

SCGB

ISSUE 1514
APRIL 6, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET





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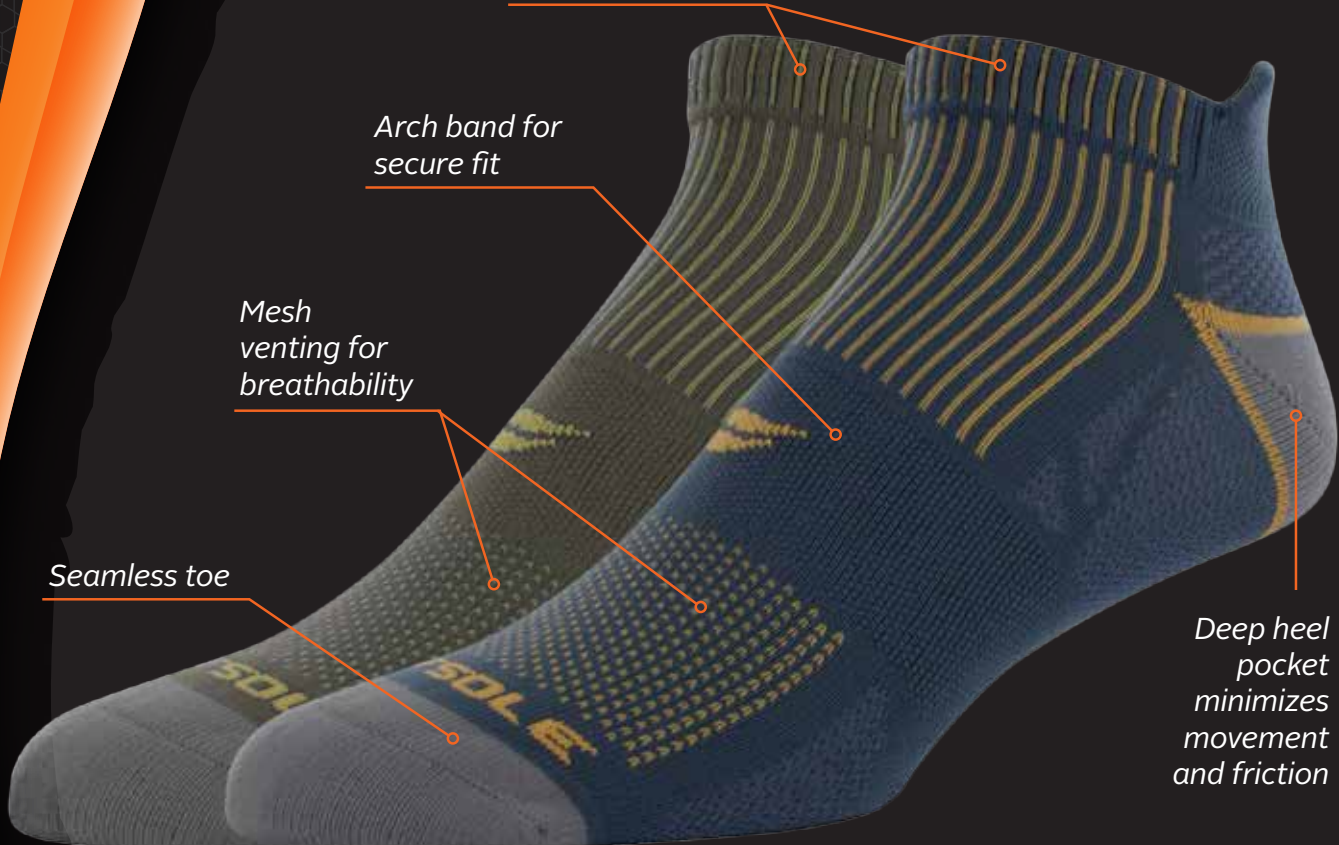
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Photo courtesy Lululemon

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ON THE COVER: The popular yoga mom duo, Laura Kasperzak and Masumi Goldman of Two Fit Moms will become the face of the Gaiam collection.
Photo courtesy Two Fit Moms.
This page photo courtesy Kohls.

