

SG&B

ISSUE 1438
SEPTEMBER 22, 2014

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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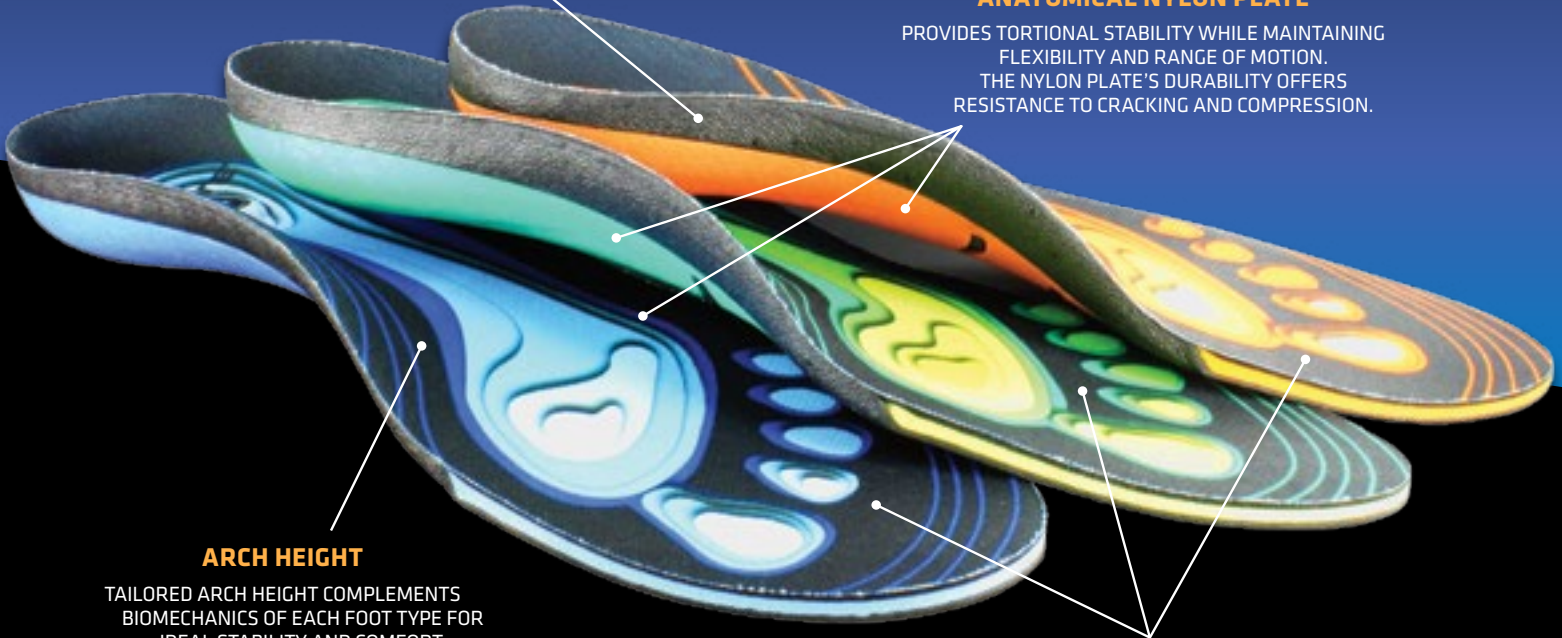
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CK MESH TOP COVER

ABRASION RESISTANT MATERIAL WITH ANTIMICROBIAL PROPERTIES WHICH INHIBITS GROWTH OF BACTERIA AND FOOT ODOR.

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Photo courtesy Apple

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BY THE NUMBERS

+12.2%

Sports Direct International, LLC, the UK's leading sports retailer, reported group sales for its first fiscal quarter ended July 27 climbed 12.2 percent to £711.2 million (\$1.21 bn). Gross profit increased 11.8 percent to £301.2 million (\$510 mm).

+24%

Globe International, the skate footwear and equipment company based in Melbourne, Australia, reported sales grew 24 percent in its fiscal year-ended July to AUD\$103.5 million (\$94.2 mm). On a currency-neutral basis, sales grew 13 percent. The company reported a loss, but earnings improved sharply after excluding a non-cash write-down of the Globe trademark.

-6.1%

Sportsman's Warehouse Holdings, Inc. reported net sales increased by 2.3 percent to \$159.5 million from \$155.9 million in the second quarter as sales of non-hunting gear helped offset the expected decline in firearms and ammunition sales. Same store sales decreased by 6.1 percent and income from operations decreased 23.6 percent to \$12.3 million.

-13.7%

Lululemon Athletica reported second-quarter earnings slid 13.7 percent to \$48.8 million or 33 cents a share, but results exceeded Wall Street's consensus estimate of 33 cents a share. Comps declined 5 percent in constant dollars and gross margins eroded to 50.5 percent for the quarter from 54.0 percent. The yoga-inspired chain raised its forecast for the year by a penny to \$1.72 to \$1.77 a share. Laurent Potdevin, CEO, stated "While there is still much to be done, we are making meaningful progress on building a scalable foundation for our next phase of global growth, and I'm excited about the collaboration between our Whitespace team and ambassadors to accelerate innovation into the future."

-19%

Quiksilver, Inc. reported revenues fell 19.0 percent in its third quarter ended July 31, to \$395.7 million. On a currency-neutral basis, sales were down 17 percent for the Quiksilver brand, 9 percent at Roxy, and 34 percent at DC Shoes. The company showed a loss of \$222.2 million, or \$1.29 a share, after asset impairments tied to its EMEA reporting segment.

SFIA

ANNOUNCES MAJOR CAMPAIGN TO INCREASE SPORTS PARTICIPATION

At the 2014 SFIA Industry Leaders Summit in Chicago, SFIA Chairman and Mizuno, USA President Bob Puccini and SFIA President & CEO Tom Cove announced the SFIA Increase Participation Plan, the biggest initiative the sports and fitness industry has launched to increase participation. Working closely with industry partner PHIT America, SFIA outlined an attack plan to help reverse the 'inactivity pandemic,' and get more Americans active and playing sports.

"The SFIA Board realizes we must reverse the 'inactivity pandemic' here in the U.S. which is hurting our industry. We must invest in common-sense programs that will get adults and children moving and off the couch," said Puccini. "We have a two-step approach which will work. Our goal is to create 1 million new active children by 2020. We are asking all companies in our industry to step up to invest in two major initiatives which will make a difference."

The first step is to jumpstart physical activity with young Americans through "Mini PEP Grants". With the average budget for physical education in schools at \$764 per year, PE programs are hurting. The Mini PEP Grants of \$2,000 to \$5,000 will complement the existing PEP grants that are distributed by the U.S. Department of Education through its Carol M. White Physical Education Program (PEP). The goal is to get kids moving before, after, and during school.

"We know PE is the best way we can get children active in sports and fitness activities. We also know PEP Grants work," said Chris Clawson, President of Life Fitness. "With 68,000 public elementary schools, only a few ever get a PEP Grant. The vast majority of schools need our help. We can create an active child for less than \$40 a child. The ROI for this investment is great for our industry. I believe in this Mini PEP Program and am making a big investment in this program now".

The second step of the SFIA Increase Participation Plan is to launch a campaign to pass the PHIT Act by 2016. PHIT, Personal Health Investment Today Act, is the important legislation that will allow Americans to use Pre-Tax Medical Accounts for physical activity expenses. In the past few years, the SFIA along with others in the industry have made great progress promoting the PHIT Act. To date, 25 Republicans and 24 Democrats have co-sponsored the legislation. Now is the time to push this legislation through.

