably the first three things we look for. Family endeavors are extremely important to us. So that's where we start.

The Fight Like Dylan Award touches on an issue affecting many young athletes, which is schools and youth leagues cutting their budgets due to economic pressures. A lot of financial responsibility has been passed on to the athletes and their parents. It's a lot more difficult these days than it was in the past for players to get the equipment that they need. Aside from organizations and programs that you're involved with, and that Russell Athletic is involved with, what are some other ways that the sporting goods industry can help aspiring athletes to play the sports they love? I think it is extremely important that we support young people in middle school and high school sports. That's why I'm proud of Russell Athletic, because there are some companies that are making a lot of money, and they can go a long way towards helping those who need equipment and uniforms in instances when they can't afford it. I think it's part of our social responsibility, and that's one of the reasons I'm glad to be involved with Russell on this program.

The concussion issue is always front and center in football, and a controversial topic for the NFL. There are multiple player lawsuits, and there are players going down with head injuries frequently. There have also been efforts made by the NFL to address the issue, including significant spending on research initiatives and an emphasis on making the game safer. What do you see going on right now with concussions in football? Is enough being done to improve the safety and health of players at all levels? We have to continue to educate our players. I can tell you that the NFL has done a lot over the past 15 years. At the time I came into the league 35 years ago as a player, we didn't know a lot about concussions. When you suffered



a concussion, there wasn't a lot of comprehensive treatment, necessarily. Over the past 15 years, we've made a lot of strides. But there's more to done. And I can tell you this - my last couple years as a coach, with the different testing we did with the players, such as baseline testing and testing helmets, it has a come a long way. But we have to educate the players on things that they can do to protect themselves and improve their own safety. The rule changes that everyone gripes about, we've got to make those work. Players have to wear the right padding. Guys have been hesitant to wear knee pads and thigh pads, but wearing those can reduce the amount of concussions and the severity of impacts. If everyone wears the right padding, knees to the helmet aren't quite as forceful. Wearing the right helmets, getting them fitted properly, and wearing mouth pieces are important. I had a lot of guys who played for me who didn't want to wear mouthguards. Again, we've got to get the information across that you need to protect yourself, and you've got to utilize all these pieces of equipment.



Football is obviously a contact sport, and it's being played at the highest level. Athletes are bigger and stronger than they ever have been. Over the past few weeks in the NFL, several star players have suffered serious injuries, including Aaron Rodgers, Reggie Wayne, Sam Bradford, Doug Martin, and Jermichael Finley, among many others. Injuries are a part of the game, but are you concerned about the amount of serious injuries that seem to be occurring? As a father with sons that play football, are you worried about their safety, and is there anything that can be done to make the game safer aside from the concussion initiatives we've discussed? It's a dangerous game, no question about it. But everyone who's played the game professionally understands that. I played four years in high school and four years in college prior to playing in the NFL. Looking back on my career, I got more blessings out of playing, and from the relationships I made through the game, and I wouldn't have done it any other way. My son Eric is playing at the University of Oregon this year, and he's battled some injuries this season, but I don't have any fear that he shouldn't play, or that he shouldn't want to play. Injuries are difficult; they happen, but they happen in every sport. I think it's part of the game, and we have to continue to make it as safe as we can, but also continue to enjoy it.

Amateurism has been a big debate we see being discussed in the media and throughout the country recently. Texas A&M star quarterback Johnny Manziel was recently involved in a high-profile controversy over allegedly signing autographs and being compensated. What are your feelings on amateur status in the NCAA? Do you believe that young athletes deserve to be compensated in any way? The idea is great in theory, but the fact is that if you compensate players, there are going to be abuses of the system, and you're going to have guys taking advantage of it. I think there's something to having amateur status.

I do know that athletes do get compensated. When my older daughter went through college, I'd write a check every semester for her. I realize that my son is getting compensated, because I don't have to write that check for him at Oregon for tuition and books and other fees, since he's on scholarship. But there are athletes that go away long distances to school, and they might not be able to afford to get back home and make regular trips back and forth to see their families. It can be tough. Maybe there's a happy medium in the form of a stipend. But I would not be for all-out payment of athletes - being able to take advantage of signing autographs and that kind of thing – because I think that could lead to abuses of the system.



Tony Dungy is one of the judges for the third annual "Fight Like Dylan Award," along with Dylan's mother, Heather Rebeor; Dylan's former coach, Vance Belew; and Russell Athletic ambassadors Pierre Garcon, Mark Ingram, and Colt McCoy.