MOVERS & SHAKERS

Adidas Group named **David Abeles** as the new CEO of **TaylorMade Golf Company**. Abeles replaced former CEO Ben Sharpe, who resigned from the company for personal reasons.

The UK outdoor brand **Berghaus** confirmed the appointment of Paul **Cosgrove** as Product Manager for Berghaus Extrem, the company's most technical and advanced range of outdoor clothing and equipment.

Burley has hired former Toys R Us Global Product Manager **Brad Mina** to lead product design and development for its wide range of outdoor recreational transport gear.

Competitor Group Inc. appointed **Josh Furlow** as President, overseeing all of CGI's global business. Furlow was previously executive vice president of events.

Fred's Inc. hired **Bryan Pugh**, formerly at Walgreen's, as Chief Merchandising and Marketing Officer.

Quiksilver Inc. said **Pierre Agnes**, President of Quiksilver Inc., has been promoted to CEO, succeeding Andy Mooney, who is no longer with the company. In addition, **Greg Healy**, Quiksilver's APAC region President, has been promoted to President of Quiksilver Inc., and **Bob McKnight** has been appointed Chairman.

Thomas Chambolle, Quiksilver's EMEA Region Chief Financial Officer, was promoted to CFO of Quiksilver, succeeding Richard Shields, who has resigned to pursue other opportunities.



From L-R: Cesar Geronimo, Development Director, Manon Belley, Design Director and Nikolai Christensen, VP of Product

KEEN MAKES KEY PRODUCT TEAM HIRES

Keen has reinforced its product team with a number of hires including the appointment of Nikolai Christensen as VP of product, Manon Belley as its new design director, and Cesar Geronimo as development director.

Overseeing the entire team, Nikolai will be pivotal in expanding Keen's American Built collection as well as inspiring future design approaches. A creative product specialist with deep technical understanding of product development and direct-inject manufacturing, Christensen's 15 years in the industry have been largely spent at Ecco.

Belley brings 25 years of industry expertise. Prior to Keen, she was the creative director in Merrell's active lifestyle group for eight years and during this time she built and expanded the collection in both men's and women's footwear, helping increase global brand recognition and sales.

Geronimo has more than 16 years of international industry experience at Wolverine Worldwide. As development director of Keen products, Geronimo is responsible for footwear product integrity and directing the development team from a fit, comfort, and quality perspective.

"Our world-class team, coupled with the manufacturing resources we have within bicycling distance of our headquarters, enables us to push the limits of how technology and style come together at Keen," said Nikolai. "The direct-inject capabilities of the Portland factory allow us to embed functional advantages into our premium hiking, utility and casual footwear. We are proud to be manufacturing footwear in Portland and growing a talented team that will lead Keen's evolution in footwear technology and manufacturing."



Kohl's Two Fit Moms in Kohl's Exclusive Gaiam Collection

KOHL'S AMPS UP MAKE YOUR MOVE INITIATIVE

Kohl's Department Stores is expanding its active assortments and partnerships to further the retailer's commitment to active lifestyles promoted under the Make Your Move initiative launched earlier this year.

The expansion includes an increased presence in yoga through a partnership with Gaiam on an exclusive women's apparel collection to launch April 23. Priced from \$30 to \$65, the collection features a range of tops and bottoms.

Timed with the launch, the popular yoga mom duo, Two Fit Moms, will become the face of the Gaiam collection. Laura Kasperzak and Masumi Goldman of Two Fit Moms will also offer motivation and provide tips for new and experienced yogis on Kohl's Facebook, Twitter, Instagram and YouTube channels and a yoga training DVD will be available with the purchase of two Gaiam apparel items.

In other categories, the department store will launch this spring a Bliss lifestyle collection of nearly 50 skincare and beauty products, as well as an exclusive Beachin' Body Bliss kit. And in March, the retailer's online-only plus size offering of private active brand, Tek Gear, was expanded to Kohl's stores nationwide.