"The PHIT legislation is innovative and game-changing. By incentivizing the things that will keep people active, we will improve America's health and strengthen our industry," said Cove.

To pass the PHIT Act and implement the Mini PEP Grant programs, SFIA is working hand-in-hand with PHIT America, the industry non-profit started two years ago that is focused on increasing sport and fitness participation in America. PHIT America along with partner KIDS in the GAME, will manage the Mini PEP Grant program as well as continuing to expand its communications, education, and day-to-day activities.

To launch the two new major initiatives, SFIA called on the industry to invest in the "Increase Participation Plan."

"We have established two new sponsorship levels within PHIT America which will enable companies and organizations to invest in getting America active, change the behavior of children, help us pass the PHIT Act in Congress, and have a great ROI for investors and the industry," said Jim Baugh, founder of PHIT America.

Gold sponsors will be investing \$50,000 in the program while Silver sponsors will be investing \$25,000 apiece. These funds will be spent in three different ways:

- » 70 percent will be distributed to in-school programs through the Mini PEP Grants;
- » 20 percent will be distributed to SFIA to upgrade its lobbying efforts to pass the PHIT Act by 2016; and
- » PHIT America will use 10 percent for its administrative costs and day-to-day operations.

"Our Goal is to get 1 million children active by 2020. We can do it. Every company or organization which believes in the broad-based values and benefits associated with active kids needs to step up to grow participation through these programs," concluded Puccini.



SAUCONY

INTRODUCES CROSS COUNTRY RANKINGS PLATFORM

Saucony announced the launch of SauconyFlo50, the most comprehensive high school and collegiate cross country ranking platform to date.

SauconyFlo50, a partnership between Saucony and Flotrack, the leading source for premium track and field and cross country content, ranks the top college and high school teams and individuals from across the U.S. Rankings on all levels are updated weekly throughout the season, culminating in the announcement of the nation's top cross country teams and athletes.

"Cross country running is an incredibly passionate sport," said Mark Bossardet, vice president of sports marketing for Saucony. "These athletes

inspire us, running through heat, mud, and snow in search of personal and team success. Ultimately, runners love to measure their progression throughout the season, comparing themselves and their team against the competition, both regionally and nationally. SauconyFlo50 is a first-of-its kind platform that acknowledges cross country performance with the most accurate and comprehensive ranking system to date."

The SauconyFlo50's comprehensive program features rankings of the Top 25 National Collegiate Athletic Association (NCAA) Division I men's and women's teams and individuals as well as the Top 10 NCAA Division II and Division III men's and women's teams and individuals. The rankings for the Top 25 high school boys' and girls' teams and individuals are posted on MileSplit, Flotrack's premier high school cross country network.

Flo50 college rankings are compiled by Flotrack's staff, which collectively has nearly three decades of experience in collegiate running and coverage experience. MileSplit's network of authorities features experts on the ground in all 50 states.

"The sport of cross country is part of the fabric of Flotrack as it was the first event we covered over seven years ago," said Flotrack co-founder Mark Floreani. "We are proud to partner with Saucony who holds the sport in the same regard. The SauconyFlo50 is the most in-depth rankings the sport has seen and has quickly become the standard for the sport."

Cross country running is one of the fastest growing scholastic sports in the U.S., with more than 460,000 high school boys and girls participating according to data from the National Federation of State High School Associations (2012-2013). At the collegiate level, nearly 30,000 students run cross country as reported by the National Collegiate Athletic Association Sports Sponsorship and Participation Rates Report (2012-2013).



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MOVERS & SHAKERS

VF Corp. hired **Dan Cherian**, formerly general manager of Nike's Sustainable Business Lab, as VP, global innovation, performance apparel, and footwear to oversee VF's Global Performance Apparel and Footwear Innovation Centers.

Brian Anderson resigned as CEO of scooter company **Madd Gear North America** to pursue other opportunities. Michael Horne, global CEO of Madd Gear Action Sports and the company's Australian founder, has assumed the role of CEO of the North American business.

Deckers Brands appointed Google executive **Bonita Stewart** to its board.

Delta Apparel hired **Elisa Palefsky** as VP of sales for its M. J. Soffe operating subsidiary. Her former business associations include SPANX and The Coca-Cola Company.

EyeKing, LLC, which holds the eyewear license for Under Armour Eyewear and Hobie Polarized, appointed **Timothy (Timm) Parker** as EVP, product, design, and marketing.

Gear Co-op, the climbing shop located in Costa Mesa, CA that operates gearcoop.com, hired **Todd Klasky** as VP of merchandising. Klasky oversaw the outdoors division at Sport Chalet as senior buyer & divisional merchandising manager.

Highland Consumer Partners, the venture capital firm that owns City Sports, added **Marty Hanaka**, former CEO of Golfsmith and The Sports Authority, as an operating partner.

According to the initial rankings of Dick's Sporting Goods' Jersey Report, **Johnny Manziel** is by far the top-selling jersey. Overall this season, nearly 10 percent of all jerseys sold have been Manziel's No. 2. This is more than Peyton Manning, Andrew Luck, and Robert Griffin III jerseys combined.

K2 Snowboarding named **Maxx von Marbod** as national sales manager.

La Sportiva North America promoted **Jonathan Degenhardt** to marketing director.

NEMO Equipment hired **Andrew Milkovits** from EMS as product line manager and Tom Bath from REI as senior product developer.

Modell's Sporting Goods confirmed that **Jeff Karten**, its long-time senior buyer for apparel, has retired.

Nike suspended its endorsement contract with Minnesota Vikings running back **Adrian Peterson** following child abuse charges.

Ogio International announced golf retail veteran **Chris Ross** as the most recent addition to its expanding company-direct employed sales team.

Wolverine Worldwide promoted **Rick Blackshaw**, formerly president of Keds, as president, Sperry Top-Sider. **Chris Lindner**, former head of marketing for Saucony and most recently chief marketing officer and senior vice president of business development for Sperry Top-Sider, to president, Keds.



GAIAM

LAUNCHES YOGA RISING SERIES, AVAILABLE EXCLUSIVELY ON ITUNES

Marking its first digital-only yoga program. Gaiam announced the release of its Yoga Rising Series available exclusively on iTunes. The series, along with its featured yogis, support the brand's market position to make yoga easily accessible to everyone.

"Yoga Rising is unlike anything Gaiam has done before," said Susan Haney, SVP of Marketing at Gaiam. "The series is about celebrating yoga in the new age. Each of these talented yogis has built an impressive brand in the digital space giving them a platform to share their unique practice with a huge group of followers across a wide demographic. With our exclusive debut on iTunes, we hope to extend that reach even further."

Providing an alternative to traditional yoga classes or DVDs, the Yoga Rising Series will not only offer yoga content from up-and-coming instructors, but it also gives consumers access to these practices via any connected device. Consumers will be able to take their yoga class with them – on the road, outdoors, or at home.

Each of the first three releases in the Yoga Rising Series offers five unique practices (episodes), each approximately 30 to 40 minutes long. The practices can be purchased on iTunes for \$2.99 HD per episode or as a season for just \$9.99 HD.

To coincide with National Yoga Month, the Yoga Rising Series will be available exclusively on iTunes throughout September, and will then be available for download on Gaiam.com and other select digital media channels thereafter.

