

# SGB

ISSUE 1533  
AUGUST 17, 2015

# WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



**GO NOW.**

*Because later  
has a terrible habit*

**OF BECOMING  
NEVER.**



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THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET

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Photo courtesy Ogio



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## MOVERS & SHAKERS

**Callaway Golf** reached a staff pro agreement with former college golf phenom, **Julien Brun**.

**The European Outdoor Group (EOG)** elected **John Jansen** of Keen Europe as its new President and **Jean-Marc Pambet** of **Salomon** as its VP.

**GU Energy Labs** expanded its product, marketing and creative teams with new hires including **Leif Arneson** as Creative Director, **Brian Gillis** as Marketing Communications Manager, and **Caitlin Trahan** as Product Development Scientist.

**National Football League (NFL)** Commissioner **Roger Goodell** has joined the speaker lineup for the **2015 SFIA Industry Leaders Summit** to be held September 9-10 at The Roosevelt Hotel in New Orleans.

**New Balance** signed Wimbledon Juniors Champion **Reilly Opelka**.

**POC**, manufacturer of helmets, apparel and accessories for cycling and skiing, named **Adam Bookwalter**, formerly at Selle Royal USA, as North American Bike Sales Manager.

**The SnowSports Industries America (SIA)** selected **Nick Sargent** as SIA's incoming President. Sargent most recently held the position of VP of Global Business Alliance at Burton Snowboards.

**Skullcandy Inc.** hired **Jeff Hutchings** as VP of Engineering and Category. He formerly led product innovation and engineering at Harman Inc.

**Simms Fishing Products**, manufacturer of waders, outerwear, footwear and technical fishing apparel, appointed **Lee Fromson**, formerly at Goal Zero, as EVP.

**Smith**, which makes sunglasses, goggles and helmets for snow sports and other outdoor activities, has appointed **Cale Meyer** as Promotions Manager.

## PEAR SPORTS

### UNVEILS LONG-AWAITED 2.0 INDIVIDUALIZED FITNESS TRACKING

The Pear 2.0 Fitness app, which the company kept under lock and key during its development and into mid-August, uses real-time audio coaching that tracks movement detection, allowing users to chart and track fitness gains through VO2 max - the measure of maximum volume of oxygen an athlete can use. 2.0 is a revamping of the classic Pear app.



Pear 2.0 Fitness App

Pear Sports has teamed up with over 50 world-class fitness experts, athletes and coaches to create custom training programs and deliver real-time coaching, specific to the goals and performance levels of each unique individual.

“Over the past year, the original Pear app has undergone an extensive transformation incorporating user feedback, expert knowledge and industry trends,” said Bob Allison, co-founder, Pear Sports. “Pear 2.0’s technology aims to help both people who are just beginning their fitness journeys and athletes already in shape, maximize their potential.”

With more than 500 unique workout programs ranging from running, to yoga, to strength training, 2.0 offers a holistic mobile fitness solution, making personalized training available to anyone, anywhere.

The evolution of the Pear app furthers the reputation earned by Pear Sports, which is considered a leader in fitness training based on real-time audio coaching innovations. The Pear app upgrade includes new fitness scores based on VO2 max, personalized workout recommendations that take activity level, interests, biometrics, current

locations and preferred training methods of the end user into consideration, and integration of aggregated and analyzed data from other partner performance devices like the Wahoo TICKR X heart rate monitor. Wahoo and Pear are working together to expand coaching based on dozens of strength movements including squats, lunges, push-ups and crunches.

Pear 2.0 also syncs directly with the Pear Mobile Training Intelligence System, consisting of Pear Bluetooth heart rate monitor and Stride™ earphones to track distance, speed, pace, time, heart rate and calorie consumption when running, biking, etc.

Deena Kastor, Olympic medalist and long-distance runner, stands by the VO2 Max tracking as Pear 2.0’s crown jewel. Incorporating VO2 max measurement into the app, eliminates the confusion and expense of lab tests, while providing highly-individualized progress reporting and insights on exercise, stress and recovery.

“I personally use VO2 max as a benchmark in my training,” said Kastor. “It not only shows me the progress I’m making during training, but also how my fitness compares with other people my age and gender... But whether your goal is qualifying for the Boston Marathon, or you’re simply looking to lose a few pounds, VO2 Max is an important number for you to know and understand.”