Kohl's also said it is expanding its online assortment of sporting gear including bikes, basketball hoops, golf equipment, skates and trampolines from brands like Nike, Schwinn, Spalding, Rawlings and Wilson. Outdoor recreation offerings, including Coleman tents, sleeping bags, backpacks, coolers and accessories that are already available online will be expanded to stores. An expanded Columbia Sportswear assortment will be rolled out at select stores in late spring.

Beginning in July, Shaun T, fitness expert and creator of best-selling workout programs like Insanity and Focus T25, will become the face of Fila training footwear through a multi-phased social marketing campaign at #MakeYourMove.

Kohl's earlier this year signed on as the exclusive department store retail partner for The Color Run in 2015, with select Kohl's stores serving as packet pick-up locations. Participants will be encouraged to take and share celebratory photos at the finish line across social accounts using #MakeYourMove.

In other partnership news, bloggers at the FitFluential network will provide tips, motivation and inspiration through videos, social posts and more. They'll be integrated into future Kohl's wellness events including select Color Run races and at the Kohl's Gaiam launch event.

Michelle Gass, Kohl's chief customer officer, said the overall program builds on national brands including Nike, Fitbit, NutriBullet, Adidas, Fila Sport and Asics. "We understand families have busy schedules and we are providing easy ways to balance family and wellness," said Gass.

BY THE NUMBERS

+4.1%

Acushnet Company's sales improved 4.1 percent in 2104 to \$1.54 billion, according to financial documents from its parent Fila Korea. Sales for the parent of Titleist and FootJoy were \$1.48 billion in 2013 and \$1.45 billion in 2012.

+5%

Lululemon Athletica Inc. beat consensus earnings estimates in the fourth quarter thanks to net revenue and same-store sales growth of 15 and 5 percent respectively, but disappointed investors with updates to its forecasts for the first quarter and current fiscal year.

+6%

Pacific Sunwear of California reported comps grew 6 percent in the fourth quarter, its twelfth straight quarter of positive comparable store sales. The retailer also reduced its loss from continuing operations before special charges.

+15%

At its Investor Day, **Adidas Group** presented a new strategic business plan, "Creating the New," designed to accelerate growth significantly. Revenues are projected to increase at a high-single-digit rate on average per year on a currency-neutral basis until 2020 while net income is projected to expand by around 15 percent on average in each of the next five years.

+29.2%

Fila USA saw revenues jump 29.2 percent in 2014, to \$279.2 million, according to financial documents posted by parent Fila Korea.

-5.4%

The Finish Line reported earnings declined 5.4 percent to \$40.4 million in its fourth quarter ended February 28, but adjusted earnings topped Wall Street's consensus target. Sales improved 6.3 percent to \$551.3 million with comps ahead 2.6 percent.

Let's Get Social

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L.L.BEAN AND CRAFT SPORTSWEAR TO SPONSOR U.S. SKI TEAM

L.L.Bean and Craft Sportswear North America announced a multi-year partnership with the U.S. Cross Country Ski Team and U.S. Nordic Combined Ski Team.

As official supplier to the U.S. Ski Team, L.L.Bean will provide insulated outerwear and rainwear, as well as casual products and hats. Craft will develop customized World Cup and Olympic race suits and performance jackets and pants. Both companies will share responsibility for summer training products and base layers.

The partnership will continue through the PyeongChang 2018 Olympic and Paralympic Games to be held in South Korea.

“Cross country skiing is in the DNA of our brands and together we will be able to support the athletes with the best possible products from every category.”

- Eric Schenker, CEO of Craft Sportswear North America

L.L.Bean has been partnering with 13-time World Cup winner Kikkan Randall, the most decorated crosscountry skier in U.S. history, for the past two years.

“At the urging of Kikkan, the U.S. Ski Team reached out to L.L.Bean to further this partnership with the entire team,” said Steve Fuller, L.L.Bean’s chief marketing officer. “This is great recognition of our quality outdoor products as well as our mission to get more kids and families outdoors and active.”

Craft, which already sponsors Sweden and other top national teams, and L.L.Bean have collaborated together for more than a decade. Said Eric Schenker, CEO of Craft Sportswear North America, “Cross country skiing is in the DNA of our brands and together we will be able to support the athletes with the best possible products from every category.”