Descriptions of the teachers follow:

Two Fit Moms - Laura Kasperzak and Masumi Goldman are 36-year-old moms from New Jersey who together have more than a million followers on Instagram. Their programs focus on balance, flow, and stability. With practices for day and night, Two Fit Moms want to help you stay healthy in mind, body and spirit.

Patrick Beach - Known for his fun and stylish handstand images on Tumblr and Instagram, this Vinyasa-style yogi applies his caring and intelligent teaching style to each yoga sequence. Beach puts a unique spin on a variety of different poses to build body awareness, symmetry, and balance.

Faith Hunter - A yogi activist with more than 20 years of practice, creates a dynamic yoga experience blending various poses and practices including Vinyasa, Ashtanga, and Kundalini. Faith's "Spiritually Fly" philosophy is a fresh yoga experience that celebrates life and inner strength.

DICK'S SPORTING GOOD'S
 COO AND CHIEF MERCHANT
 TO RETIRE

Dick's Sporting Goods, Inc. announced that Joseph H. Schmidt, its president and COO, plans to retire at the close of the year. John G. Duken, its EVP, global merchandising, also plans to retire at the end of November.

The impending changes were revealed in a regulatory filing with the Securities & Exchange Commission.

The company has initiated a search for Schmidt's successor. Schmidt joined Dick's Sporting Goods in 1990 and has been president and COO since 2009.

Duken served as the company's EVP, global merchandising since 2012. He joined the company in 1999 and has held a number of roles in operations, planning & allocation, and merchandising throughout his tenure.

The filing also noted that Lee J. Belitsky, SVP, product development, has been promoted to EVP, product development and planning, allocation & replenishment. Belitsky joined the company in 1997 as VP, controller, and during his tenure has served as the senior VP in risk and compliance, strategic planning and analysis, treasury services, store operations, and distribution/transportation.



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SPEEDO LAUNCHES SWIM FITNESS APP

Speedo North America unveiled Speedo Fit, a new fitness app and companion website designed to help swimmers of all levels set and reach their swim – and fitness – goals by providing platforms for motivation, guidance, and community.

Through the Speedo Fit app, which is now live in North America and available for download at the iTunes App Store, users will be able to log and track swims, join challenges, interact with friends, find pools, learn proper technique, and much more in a completely new digital experience.

“We firmly believe that swimming is the best and most effective way to get fit,” said Speedo USA President Jim Gerson. “The Speedo Fit app promises to become an invaluable training partner for those who swim for fitness – whether you’re looking to swim further or just to get into the pool more often.”

Understanding that swimmers of all levels are looking for more guidance in and out of the pool – and are aiming to improve their workouts and technique – Speedo Fit’s new feature gives users the opportunity to:

- » **Track Their Swims** by logging their swims and following their progress. Speedo Fit lets users track their distance, duration, and sets over days, weeks, and months via the app’s Dashboard function.
- » **Set Map And Distance Goals** by competing with friends in global swim routes as a fun way to measure your swim accomplishments, and working toward individual distance goals by taking on one of Speedo Fit’s structured plans. Through the Map Goals feature, Speedo Fit lets you visualize the actual distance you were swimming in the pool by “virtually” swimming some of the world’s most exotic swim destinations including an “Amazon Adventure” and “Bali Escape.”
- » **Discover Pools** by searching and saving your favorite pools.
- » **Connect With Friends** by getting social. In addition to the interactive element of the Map Goals feature, Speedo Fit encourages users to comment and like each other’s swims, compare swim stats, and see who’s on the leaderboard.

- » **Learn Tips And Techniques** with featured videos and tips designed to help users improve their swim technique for maximum results. When you’re ready to take your swimming to the next level, Speedo Fit includes training videos and swim tips from experts – featuring some of Team Speedo USA’s biggest stars including 12-time Olympic medalist Natalie Coughlin, four-time Olympic medalist and mom Summer Sanders, 11-time Olympic medalist Ryan Lochte, three-time Olympic gold medalist Nathan Adrian, Olympic gold medalist Jessica Hardy, and Olympic gold medalist Tyler Clary – that will improve your swim technique for maximum fitness results.
- » **Gear Up** helping fitness swimmers find the right gear based on their individual needs.

Speedo Fit’s partner website, speedousa.com/speedofit, provides a new branded experience that showcases the app’s features and benefits as well as technique videos and curated gear featured in the app. The site will also evolve into a hub of content for fitness swimmers and launch in stages with new content and features including new workouts and more expert advice throughout the coming months.

“Swimming has done so much for me personally as both an Olympian and now as a mother of two kids who enjoy the sport,” said Sanders, the most decorated U.S. swimmer at the 1992 Olympics in Barcelona where she won two gold, one silver, and one bronze medal.

“Though I competed at the elite level, today I swim for fitness and the pool remains a big part of my – and my family’s – active routine,” Sanders added. “Speedo Fit is a great tool for swimmers of all levels and helps make it easy to find everything you need to work out in the water.”

“With my sights set on Rio, my workouts both in and out of the water are a key part of reaching my goals,” said Coughlin, the most decorated female Olympian of all time. “Though I may be motivated to swim for medals, I know first-hand the benefits of swimming as part of a healthy, active lifestyle, and I’m excited to help share my knowledge with swimmers around the world through Speedo Fit.”

Speedo Fit replaces Speedo Pace Club; which launched in 2011 as a swim training tool for competitive swimmers. Based on information from Pace Club and three years of research, Speedo Fit is more tailored to work with fitness swimmers of all levels and abilities.

“We know that fitness swimmers are craving information on how to maximize their workouts and that they seek community; we also know that there are some barriers to entry for swimming for those who are new to the sport – whether it’s figuring out where to swim, or just how to get started,” said Alyssa Igawa, Speedo USA’s director of marketing. “Speedo Fit is designed to address all of these needs and to give fitness swimmers the tools they need to get more out of their swims.”

David Lai, Hello Design Creative Director/CEO, said Speedo Fit addresses swimmers’ core needs by providing tools to help them set goals, track progress, find pools – offering tips and advice from Speedo’s top athletes – and connecting with other swimmers for encouragement and motivation. But Speedo’s leadership in swim innovation was also leveraged to create curated product sets for different fitness swimmers’ goals.

“This is just the first step in establishing the Speedo Fit platform that will evolve and become a richer tool and resource over time,” added Lai. “We’ll be looking closely at the data to see how people use the app and website to inform future development.”



TIMBERLAND

PLOTS FIVE-YEAR GROWTH PLAN

VF Corp. laid out its plan to grow Timberland's revenues by \$1.4 billion during the next five years. Sales are expected to reach \$3.1 billion by the end of 2019 representing growth of 13 percent per year.

At an investor meeting at Timberland's headquarters in Stratham, NH, VF and Timberland officials indicated they expect substantial growth over the next five years in each major geographic region: Americas, EMEA, and Asia Pacific. This growth is expected to be driven by innovation and product diversification, consistent channel discipline, meaningful expansion of its direct-to-consumer business, and a significant amplification of how Timberland communicates and connects the brand with consumers.

"2014 will mark the most successful year in Timberland's history – another clear example of VF's powerful business model that enables brands to connect deeply with consumers, and drive growth and profitability, while preserving a unique DNA and culture," said Eric Wiseman, VF Corp's president, chairman, and CEO. "Since our acquisition in 2011, our work with the Timberland team has created an incredibly strong foundation for its next chapter of growth. We are proud of the progress Timberland's made, and we're bullish on the opportunity for this amazing brand."