ENTRIES OPEN FOR RUSSELL ATHLETIC'S THIRD ANNUAL "FIGHT LIKE DYLAN AWARD"

Russell Brands announced it will be accepting entries for the third annual "Fight Like Dylan Award," named in honor of Dylan Rebeor, a high school player whose last wish was for his teammates to receive uniforms. Russell will donate apparel and equipment via a \$50,000 grant to one high school team that demonstrates determination through sports, paying tribute to Dylan's courage and consideration for others. Anyone is eligible to submit an entry on behalf of their favorite high school team by logging on to Facebook.com/russellathletic. Entries will be accepted now through December 2nd.

The third annual winner will be announced at the 2013 Russell Athletic Bowl, taking place December 28 at Florida Citrus Bowl Stadium, on December 28 at \the Florida Citrus Bowl Stadium, in Orlando, FL.

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CLEAT INSOLE







ountain Hardwear founder Jack Gilbert addressed a roaring crowd of former and current employees, brand partners and media on October 25, as part of the celebration surrounding the company's 20th anniversary this year. Gilbert was introduced alongside a number of the original nine founding members of Mountain Hardwear by current president Topher Gaylord, who joined the company in 2010.

Mountain Hardwear claims Halloween, October 31, 1993, as it's official birthday. More than 40 countries were represented throughout all facets of the industry to help them celebrate at company headquarters on Ford Point in the San Francisco Bay, as the company held its national and international sales meetings the same week.

Gaylord said the company takes a great deal of inspiration from the Bay Area, which is not only surrounded by dozens of protected micro-climates and recreation areas, but was the epicenter of the outdoor business in North America in the 1960s and 70s, and remains so today. "The founders were iconoclasts," said Gaylord, "incredible veterans in the industry. They began with the idea to challenge conventional wisdom, with a drive for innovation and quality, and a healthy disrespect for the phrase 'business as usual."

Gilbert took the stage, saying he founded the company on the concept of being fair, flexible and easy to do business with, steadfastly focused on a "culture and passion about having fun." "Our goal was to make the best gear and apparel we can make," Gilbert said. The original president also said they wanted to maintain the best tradition of the Berkeley mountaineering community, approaching product in an uncompromising way. And, said Gaylord, that premise remains the company's approach to problem solving to this day.

Founding partner and original marketing director Paige Boucher said the idea for Mountain Hardwear originally came from three failed attempts to purchase Sierra Designs from Odyssey International, under bankruptcy at the time. "On Halloween 1993, we resigned and walked out. Jack [Gilbert] was dressed as a cowboy and I was a witch, our usual costumes. The following Monday we showed up at an empty office building across the street at 9th and Gilman. We brought folding tables and chairs. There was a phone line hanging from the ceiling so somebody went home and got a phone and it worked, so we could make calls," explained Boucher of the company's renegade history. "Paul Kramer and Ingrid Harshbarger [Harshbarger was the first Mountain Hardwear designer and one of the first designers/pattern makers at The North Face] got to work on the initial outerwear collection, which included 17 styles. My job as marketing director was to build a booth, get a sign made, come up with a mailer to let the industry know we were in business, and create our first brochure."

The team had 90 days to get the collection together before the Winter Outdoor Retailer Show in Reno. Out of a 100-dealer wish list, they landed 99 of those, said Mike Wallenfels, who led Mountain Hardwear as its second president from 2005 to 2010 and was one of the original nine to bring the new brand to the planet.

"Mike Wallenfels, the sales manager at the time, offered the collection to all the reps at Sierra Designs, and several joined the new company. We made appointments for the show and despite the awful looking samples, retailers believed in us and placed small orders. We were off and running," Boucher said. The new company proceeded to hit its numbers for the next three years in a row.

BUILDING THE BRAND

"The brand has been built on a foundation and core values around being bold and challenging the status quo of what's possible," Gaylord said to a group of media gathered the next day. "We are uncompromising in how we approach our designs with a focus on two areas: providing superior performance, and enhancing the user experience. We use the highest quality materials and textiles, and we are always looking for the newest and best performing technologies. We have been known to strike out on our own in the face of having to launch new technologies, constantly looking for new ways to enhance a consumer's outdoor experience."

"Our location is a pretty special source of energy for us at Mountain Hardwear," continued Gaylord, speaking not only of the natu-



ral environments, mountains and oceans surrounding the headquarters (Lake Tahoe and Yosemite are both only three hours from downtown San Francisco), but also of the Mountain Hardwear headquarters building itself.