“An important part of the athletes’ success on the track depends on the performance of their uniform,” added U.S. Ski Team head crosscountry coach Chris Grover. “We have big goals in place for Pyeongchang 2018 and L.L.Bean and Craft will be important partners in helping us achieve those goals.”



THE NORTH FACE OFFERS FREE FITNESS EVENTS IN FIVE CITIES

The North Face is joining the “free fitness movement” by bringing its Mountain Athletics workouts to five cities across the country. Beginning March 31, The North Face will host twice-weekly free strength and conditioning workouts in Washington D.C., New York, San Francisco, Chicago and Boston.

The North Face is joining November Project, the grassroots fitness group supporting free workouts, to invite athletes of all levels to set a goal and step up their training with sport-specific workouts. Training events will be hosted Tuesdays and Thursdays in each city at 6:30 p.m. rain or shine.

Athletes of all levels can sign up for events online at thenorthface.com/mountainathletics or through the Mountain Athletics App. Custom sport-specific training programs are also available online and through the App where athletes can share their goal, watch tutorials, track progress and earn badges.

The Mountain Athletics line was launched last year and was expanded this year to women's. The North Face partnered with Mountain Athlete gym in Jackson, WY, to inform product development for the line of apparel and footwear and to build the personalized sport-specific training programs. Mountain Athlete is also an official facility that helps advise members of The North Face Global Athlete team on how to train and prepare for their expeditions and goals.

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CHACO CELEBRATES RIVERS WITH INDUSTRY PARTNERSHIPS

Chaco has partnered with a variety of conservation organizations, outfitters and brands to celebrate rivers in April.

By Thomas J. Ryan

“Rivers are core to Chaco’s identity, so relationships with organizations that love, promote and protect rivers, and expand people’s experiences on them, are true to our roots,” - Josh Weichhand, Chaco Marketing

Associate

To enhance its partnership with American Rivers, Chaco created a limited edition, river-inspired wrist wrap made from jacquard webbing similar to that used in its sandals. In addition, Chaco, American Rivers and NRS are co-sponsoring “The Important Places,” a short film about protecting the Grand Canyon. The film will premier at the 5 Point Film Festival in Carbondale, CO, at the end of April. To further support American Rivers, Chaco is making a cash donation to support this crucial non-profit’s work protecting rivers across the country.

Chaco also formed a new sponsorship agreement with renowned guide service O.A.R.S. Chaco is now the official footwear sponsor of O.A.R.S and its over 300 guides and river staff working rivers from



Chaco Custom Webbing Sandals

the Grand Canyon to Bhutan.

Finally, to extend its visibility among river enthusiasts of all kinds, Chaco recently collabo-

rated with flyfishing manufacturer Fishpond on a custom webbing design that benefits the Western Rivers Conservancy (WRC). Starting this month, fishpond offers Chaco Flip and Z/2 models in Fishpond-specific webbing, with \$2.50 from the sale of the Flips and \$5 from the sale of the Z/2s going to the WRC. WRC works to protect river ecosystems in the western United States by acquiring habitat and providing public access.

“Rivers are core to Chaco’s identity, so relationships with organizations that love, promote and protect rivers, and expand people’s experiences on them, are true to our roots,” said Josh Weichhand, Chaco marketing associate. “With great footwear and incredible partnerships across many aspects of river culture, Chaconians are well prepared to celebrate April as river month with us.” ■

VENDOR FOCUS

Lululemon

Continues Push Into Men's
with Tight Stuff Line

By Aaron H. Bible

While Lululemon's exceptional and sometimes controversial women's line takes all of the spotlight, it's men's line sits somewhat quietly in the background, and continues to grow, according to the company. To date men's makes up about 13.5 percent of volume per store and is a key part of the global growth of the brand. Lululemon said last week that it would be opening larger stores in select markets to accommodate its growing men's business, on top of its first men's standalone store and additional flagship stores opened at the end of 2014.