Among the targets:

- » Growth in the Americas' region will account for nearly half of the anticipated \$1.4 billion in total revenue growth, representing an annual growth rate of 14 percent for the region. This U.S.-led growth is expected to be balanced across both wholesale and direct-to-consumer channels;
- » In EMEA (Europe/Middle East/Africa), Timberland expects to add \$380 million to reach \$1 billion in revenues by 2019. With an

expected annual revenue growth rate of 10 percent, this region will capitalize on its big businesses in Italy and the UK to expand further into Germany, Austria, and Switzerland;

- » The Asia Pacific (APAC) region is expected to double its business growing revenues by 15 percent annually to reach \$620 million by 2019. Most of the \$310 million of projected revenue growth is expected to come from China and South Korea which are largely untapped markets for the brand;
- » Wholesale channel revenues are expected to grow by \$825 million over the period to reach \$2 billion driven by a 13 percent annual growth rate in the Americas region, 8 percent growth in EMEA, and 14 percent growth in the APAC region;
- » Direct-to-consumer revenues for Timberland are expected to reach \$1.1 billion, representing an additional \$570 million in sales, and an annual growth rate of 15 percent over the five-year period. E-commerce is expected to expand by 31 percent annually and add \$180 million in revenues over the next five years. To showcase the brand's unique and authentic collection of outdoor lifestyle products and culture, Timberland plans to expand its global retail store presence by adding 130 stores to its current base of approximately 230 stores.

"Being able to tap into VF's powerful platforms has allowed us to realize significant synergies giving us the tools and resources to invigorate the Timberland brand," said Patrik Frisk, VF coalition president, Outdoor Americas and Timberland President. "Across products, channels, and geographies – our consumer insights-driven strategy has Timberland squarely positioned to become the largest, most sustainable outdoor lifestyle brand on Earth."



ADIDAS

LAUNCHES THE STANDARD SHOP AT FOOT LOCKER

Adidas and Foot Locker introduced 'The a Standard,' its first shop-in-shop retail concept within Foot Locker.

"The a Standard' offers premium product from Adidas' sport performance and style collections including footwear and apparel. The exclusive in-store shops will be in 28 Foot Locker locations across the U.S. including New York, New Jersey, Portland, Los Angeles, Chicago, Atlanta, Houston, Miami, Philadelphia, Washington D.C., and Minneapolis. Additional locations are in the works within the next year.

"The a Standard' will provide a home for Adidas' most cutting edge products in sport and style for Foot Locker customers around the country," said Tony Kaplan, head of retail marketing at Adidas America. "Frequent product rotations within style, basketball, and running will keep the selection fresh."

Each dedicated space features interactive technology and a dynamic touchscreen display to help customers engage with and learn about key products. 'The a Standard' launch kicks off with the release of the Adidas Pure Boost City Blur print – inspired by the energy and speed of urban life – available this month.

"Creating an exciting place for our customers to shop and buy is one of Foot Locker's key initiatives," said Stacy Cunningham, executive vice president of marketing for Foot Locker. "Designing a dedicated section in our store with Adidas provides us a great opportunity to connect further with our customers by offering an elevated product assortment in an engaging and interactive environment with 'The a Standard.'"

ALITE

OPENS RETAIL STORE IN SAN FRANCISCO TO INSPIRE OUTDOOR FUN

Alite Designs, an outdoor gear company based in San Francisco, unveiled the opening of its new retail and art gallery space in San Francisco's Mission District. The Outpost inspires city-dwellers to explore the great outdoors, gain hands-on experience, conduct research, ask questions, and get motivated for everything from an afternoon at the beach to an expedition in Yosemite. The store is located on 3376 18th Street between Mission and Capp.

In addition to outdoor gear from Alite Designs and its sister-company Boreas Gear, The Outpost will showcase an assortment of local products from pottery and woodworking to olive oil. A resource area offers space to read up on local hikes, camp cooking recipes, and even California mushroom foraging. The resource area will include two computer stations to assist with research and booking campsites as well as a café serving coffee.

Pulling design inspiration from Scandinavian architecture, the storefront and retail space evokes a fun and inviting cabin atmosphere with exposed wooden rafters and bright skylights. In the back of the shop, the Scott Ellsworth Gallery will showcase local artists that are inspired by the outdoors and who incorporate nature into their work.

Alite's product range includes ultra-lightweight, compact furniture, backpacks, sleeping bags, tents, and eating utensils.

"The Outpost has pulled everything I love together into one area," said Tae Kim, co-founder and creative director at Alite Designs. "Creating a retail store that not only sells fun outdoor products but also provides a welcoming environment to inspire people to explore the outdoors has always been my dream."



YOGASMOGA

CHOOSES GREENWICH, CT FOR FIRST STORE

Yogasmoga, the manufacturer of yoga inspired athletic apparel and accessories, announced the grand opening of their Townhouse on Greenwich Avenue which will be the brand's first retail location.

"Greenwich, CT is a very discerning audience and we are excited that the Greenwich community has welcomed us with open arms," said Yogasmoga Founder and CEO Rishi Bali.

Yogasmoga partnered with John Beckmann of architecture and interior design firm Axis Mundi to create a unique experiential retail space. Beckmann noted, "We worked with Yogasmoga to completely transform the Townhouse space, which was the original Greenwich Firehouse, with the use of beautiful design and raw, natural materials."

Following the opening of their first level, the second level of the 4,500 square feet will be completed soon offering a special community space for yoga, wellness, and community. Plans are also underway for a second retail location in Brentwood, CA.

Bali founded Yogasmoga along with his sibling, Tapasya Bali, in 2010 after having both spent most of their careers on Wall Street. The siblings grew up in the upper Ganges plains of the Himalayan ranges of India, believed to be the birthplace of yoga.

"We've meticulously designed every aspect of Yogasmoga to embody the soul of yoga – from the top quality fabrics, innovative colors and designs, product technology, store design, and our Namaskar foundation of giving," commented Tapasya Bali, COO. "The name Yogasmoga is a nod to our Indian culture where it's common to rhyme words. Yoga is the genesis of our company and Smoga refers to "things that go with Yoga" since we hope to bring a little more than just yoga into our consumers active lives."

The store aims to capitalize on the popularity of yoga but also the "Athleisure" trend that is changing the fashion fitness landscape.

Rishi Bali commented, "We had a belief back in 2010 that authenticity and a new level of emotional connection to yoga apparel would be in demand. The growth in "Athleisure" proves that our work in developing the best fabric technologies is being appreciated."



EMS

SETS GRAND OPENING FOR RELOCATED STAMFORD STORE

Eastern Mountain Sports opened a relocated and expanded store in Stamford, CT. The 8,144-square-foot store at the Ridgeway Shopping Center will carry kid's products and rent paddle sports gear for the first time. It will also feature a road running footwear collection, a paddle sports department (including equipment rental), snowshoes, sleeping bags, backpacks, tents, and kayaks.

"Connecticut has been an important part of Eastern Mountain Sports' history and success, even more so with the company's headquarters here," said Mark Walsh, CEO, Vestis Retail Group, which acquired Eastern Mountain Sports last year. "We are thankful for the support we've received and the many relationships we've formed in Connecticut. As outdoor activities are such an important part of daily life here, we are committed to providing our customers best-in-class service matched by outdoor products that make outdoor activities accessible and enjoyable. Our store guides are experts in the outdoor sports we support, as every member is passionate about the outdoors and sharing their knowledge."