Mountain Hardwear may be the only outdoor brand that can legitimately claim a National Park as company headquarters. The company

leased 77,000 square feet of the historic 500,000-square-foot Ford Factory beginning in 2009; the location is designated a National Historic Site and the NPS manages the onsite museum and historic landmarks dating back to the Civil War. In 1929, Henry Ford employed famed industrial architect Albert Kahn to build his Model A plant on the site, and Kahn introduced the then revolutionary concept of bringing natural light into factories – a concept which Mountain Hardwear currently uses to help reduce its dependence on electricity. Further eliminating the need for outside power is a one-megawatt solar power plant installed on the roof, charging a series of batteries and providing more than 100 percent of the company's energy needs, the rest of which is sold back onto the San Francisco power grid. Much of the historic plant remains in tact, including massive steel girders, huge spans of glass panels, and





beautiful woodwork in the original second-floor executive suites, where they had to install women's restrooms as part of the renovation. The factory infirmary, however, has been converted into a company store, where employees and their families can purchase products from all four brands (Mountain Hardwear, Montrail, Columbia Sportswear and Sorel) at cost in a beautiful retail environment.

As for the Columbia connection, Gaylord said the relationship couldn't be better. Mountain Hardwear was acquired by publicly-traded Columbia Sportswear in 2003, and the brands currently share a number of IT, HR, operational, supply-chain and development opportunities. "We're happily a part of the Columbia family," Gaylord said. "They've got clean financial metrics, no debt, a tremendous amount of cash to invest in our businesses, and that's what we're doing to propel our brands."

THE PEOPLE

Mountain Hardwear still takes its roots in outdoor athletics and fun – as well as its Halloween costumes – very seriously. Gaylord implements a highly encouraged "personal time" between noon

and 1 p.m. each day, and his accounting staff can often be found trying to keep up with him on employee cruiser bikes while he stretches his running legs around the plush bike path along the bay.

"One of our other core ethos as a company is building a culture inside the company that really promotes an active lifestyle," Gaylord said. And if employees aren't outside utilizing the provided stand-up paddleboards, sea kayaks or cruiser bikes, they can be found inside, climbing on the world-class indoor climbing wall, shooting a game of pool, playing ping-pong or taking part in one of the company's Insanity workout classes.

Mountain Hardwear awards employees with \$2 per day for taking advantage of its Alternative Commuter Program (ACP). In the ACP, employees earn gift cards for biking, paddling, taking the BART or carpooling to work. The internal MH Green Team maps employees' homes and commuter routes to help them find riding partners.









There's also an internal Canine Council that works with employees who bring their dogs to work, implementing simple rules to help keep everyone safe and happy while improving employee and canine - moral. On any given day there can be as many as 20 dogs wagging tails in cubicles around the building, and the Council also helps coordinate inter-office dog sitters for traveling employees, helping save kennel costs.

The Mountain Hardwear Go Program is another top-down effort at not only improving employees' lives but the lives of others, in the form of paid time off for volunteer work and other outdoor-focused activities. Employees not only get up to 40 hours per year of PTO for approved volunteer work, but can also earn Go Points by getting out everyday and doing something active. Points translate into PTO hours and employees can earn monetary grants ranging from \$250 to \$1000 to apply toward outdoor adventures of their own.

Another department of note at Mountain Hardwear is Warranty and Repair. While considered a cost center at most corporations, at Mountain Hardwear, warranty is embraced as a marketing expense – building invaluable customer loyalty over the last 20 years.

The in-house warranty department consistently exceeds the industry standard for turn-around time - and understanding. They keep a library of fabrics and yarns on hand dating back as far as possible to keep customers' products as beautiful as they are functional.

Also since its inception, Mountain Hardwear has placed an unrelenting focus on its sponsored athletes, and that remains the case today. Professional Freeskier Michelle Parker has been with Mountain Hardwear for three seasons, and said it's the first relationship in ten years where she's

had a brand actually listen to her feedback. "When I talk about the product with people, I'm super passionate about it, and I can't say that about all of my sponsors," Parker said. "The product speaks for itself; I've never had gear this functional."

"These are pretty remarkable human beings, master craftsmen and women, an incredible source of inspiration," said Gaylord. "Their spirit of boldness is articulated in their product needs, and that's a big driver of some of our products within the brand."