It is calling Lululemon men's "the premium athletic apparel brand for the mindful athlete." Lululemon said its premium, technical athletic apparel marries performance and style, much like its women's product, with innovative, versatile designs that "take the athlete through a sweat, post-sweat and no sweat" activity cycle. The company believes men are "increasingly looking for product that retains strong technical features and functionality while offering considered design, functional fabric and a handsome fit."

Here's how they break down those three activity categories:

- » Sweat Product is created for multiple high sweat activities (i.e., Pace Breaker Short)
- » Post-Sweat Product is created to take him and from work, home or the gym (i.e., Le Hoodie)
- » No Sweat Product performs throughout the day with handsome tailoring and timeless appeal (i.e., ABC Pant)

Tight Stuff Line Launches for Spring

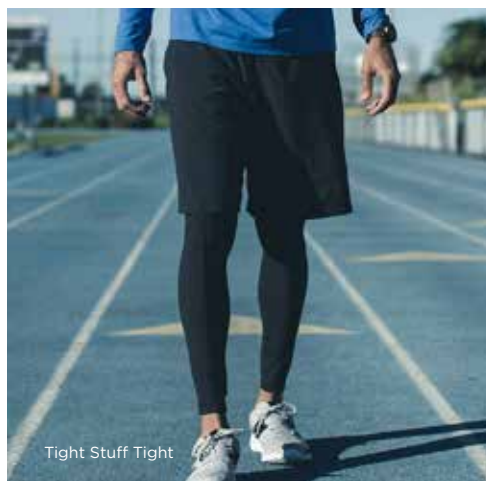
The driving philosophy behind Lululemon men's Tight Stuff is about creating the right sensation with moderate compression to help stabilize muscles during everyday training and running. This also allows the muscles to fully benefit from the training.

Working with several Lululemon elite ambassadors, it was determined that what they love most about compression is the way it feels, specifically a sensation of feeling faster. Based on this feedback, Lululemon developed patterns to bring the right amount of compression to give increased body awareness and stabilized muscles, while allowing an athlete to fully benefit from training, with reduced "physiological impact on the muscles."

The Tight Stuff Half Tight, \$88, and Tight Stuff Tight, \$98, feature sweat-wicking, four-way stretch, full-on Luxtreme fabric, flat-seam construction to minimize chafing, and details such as a drawcord waistband and pockets. The



Pace Breaker Short
Photos courtesy Lululemon



Tight Stuff Tight

fits are as flattering on men as the women's line is on women. And once you experience these high-tech fabrics, everything else feels rough and drowsy by comparison. Many pieces in the line are also endowed with anti-microbial technology.

"The investment being made in men's is one example of how we are evolving as a business and will continue to develop and grow our product offerings to both men and women," the company

said. "With the high growth rate of the women's business over the past number of years, it wasn't the right time to build out the men's category until last year. In addition to opening our first men's standalone store in Soho last November; we are growing the men's specific shopping experience in our new flagship locations. Our flagship Robson store in Vancouver, Canada, that opened in August 2014 was the first to offer men's-specific experiences like The Joinery and onsite product personalization, as well as create a completely distinct shopping experience with a separate entrance and space within the store. In November and December 2014 we opened flagships in Santa Monica and Miami with distinct men's shopping experiences as well." ■



VENDOR FOCUS
GOOD TO-GO FOODS
TURNS THE CORNER ON FIRST YEAR OF BUSINESS
From Zero to 290 Stores in 12 Months
By Aaron H. Bible

Good-To-Go Thai Curry

How many foodies among you have been out on the trail, stuffing down beef jerky and PB&Js, thinking there must be a better option? Well, that's what award-winning chef, restaurateur and sommelier Jennifer Scism thought too, and she decided to do something about it. Instead of Ramen noodles, she thought, why not Thai curry with vegetables, or perhaps a hearty veggie chili.

The trick was how to make gourmet meals into a lightweight, packable, dehydrated format and enter the already competitive backpacking food market. One year later, her company, Good To-Go, is experiencing astronomical growth.

Scism is a graduate of The French Culinary School in Manhattan. She began her career at Bouley, a New York Times 4-Star rated restaurant in New York's Tribeca neighborhood in 1993. After Bouley, Jennifer went to Arcadia on the Upper East Side, during which time the restaurant earned a 3-Star rating from the New York Times. Later, she opened The Lobster Club, a second restaurant for Arcadia owner Anne Rosenzweig.