EMS' grand opening celebration, September 14-20, 2014, showcased its latest Fall 2014 outerwear and equipment including the ultra lightweight men's and women's Icarus Down Jacket, Icarus Down Hoodie, and Icarus Down Vest. The pieces have been designed to be worn alone or as part of a layering system and feature DownTek-treated goose down that provides warmth even in wet conditions as well as Durable Water Repellent (DWR) shells to shed light rain and snow.



GIVING BACK

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

Russell Brands, LLC, announced it will begin accepting entries for the fourth annual Russell Athletic "Fight Like Dylan Award" named in honor of Dylan Rebeor a high school football player whose last wish was for his teammates to receive new uniforms.

Through this initiative, Russell Athletic will donate apparel and equipment via a \$50,000 grant to one high school team that has demonstrated determination through sports paying tribute to Dylan's remarkable character, courage, and consideration of others. This year, submissions can be made at fightlikedylan.org.

Rebeor was a wide receiver on Columbia (Tennessee) Central High School's football team but tragically passed away at the age of 16 on December 3, 2010 after a courageous battle with colon cancer. Despite Dylan's insurmountable challenges during treatment, his commitment and dedication to his team never wavered. Inspired by their fallen teammate, that season the Columbia Central Lions took home their first state championship in 58 years.

"Russell Athletic is proud to celebrate the tremendous courage of Dylan Rebeor under the most challenging of circumstances," said Robby Davis, senior vice president and general manager, Russell Athletic. "Each year we are inspired by the remarkable support of communities who overcome great obstacles to allow their youth sports teams to succeed both on and off the field. This is truly one of Russell Athletic's proudest and most revered programs."

Last year's "Fight Like Dylan Award" recipient was Buena Vista High School in the town of Buena Vista, CO. The Buena Vista community suffered an awful tragedy earlier in 2013 when a rock slide took the lives of five people on a family hike including assistant football coach Dwayne Johnson and his wife, track and field coach Dawna Johnson. Three other

family members also passed away but with Dwayne's strength and courage, he was able to save the lone survivor, the couple's 13-year-old daughter Gracie Johnson. The football team was overcome with emotion the rest of the season but made an incredible run, finishing with an 11-1 record before falling in the CHSAA 1A Football Championship state semifinals. Previous winners include:

- » 2013 - Buena Vista High School, Buena Vista, CO
- » 2012 - Williamsport High School, Williamsport, MD
- » 2011 - Edmondson High School, Brownsville, KY

To be eligible for the "Fight Like Dylan Award," participants must submit an entry at fightlikedylan.org explaining how their team overcame a challenge or triumphed in the face of adversity. Entries will be accepted now through December 5. The contest's official rules are also available on the site.

"Dylan had an extraordinary life and always inspired others while dealing with difficult circumstances," said Heather Rebeor, Dylan's mother. "We're so proud that Dylan's memory and spirit will live on through the Russell Athletic 'Fight Like Dylan Award.' He truly cared about others more than himself and now his legacy will continue with youth sports teams across the country."

Russell Athletic ambassadors and pro football players Pierre Garcon, Mark Ingram, and Colt McCoy will serve on the "Fight Like Dylan Award" selection committee. Also on the committee is Dylan's mother, Heather, and Columbia Central High School head coach, Vance Belew. The fourth annual winner of the "Fight Like Dylan Award" will be announced at the 2014 Russell Athletic Bowl, taking place in late December at the Florida Citrus Bowl Stadium, in Orlando, FL.



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BEST PRACTICES

Dealing With Generations... Especially Millennials

I've always been interested and fascinated by generational characteristics, opinions, and behaviors. As a businessman and salesperson I want to know how, what, and why people buy.

By William F. Kendy

Each generation has beliefs, traits, and outlooks that are different from others and, to a great part, dependent on how a person was raised, his or her family environment and influence, and the era. Matures are greatly different than GenX's. A Millennial raised in a Mature household will have a different view of life than a Millennial raised in a Boomer environment.

There are four different generations that today's marketers have to consider when developing their marketing and sales plans. Each generation has common general characteristics, beliefs, behaviors, and buying habits. Here is how they are broken down and some of their traits.

Matures (Greatest Generation) were born before 1945, age 69 and older, and total 40 million. Matures are conformists, patriotic, quality-oriented, and like the "tried and true" products and brands. They don't mind working with salespeople and while they know how to use computers and cell phones, they aren't high-tech experts.

Baby Boomers were born between 1946 and 1964, age 50 to 68, and are 80 million strong. Boomers are divided into segments, "Early" (1946-1954) and "Late" (1955-1964) and both have different priorities. Early boomers are nearing retirement while late boomers are getting their kids ready for school. They are 'Super Parents', like to be recognized for their achievements, are into teams yet, at the same time, are competitive, think they are forever young, and keep up with technology.

Generation Xs were born between 1965 and 1979, are age 35 to 49, and number approximately 60 million. They know technology, are well informed, are protective of their personal information and space, and are skeptical...especially of salespeople. They crave attention, don't like supervision, and prefer non-routines.

Now For The Millennials

Millennials consist of people born between 1980 and 2000 and are age 14 to 34. It is estimated that there are between 60 and 80 million Millennials making them equal to or larger than the Boomer segment.

In my opinion, out of all of the generations, Millennials are the most complex and hardest to read. Here are some key Millennial facts:

- » Millennials make up approximately 25 percent of the U.S. population;
- » Millennials are responsible for 21 percent of consumer discretionary purchases, estimated at over \$1 trillion dollars in direct buying power (partly because 40 percent continue to receive money from their parents and have a huge influence how and what other generations purchase. When you consider that Millennials are entering their acquisition and heavy purchase stage of life, that amount will significantly increase;
- » Millennials are delaying adult decisions longer, such as graduating from college, marriage, and childbearing than any other generation;
- » Millennials often seek peer or family affirmations before making decisions – even small ones;
- » Millennials strive for a healthy lifestyle and embrace authentic cause marketing and align to brands with a purpose;
- » Millennials are hooked on social media (just as much as other generations are hooked on e-mails) and are content creators and users;
- » Millennials are interested in participating in your marketing.

Who Are These Millennials Anyway?

In a study conducted by the Boston Consulting Group entitled “The Millennial Consumer – Debunking Stereotypes” a group consisting of both Millennials and Non-Millennials were asked which words best described Millennials. While Millennials described themselves in a positive light using words like “hip”, “tech-savvy” and “cool”, non-millennials used words like “lazy”, “spoiled” and “entitled”.

The research also confirmed one stereotype regarding Millennials and that is their technological sophistication and ability.

According to the study, Millennials are extremely comfortable with technology. They’ve largely grown up with technology and social media using these tools as a natural, integrated part of life and work. Millennials consider themselves fast adopters of new technology and applications and are far more likely than non-millennials to be the very first or among the first to try something new. The study went on to say that:

- » 72 percent use MP3 players
- » 67 percent use gaming players
- » 59 percent use smart phones
- » Millennials are much more likely than non-millennials to multi-task while on-line, constantly moving across platforms – social, mobile, pc and gaming.

The reality is that while Millennials may be challenged to figure out how to turn a television set on without a remote after it is in, they are whiz kids and stars when it comes to programming and working with those devices.