THE PRODUCT

On the product side, for Fall 2014 Mountain Hardwear is rolling out what it refers to internally as Mountain Hardwear 3.0 - not exactly a re-boot, but an entrenchment into its brand position: a focus on purposeful design, innovative solutions and new technologies that solve real-world problems.

"It's about building off of our expertise in technology and innovation, and applying an appealing aesthetic/design to our products. It's no longer enough for outdoor apparel to just function well. It needs to reflect our consumer's aesthetic," said Brand Manager Laura Alward.



"It needs a modern design sense. It needs to be as elegant in appearance as it is exceptional in its function. That's the idea behind 3.0."

"It's technology, apparel and gear that will allow you to perform better outdoors with a modern aesthetic that allows you to cross doors from the woods into town," added Global Marketing Director Chris Harges. "We made a decision about three years ago that we were going to focus on developing a given product for end use by selecting the best technologies and materials to make that product. To be true to the end use of the product regardless of the cost or level of difficulty for marketing." The challenge for the marketing department, Harges said, is to



Men's Minalist Jacket

train consumers to look at something that may be paired down; it may not have branded fabrics, but to understand that it's better.

The Fall 2014 campaign is called Finding Winter, and Product Merchandising Director Robert Fry said the company is taking a break from new technology platform introductions and expanding innovations across its product offerings. "For us as a brand, we wouldn't exist without winter," Fry said.





Pinnacle product previews included: the men's Minalist Jacket, Super Compressor Hooded Jacket and Torun Jacket; The women's Torsun and Barnsie Jacket (designed to meet backcountry and frontside styles); the men's Stretchstone Flannel (a play to the technicalcasual market); women's Trekkin Printed Skirt (another trail-to-table piece); and men's Compulsion and women's Skistar Gloves.

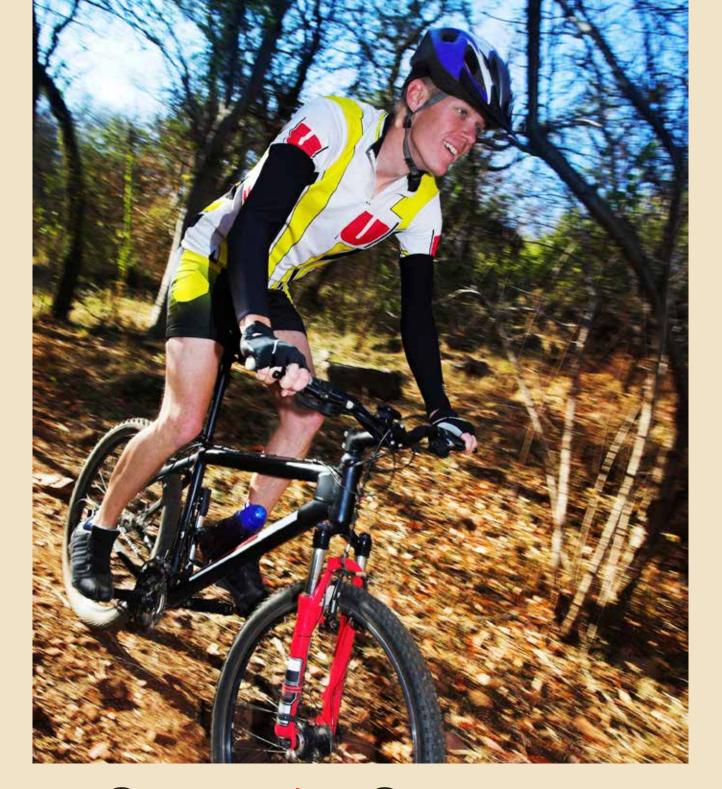
Mountain Hardwear has spent great time and expense over the last four years developing proprietary fabric-laminate combinations, including perfecting its Dry.Q Elite technology, and working to make its Thermal.Q Elite synthetic insulation warmer than other synthetic

insulation on the market, according to Fry. Subtle touches like adding 25 percent more warmth to women's bags and gloves are also part of the 3.0 philosophy.

With a five to eight percent annual global growth in the industry, and the shifting values of younger consumers toward health, family and achievable, authentic experiences, according to Gaylord, Mountain Hardwear is looking to be a "beacon of inspiration and a source of practical, functional products to help them achieve their goals in life."

In creating this product, Mountain Hardwear maintains a fairly rigorous standard of transparency in social and environmental responsibility - a constantly evolving journey in the outdoor industry. "We have a corporate value to do the right thing," said Mountain Hardwear Corporate Responsibility Manager Guru Khalsa. "It's been part of our corporate culture since the very beginning."