In 1999, Scism and respected chef Anita Lo, also a Bouley alum, decided to open a restaurant together and the two traveled the world for a year, sampling food from every walk of life in 20 countries. In 2000, Jennifer and Anita

opened Annisa in New York's Greenwich Village. Anita took the role of head chef while Scism ran the business operations as its general manager, sommelier, bookkeeper and face of the restaurant. In 2004, Anita Lo was asked to compete on the TV Food Network's Iron Chef program. The two of them and Annisa's sous chef, Sawako

Okochi, became the first team to win against Mario Batali.

In 2008 she was honored with the Golden Fork Award from the Women Chefs and Restaurateurs organization recognizing excellence in the dining room. After 10 years as the owner of one of New York's top-rated restaurants,

Scism moved to the southern coast of Maine in 2010 where she met her future husband and business partner, David Koorits.

"David and I were planning a seven day backcountry trip in the Adirondacks and I was in charge of the food," said Scism, chef and co-founder of Good To-Go. "After trying many different packaged options on the market, including a curry whose main ingredient was cheddar cheese, I knew there had to be a better way to eat on the trail. I started experimenting, making some of my favorite dishes and dehydrating them in my countertop dehydrator. After some trial and error, I had recipes that David and I looked forward to eating and so did our friends. We've come up with a selection of meals that not only taste great on the trail, but you'd feel good offering to house guests as well."

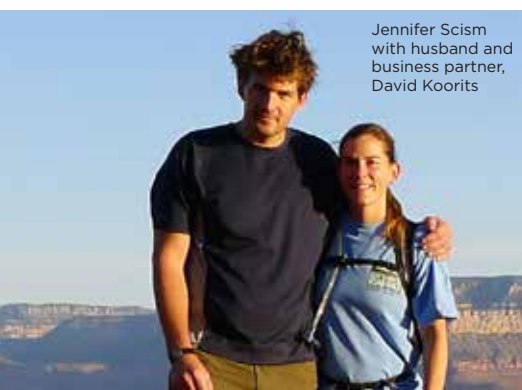
The two renovated a house in Kittery, incorporating a commercial kitchen, and Scism opened Cape House Catering, serving weddings and events around the seacoast of Maine and New Hampshire for about two years. Deciding that catering was not where her heart was, she took her new love of backpacking and outdoor adventures and combined them with her years of creating delicious dishes to establish Good To-Go.

Having launched in spring 2014, the brand has quickly gained the attention of discerning backcountry diners. The Thai Curry won Backpacker magazine's coveted Editors' Choice Award and a Gear Junkie Top Gear Pick last year. In less than one year, they are now in 290 doors.

Good To-Go currently offers four lightweight, dehydrated gourmet meals made with all-natural ingredients, no preservatives or additives. Smoked Three Bean Chili, Herbed Mushroom Risotto, Thai Curry and Classic Marinara are gluten free and vegetarian, with the exception of the Thai Curry being suitable for pescatarians. Product offerings will continue to expand with more breakfast, dinner and dessert options.

"We spend so much time researching our gear; finding the lightest tent, best GPS device and fastest boiling stove, but when it comes to eating in the backcountry, our expectations fall off the radar," said Scism. "With the rise in the local food movement and all of the research out there about how to eat well for peak performance, I think backcountry athletes are ready to change the way they eat on the trail. Good To-Go's mission is to create real food for real adventure."

The meals are currently available at outdoor specialty stores such as Blue Ridge Mountain Sports, as well as REI, EMS, and Outdoor Gear Exchange. ■



Jennifer Scism with husband and business partner, David Koorits

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IN PROFILE
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Class of 2010 Honoree

Nate Simmons
Backbone Media

By Aaron H. Bible



“SGB 40Under40 raised my profile and I think it has been valuable to the agency as well.”

Young professionals and sometimes those new to the active lifestyle industry often ask us, what is the SGB 40Under40, what does it take to be nominated, and what can being a part of this exclusive group do for my career?