Jeff Fromm is the executive vice president of Barkley, a St. Louis-based advertising agency and co-author of the book *Marketing to Millennials*. Fromm has conducted a number of surveys that delve into Millennial psyche, behavior, and trends. One of the things Fromm cautions marketers

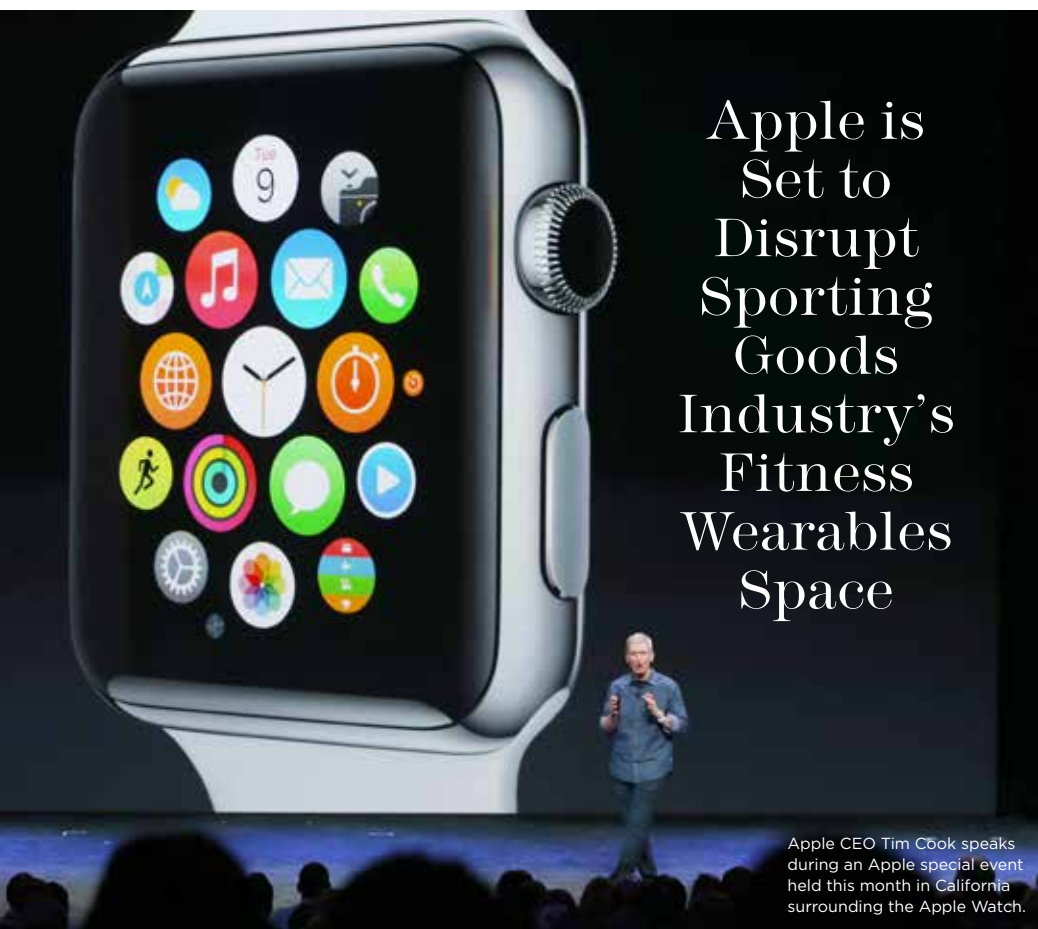
is not to view or clump Millennials as or into one large monolithic group. “Despite these shared beliefs and attitudes, U.S. Millennials are by no means homogeneous,” said Fromm. “On the basis of their responses to questions about technology, cause marketing, media habits, and general outlook on life, we identified six distinct segments within the Millennial population.” The categories are:

- » Hip-ennial, (29 percent), “I Can Make the World a Better Place.” They are cautious consumers, globally aware, charitable, and information hungry. Heavy users of social media and female dominated.
- » Millennial Mom (22 percent) - “I love to work out, travel, and pamper my baby.” They are wealthy, family-oriented, work out regularly, and are digitally savvy. Millennial Moms are older, highly social, and also information hungry.
- » Anti-Millennial (16 percent) - “I am too busy taking care of my business and family to worry about much else.” These Millennials are locally minded, conservative, don’t spend more for green products and services, and seek comfort and familiarity over excitement, change, and interruption.
- » Gadget Guru (13 percent) - “It’s a great day to be me”. Gadget Gurus are successful, wired, free spirited, confident, and at ease. They are primarily single males with above average income who feel that they are in their best decade.
- » Clean and Green Millennial (10 percent) - “I take care of myself and the world around me.” This subgroup is impressionable, cause driven, healthy, green, and positive. It is male dominated and skews younger.
- » Old-School Millennial (10 percent) - “Connecting on Facebook is too impersonal, let’s meet for coffee instead.” Old Schools are not wired, are cautious consumers, and comfortable. Confident, independent and self-directed. They are older and read more often.

Now that we know who Millennials are, here are some suggestions from the experts as to what marketers can do to endear themselves to this large and important segment:

- » Create accounts in FaceBook, Twitter and other social media – experiment.
- » Focus on creating content that is “shareworthy, meaningful and fun.”
- » Listen to the conversation and see what individuals are texting, tweeting and blogging...above all...don’t talk down.
- » Don’t be overly commercial
- » Be constant with your messages and do what you say you will do to gain trust.
- » Communicate on a personal level and develop a dialogue with your audience.
- » Promote your cause affiliations.
- » Save them money.
- » Make buying easy and seamless...don’t make them talk to someone.
- » They were brought up thinking that they are “special” and you need to treat them that way.

Millennials can become your friends and business champions if you cultivate the relationships right. ■



Apple is Set to Disrupt Sporting Goods Industry's Fitness Wearables Space

Apple CEO Tim Cook speaks during an Apple special event held this month in California surrounding the Apple Watch.

With Apple's launch of the Apple Watch, the spotlight shines bright on the wearable's category. Its pending arrival in 2015 provides a potential boost for the hyped but still sleepy category while also – possibly – spelling trouble for many of the big and small smartwatch and fitness trackers already in the marketplace targeting the opportunity.

The Apple Watch is the first new product category for Apple since its launch of the iPad in early 2010 and also the first since Tim Cook succeeded the late Steve Jobs as Apple's CEO.

As shown in the past with the iPod, iTunes, iPhone, and iPad, Apple has proven it is able to spark new technology categories and turn them into mass-market phenomena. At the same time, it tends to dominate those categories in the short term.

For fitness, the Apple Watch tracks how many calories you burn in a day as well as how many minutes you exercise and how long you stand. It also has a heart-rate monitor and includes a work out app that tracks the speed, distance, and duration of workouts.

"Being more active is one of the best things you can do to improve your health, and Apple Watch gives us the ability to motivate people to be more active," Cook said at the Apple Watch unveiling in Cupertino, CA that included a performance from U2.

Apple also mentioned that Nike's FuelBand technology would be available in the Apple Watch. Earlier this year, Nike reportedly decided it would not be making new hardware for the FuelBand and would instead focus exclusively on fitness and athletic software.

Apple Watch also enables users to communicate in new ways right from their wrist by sending and receiving messages, answering calls to their iPhone, and with Digital Touch, sending something as personal as their own heartbeat.