Khalsa said the end game is to progress the potential business to contribute to a sustainable future. Whether that future includes operating its headquarters off the grid, vigorously monitoring its working conditions, and collaborating with the Sustainable Apparel Coalition to produce environmentally responsible product, it's Mountain Hardwear's goal to be innovating and pushing the boundaries of convention for at least another 20 years to come. ■



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5-7	TAG Fall/Winter Show St. Louis, MO	17-19	Imprinted Sportswear Show (ISS) Long Beach, CA	BUYING	athleticdealersofamerica.com National Shooting Sports Foundation	
15-17	A.D.A. Fall Show San Antonio, TX	21	ORWM Demo Day TBA		Flintlock Ridge Office Center 11 Mile Hill Road Newtown, CT 06470	
24-26	Sports Inc. Athletic Show Las Vegas, NV	22-25	Outdoor Retailer Winter Market Salt Lake City, UT	ASSOCIATIONS	t 203.426.1320 f. 203.426.1087 nssf.org	
DECEMBER		30-2	SIA Snow Show Denver, CO	SOCI	National Sporting Goods Association 1601 Feehanville Drive / Suite 300	
2-4	EORA SE Winter Market Asheville, NC	FEBRU			Mount Prospect, IL 60056 t 847.296.6742 f 847.391.9827	
3-4	WWSRA NW Early Preview Seattle, WA	3-4	SIA On-Snow Demo Copper Mountain, CO	TRADE	nsga.org Nation's Best Sports	
3-5	MRA December Market Lansing, MI	3-4	SIA Nordic Demo Copper Mountain, CO		4216 Hahn Blvd. Ft. Worth, TX 76117 t 817.788.0034	
4-6	FFANY New York, NY	5-7	FFANY New York, NY		f 817.788.8542 nbs.com	
10-11	EORA FLA Winter Market Punta Gorda, FL	5-8	Sports Inc. Outdoor Show Phoenix, AZ		Outdoor Industry Association 4909 Pearl East Circle / Suite 300 Boulder, CO 80301	
10-11	WWSRA NorCal Early Preview TBA	6-10	NBS Semi-Annual Market Fort Worth, TX		t 303.444.3353 f 303.444.3284 outdoorindustry.org	
11-12	Atlanta Shoe Market Atlanta, GA	9-11	EORA SE February Show Greenville, SC		Sports & Fitness Industry Association 8505 Fenton St., Suite 211	
JANUARY		10-13	Worldwide Spring Show Reno, NV		Silver Spring, MD 20910 t 301.495.6321 f 301.495.6322	
6-8	ATA Show Nashville, TN	11-13	MWSRA February Show Madison, WI		sfia.org Snow Sports Industries America 8377-B Greensboro Drive	
7-9	MWSRA January Show Madison, WI	18-19	MWSRA New Model Demo Hastings, MN		MCLean, VA 22102 t 703.556.9020 f 703.821.8276	
7-9	WWSRA Rocky Mtn Preview Denver, CO	MARCH	I		snowsports.org	
7-9	WWSRA Northwest Preview Portland, OR	4-5	SFIA National Health Through Fitness Day Washington, DC		Sports, Inc. 333 2nd Avenue North Lewistown, MT 59457	
9-11	Surf Expo Orlando, FL	14-16	Imprinted Sportswear Show (ISS) Atlantic City, NJ		t 406.538.3496 f 406.538.2801 sportsinc.com	
13-14	WWSRA Intermountain Preview Salt Lake City, UT	APRIL			Sports Specialists Ltd. 590 Fishers Station Drive / Suite 110 Victor, NY 14564	
13-15	WWSRA NorCal Early Preview Reno, NV	4-6	Imprinted Sportswear Show (ISS) Orlando, FL		t 585.742.1010 f 585.742.2645 sportsspecialistsltd.com	
14-17	SHOT Show Las Vegas, NV	7-8	SFIA Litigation & Risk Management Summ Phoenix, AZ	it	Team Athletic Goods 629 Cepi Drive	
15-18	NBS Winter-Specialty Market Fort Worth, TX				Chesterfield, MO 63005 t 636.530.3710 f 636.530.3711	
16-18	Sports Licensing & Tailgate Show Las Vegas, NV				tag1.com Worldwide 8211 South 194th Kent, WA 98032 t 253.872.8746 f 253.872.7603 wdi-wdi.com	







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