To help answer that question, we went to Nate Simmons, a managing partner at Carbondale, Colorado’s Backbone Media – one of the most successful active lifestyle marketing agencies in the country, ranked in *Outside* magazine’s Best Places to Work, and growing ten-fold over the last 20 years. Backbone has a team of more than 40 marketing experts operating in three offices - Carbondale, CO; Jackson Hole, WY; and Denver, CO.

Simmons was an SGB 40Under40 honoree in the class of 2010. “I barely squeaked in under the age limit when I was recognized five years ago – so I was honored, and somewhat relieved, to be considered in my last eligible year,” Simmons told SGB. “40Under40 raised my profile and I think it has been valuable to the agency as well.”

Through his role at Backbone, Nate served as the global director of marketing for Polartec for four years, during which time the company launched a series of new product lines with many of the best outdoor apparel brands in the world.

Prior to joining Backbone in 1998, Nate was an operational efficiency and market research consultant in financial services. “My previous consulting role was about translating market research into actionable improvements to workflow. When I first landed in the outdoor industry, I was surprised by the dearth of data for planning and decision making,” he said. “This has improved dramatically over the past 17 years and Backbone has worked hard to compliment our intimate knowledge of the space with hard numbers. Data and market research tools now always inform our media and PR plans.”

He completed an MBA from INSEAD in Fontainebleau, France in 1998 and has a double major in Economics and French from Franklin

and Marshall. He’s also an espresso enthusiast, one of the last remaining Telemark skiers in the Roaring Fork Valley, and, after a decade of planning, is currently building out a Sprinter van so he can more easily take his passion for the outdoors and his family on the road for more days per year. Simmons also enjoys bow hunting for elk, fly fishing and mountain biking.

“Nate’s MBA, hands-on PR experience here at Backbone, and years of running a global marketing department bring value to our client base every day. He understands the wide range of marketing levers available to brands today and the trade-offs in those choices,” said Penn Newhard, Backbone founder and co-managing director.

“Managing Backbone truly is a dream job. We work with many best in class brands and have an incredible diversity in our work day to day. Over the years we have launched dozens of companies and hundreds of new products,” Simmons continued. “The pace of business has steadily increased as we employ a wider mix of marketing tools to achieve brands’ goals. That said, it is a fundamental part of our culture to maintain a work/life balance and enjoy the sports and communities we promote. From our headquarters location our staff can trail run, mountain bike, or road ride world class terrain; even fish, hunt, or skate ski over a lunch break.”

“Nate’s business acumen and his understanding of the industry have played a major part in Backbone’s continued growth. He’s contributed his expertise to countless successful marketing programs for our clients. He’s been a role model for me since I started at backbone almost 10 years ago,” said Ian Anderson, Backbone Media PR director.

Simmons advice for other young leaders in the industry who may end up being potential 40Under40 Nominees? “Wherever you work, be a student of the brand. Know the supply chain, the competitive set, what drives margin. Invest in understanding every aspect of your employer or client’s business.”

To learn more about SGB 40Under40 and to nominate someone in your company in 2016, visit SGB40Under40.com or email under40@sportsonesource.com. ■

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INDUSTRY CALENDAR



Photo courtesy L.L. Bean

APRIL

- 14 SFIA/HFHS/NCAA Rules Meeting
Indianapolis, IN
- 16-19 The Sea Otter Classic
Monterey, CA

MAY

- 3-6 NSGA Management conference
and Team Dealer Summit
Austin, TX

JUNE

- 25-27 Sports Inc. Athletics Show
San Antonio, TX

JULY

- 10-12 A.D.A. Spring Show
Minneapolis, MN

AUGUST

- 5-8 Outdoor Retailer Summer Market
Salt Lake City, UT
- 13-15 Sports Inc. Outdoor Show
San Antonio, TX

SEPTEMBER

- 9-10 SFIA Industry Leaders Summit
New Orleans, LA

OCTOBER

- 29-31 A.D.A. Fall Show
Baltimore, MD

NOVEMBER

- 22-24 Sports Inc. Athletic Show
Las Vegas, NV

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