The Apple Watch won't be available until early next year and starts at a pricey \$349. "It's worth the wait," Cook said. "Apple Watch is the most personal device Apple has ever created."

Apple's entry comes as many are questioning whether the hyped smartwatch and fitness tracker category will ever take off. Beyond Nike, Adidas, and Under Armour, the category has attracted major electronics companies like Sony, Motorola and Samsung; veteran watch and monitoring specialists

like Timex, Suunto, Polar and Garmin; as well as countless start-ups like Fitbit, Jawbone, Pebble, MIO, Soleus, Perfect Fitness, and Withings.

The opportunity has so far largely skated past the athletic retailers that are often best positioned to capitalize on any fitness craze. Best Buy appears to be the biggest beneficiary but Wal-Mart and Target carry a wide selection of activity trackers from most brands and even department stores are carrying some.

According to weekly point-of-sale data compiled by SportScanInfo (SSI Data), over two-thirds of the Activity Trackers sold were Wristband/Wristop Activity Trackers with most of the balance coming from Pedometers sales. In the Specialty Retailers channels, the percentage coming represented by Wristband/Wristop Activity Trackers was over 85 percent while sales in the National Accounts channels was nearly 50/50 for the two sub-categories.

SSI Data indicates that Fitbit has market share over 77 percent of the Wristband/Wristop Activity Trackers business and nearly 32 percent of the overall Activity Trackers market.

With a CNN report noting that only about 14 million fitness bands and activity trackers and about 2 million smartwatches were sold globally over the 12 months ending this past March versus 964 million smartphones, many are wondering if wrist wearables will ever go mainstream.

Beyond the need for the instant communication access on a wrist, some believe activity tracking only appeals to the fitness nut. But others see a strong tie-in to the burgeoning health & wellness movement and Apple's arrival certainly supports the category's growth prospects.

Apple Expected To Dominate Wristop Market By 2016

Forrester Research expects Apple will legitimize and lift the wrist-based wearable tech market, where less than 10 million devices have been sold in the U.S. According to new Forrester data, 25 percent of American adults plan to buy a wearable device in the next year and 42 percent are interested in a wrist-based device.

At the same time Forrester expects that by 2016 Apple will dominate the market much like Apple's takeover of the MP3 and smartphone markets in 2001 and 2007 respectively.

As it has done in the past, the tech giant didn't

rush to be first to market with its product. Apple is counting on superior design, brand equity, and marketing muscle to drive sales past established rivals in the space. The Apple Watch generally garnered praised for its sleek design, user experience, functionality, and ease of use.

Some also feel that consumers will eventually prefer a multi-purpose smartwatch that can handle multiple functions in addition to activity tracking rather than needing a host of different wearables serving distinct purposes.

Apple could sell between 15 million and 20 million units in its first year estimated Cowen & Co. That compares with the 6.3 million wearables sold globally in the first half of 2014 according to Canalys.

Still, others saw ways they could coexist and even thrive. To many, the \$349 price point was seen as lofty compared to the \$100 to \$150 someone with only an interest in activity tracking would pay for many fitness monitors. The battery life wasn't given but it is expected to need a daily charge given its dense features and size. Some of the smaller fitness trackers have a batter life lasting a week.

Apple Watch also doesn't have the ability to track sleep, a popular feature in many fitness wearables. Although waterproof, you can't shower with it. The fact that you need an iPhone to use most of its features was also a critiquing point.

Fitness monitor makers were generally enthused that Apple's entry may spark further interest in wearables. That could even help draw demand for the more specialized models that serve the ardent sports enthusiasts and found in sporting goods channels. But several vendors took issue with the notion that the appeal of the multipurpose smartwatch would make a more single-purpose activity tracker irrelevant.



Fitbit founder and CEO James Park believes “that one size doesn't fit all,” and Fitbit offers the “widest range of all-day trackers and price points to fit consumers' varying needs and lifestyles. Fitbit trackers are optimized for long battery life and last from 7 to 10 days to six months, depending on the tracker.”

He also told recode.net that Fitbit is “widely accessible on most platforms including over 120 iOS, Android, and Windows devices.” The

Apple Watch, on the other hand, will only work with newer iPhones.

In a statement, Fitbit noted that it has 70 percent market share in the connected health and fitness space overall and has been a “trusted brand for the past seven years.” Still, it ended up welcoming the new competitor to the space.

Sportline, Polar, Garmin And Suunto Still Dominate The Wristop Hrm Market

“Our mission remains empowering and inspiring people to lead healthier, more active lives, and to that end we welcome new products and services like Apple Watch into the market that help further that mission,” Fitbit said in its statement.

Garmin likewise doesn't believe that there is a one-size-fits-all solution for the wearables market especially in the active lifestyle segments that Garmin serves.

“We expect to see a wide variety of products ranging from multi-purpose to more specialized wearables that are tailored to specific needs, use cases, and consumer segments,” said Amy Johnson, media relations associate, fitness, at Garmin International.

Johnson said Garmin's wide range of wearables are “purpose built” for activities such as running, hiking, mountain climbing, and swimming. Each one is customized for use cases and has different design and hardware features to provide the best possible experience to users. The differences range from battery life, ruggedness, weight, and more.



Amy Johnson, media relations associate, fitness, at Garmin International

“For example our Fenix 2 Outdoor Watch has a rugged design, is waterproof to withstand elements, has a sunlight-readable transreflective display, offers 50-hours of battery life in GPS mode, and has built-in sensors such as an altimeter,



compass, and barometer which are all ideal for adventurers off the beaten path,” said Johnson. “In comparison Vivofit and Vivosmart are designed for 24/7 wearability and comfort to track daily activity and help build life-long healthy habits.”



In the same vein, one major trend Suunto has identified is that sports participants seem to go after a myriad of different activities instead of just practicing in one single sport. That calls for versatile sports watches suitable for many different activities.



“For example, Suunto's new Ambit3 Sport is a great all around watch for different activities but also including specific modes and measurements for running, cycling, swimming, or triathlon,” said Olli Osara, regional commercial director, Suunto Americas. “Ambit3 Peak is of course even more versatile with all the outdoor functionality added. In addition, with the Suunto Apps, consumers can build their own apps or choose from the hundreds of already available apps to tailor the watch for their individual needs to whatever sport they want to engage in.”

The other important trend Suunto is noticing is the experience collecting and sharing in social media. Said Osara, “Suunto Movescount mobile phone App offers a great way to showcase your Move to your friends on



Suunto Ambit3 Sport GPS Watch

social media. By creating a Suunto movie you can visualize your route on a 3D map, which includes key metrics, and you can add photos from your adventure to tell the whole story instantly.”

Many See Apple’s Entry As Validation Of Trend To Wearable Technology

Jawbone published a blog post welcoming Apple into the wearables category and insisting that “it’s good news for us because it is another device that will connect to our Up system,” Jawbone’s app-based activity-monitoring software.



Travis Bogard, Jawbone VP Product Management

Travis Bogard, Jawbone’s VP of product management, went on to write that the company plans to launch a new version of its Up app that “allows anyone with a compatible smartphone, Android Wear device, Pebble smartwatch, or any wearable connected to the Health app for iOS 8 - such as the Apple Watch - to instantly join the Up community.”

Bogard added that Jawbone remained “committed to creating some of the most stylish and sophisticated wearable devices on the planet” but went on to say, “Our vision is not about winning a hardware arms race, or just moving more units than the other guys, it’s about people and the thing we all cherish the most – our health, and the health of our family and friends. By opening UP to everyone we have the best chance of realizing our vision.”

But most were more encouraged that Apple may drive mass appeal of the wearables category and draw attention to the fitness benefits than worrying about any direct competitive threats.

“We’re excited to learn more about any innovation that has the potential to encourage more people to improve their health and fitness,” said Polar USA President Herb Baer. “As a pioneer in personal heart rate, fitness, and sports performance technology since 1977, this has always been integral to our mission at Polar - long before ‘wearables’ was a buzzword. As our industry evolves, this is yet another milestone for people who are learning how they can benefit from more and better fitness data.”



Polar USA President Herb Baer

“The market is building. It’s defining itself,” said Shawn Cummings, senior director of innovation at Timex, which is releasing the first smartwatch that offers stand-alone wireless connectivity without a phone. He told the San Francisco Chronicle. “Having a large company come in really improves and helps build awareness for all consumers.”

Pebble CEO Eric Migicovsky told Bloomberg that Apple’s entry into wearables “is a massive



Pebble CEO Eric Migicovsky



David Arnold, Founder & Owner, Soleus

validation of the space.” He added, “Our feeling is that smartwatches and wearables are the future of computing and there’s a lot more work left to do.”

“My opinion is that it brings much more attention to the category and consumers will start to understand the benefits of the fitness side of the business,” David Arnold, founder and owner of Soleus, told *SGB Weekly* regarding the Apple Watch launch. “I think the

Apple Watch will be a big success, but not necessarily to our consumer. It is a bit more expensive, thus appealing more to the tech consumer versus the fitness or active consumer. Do not get me wrong, from what I have seen of the Apple Watch it is very cool and I would like to have one, but not necessary for my fitness activities.”

Arnold believes the industry is in the early stages of discovery in the fitness tracking or wearables category. He expects Apple, along with other major players like Sony and Motorola, to bring a large awareness to the category and lead to ultimate growth, but he still sees the opportunity with those brands that can align themselves to be sold with and to fitness channels. He does see prices heading lower as the crowded market inevitably undergoes a shakeout.

“A few players made this an exciting category and now most every major fitness brand has come out with a product along with a number of other lesser known brands,” said Arnold. “I do see a shake out in these brands as the price point will ultimately fall due to competition and liquidation of brands thus driving the price point down.”

Alden Mills, founder of Perfect Fitness, a division of Implus Corp, also believes Apple’s entry only confirms the huge demand and need on the consumer side.



Alden Mills, former Navy Seal and CEO and Co-Founder of Perfect Fitness

“Our company was founded on the premise that if you take control of your body, you can take control of your life,” Mills, a former Navy Seal, told *SGB Weekly*. “The wearables market is all about understanding what your body is doing and we view this as an important step of the process to achieving your goals. We don’t anticipate a huge impact on our business yet as the price point is so high. We are focused on product solutions that offer great quality and value. Based on all indicators, the market will continue to grow with opportunities not just for fitness enthusiast/athletes but in healthcare as well.”

Liz Dickinson, founder and CEO of MIO, also believes Apple is poised to unlock the potential for smartwatches.



Liz Dickinson, Founder & CEO, MIO

“It’s less about the device and more about what it represents as a platform for developers,” said Dickinson. “Now there is the potential

for millions of apps to be written that do amazingly cool things for people’s lives that can take advantage of the location of the wrist, wireless networks,

SSI DATA FAST FACTS

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accelerometers, GPS, and biometric sensors. This is just the beginning and has the potential to revolutionize wrist wear the same way the smart phone revolutionized mobility.”

As far as a competitive threat, she stated that MIO is a very specific product that has a very focused target market of athletic people versus the Apple Watch.

“Our target doesn’t need their watch to tell them it’s time to stand up. They are already standing and raring to go,” said Dickinson. “Our product is waterproof. I doubt many people will want to sweat in their Apple Watch or take the chance of scratching their sapphire crystal display during gym work outs.”

MIO’s heart rate is also “performance quality accurate” while Apple laid no claim to the accuracy of their heart rate. Finally, she believes the Apple Watch price point is far beyond what many people can afford.

Dickinson added, “But for those that can afford it, I see the potential for them to take their Apple Watch off and put on their MIO for exercise. Or, if they want to keep on their Apple Watch, at a minimum they can pair a MIO Link strap to their Apple Watch to deliver accurate HR via BTLE just like we currently transmit to the iPhone.”

Regarding the potential around wearables, she believes they are just the beginning of a technological revolution that will take intelligence off of devices like lap tops, smart phones, and tablets and disperse it throughout devices you connect with, wear, swallow, or even implant.

“There will be a huge intelligent cloud backend and this cloud will be a totally interwoven, interconnected network of intelligent devices and technologically augmented people,” said Dickinson. “The world in 50 years will be one where your every move, breath, heart beat, things you see, eat, hear, and sense will be recorded.”

She believes that rather than, “How big is the wearable market going to be?,” the question should be, “How as a society will we ethically be able to cope?”

Dickinson added, “Who will sit on the Google, Samsung, Apple, Oracle, IBM, AT&T board of directors? How will that be decided and regulated? What is the role of government in the control of technological influence of private enterprise? Those are the real questions we should be asking now. The flood gates are barely open.” ■

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Photo courtesy Garmin

OCTOBER

7-9 OIA Rendezvous
Asheville, NC

NOVEMBER

3-5 NBS Fall Athletic Market
Ft Worth, TX

15-16 A.D.A. Fall Show
Palm Springs, CA

23-25 Sports, Inc. Fall Team Dealer Show
Las Vegas, NV

DECEMBER

2-4 EORA Southeast Market
Asheville, NC

9-10 EORA Southeast Market
Ellicott City, MD

10-11 Atlanta Fashion Shoe Market
Atlanta, GA

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athleticdealersofamerica.com

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Flintlock Ridge Office Center
11 Mile Hill Road
Newtown, CT 06470
t 203.426.1320
f 203.426.1087
nssf.org

National Sporting Goods Association
1601 Feehanville Drive / Suite 300
Mount Prospect, IL 60056
t 847.296.6742
f 847.391.9827
nsga.org

Nation's Best Sports
4216 Hahn Blvd.
Ft. Worth, TX 76117
t 817.788.0034
f 817.788.8542
nbs.com

Outdoor Industry Association
4909 Pearl East Circle / Suite 300
Boulder, CO 80301
t 303.444.3353
f 303.444.3284
outdoorindustry.org

Sports & Fitness Industry Association
8505 Fenton St., Suite 211
Silver Spring, MD 20910
t 301.495.6321
f 301.495.6322
sfia.org

Snow Sports Industries America
8377-B Greensboro Drive
McLean, VA 22102
t 703.556.9020
f 703.821.8276
snowsports.org

Sports, Inc.
333 2nd Avenue North
Lewistown, MT 59457
t 406.538.3496
f 406.538.2801
sportsinc.com

Sports Specialists Ltd.
590 Fishers Station Drive / Suite 110
Victor, NY 14564
t 585.742.1010
f 585.742.2645
sportsspecialistsltd.com

Team Athletic Goods
629 Cepi Drive
Chesterfield, MO 63005
t 636.530.3710
f 636.530.3711
tag1.com

Tennis Industry Association
1 Corpus Christi Place, Suite 117
Hilton Head Island, SC 29928
t 843.686.3036
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