Pear expressed its purpose in renovating the app was to distill all motivational and tracking tools into one place, making it easier to train smarter and let individuals view their fitness goals with greater clarity and focus.



Bob Allison, Co-Founder, Pear Sports



Garmin Edge Family of Products includes from left to right Edge 200/500, Edge 520, Edge 510, Edge 810, Edge 1000

## GARMIN BRINGS FIRST GPS BIKE COMPUTER WITH STRAVA LIVE SEGMENTS

Garmin International Inc., a unit of Garmin Ltd., announced the release of its Edge 520, in partnership with Strava. The Edge 520 is the “first and only” GPS bike computer featuring Strava Live Segments analysis, and made for endurance cyclists.

Using Edge 520, cyclists can upload segments directly from Strava - a mobile application made for active tracking - to their Edge device, receiving instantaneous ride data and a little competitive motivation along the way via titles like King or Queen of the Mountain (your ride data versus other riders who have completed the same course).

Garmin VP of Worldwide Sales Dan Bartel said “The Edge 520 taps into cyclists competitive edge and offers them the latest in innovative training tools.”

Edge training tools account for what is most desirable about the new technology/product partnership. The Edge 520 boasts a slew of advanced reporting, including time in zone, functional threshold power, cycling-specific VO2 max and recovery time, indoor trainer support and cycling dynamics feedback. Want personalized feedback on cycling position and pedal form, while being told how you compare to other cyclists? Edge 520 will tell it to you straight, and all in the compact and lightweight high-resolution 2.3-inch color display.

Made not only to track but improve your personal bests through motivational segment reporting, the Edge line - Edge 1000, Edge 810 and Edge 510 - will add Strava Live Segments support to existing models, via a software update in Q3.

Given Garmin’s history of pioneering new GPS navigation and wireless tools and application for active lifestyle enthusiasts, that Edge 520 integrates with compatible Shimano Di2 electronic shifting systems and standard ANT sensors, like power meters, heart rate monitors, speed and cadence sensors, the newly announced Varia line of smart cycling devices, remotes and VIRB. The device also pairs with compatible ANT+ indoor trainers for data display and control, and racks a 15-hour battery life.

Also, when paired with a compatible Bluetooth device, Edge 520 can upload activities to Garmin Connect, enabling instant post-ride analysis and social media sharing. Users can stay connected with friends mid-ride, with smart notifications that display incoming texts and calls. The device doesn’t lack imagination either, as Garmin Connect provides users with the option to download courses and follow them on the device, receiving turn-by-turn instructions. Data from these rides can be compared to other cyclists who have done the track.

The Edge 520 began shipping at the start of Q3, with the company-suggested retail prices of \$300 and \$400 (bundled with a heart rate monitor, cadence sensor and speed sensor).

*The device can be spotted on Team Cannondale-Garmin racers.*

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Photo courtesy Ogio

## OGIO BAGS GROW AS A LIFESTYLE BRAND

Utah-based baggage company Ogio projects revenue increases in 2015, following two years of steady growth in 2013 and 2014.

Ogio, founded in 1987 and specializing in the design and manufacturing of active lifestyle bags, expects to see a 50 percent revenue increase this year, in light of its transition out of a focused niche and into a broader product and customer base.

“Ogio is a lifestyle brand that has always offered unique adrenaline-raising styles that match our active and sports brand DNA,” said Ogio VP of Lifestyle Dan Jelenik, who is largely credited for the expansion efforts at the company.



Dan Jelenik,  
VP of Lifestyle, Ogio

The brand began as a sports-centric lifestyle brand, but today, new product innovations reach not only active individuals but business professionals, travel enthusiasts and those with a passion for urban aesthetics blended into performance designs.

Jelenik said in an exclusive interview with *SGB*, “We definitely are seeing more of the traditional outdoor brands offering new styles, color options and prints. In fact, Ogio has experienced

rapid growth in the pack and travel segment because we have been able to apply our intelligent design approach across multiple consumer demographics.”

The company’s robust assortment of baggage lines covers everything from Golf-focused products to Endurance, Powersports, Lifestyle, Urban, Active, Fashion Tech, Professional and Travel.

Jelenik came on board five years ago from Easton to transform Ogio’s product and position the company in the marketplace to expand a

previously narrow product assortment. Jelenik said, “Diversification allows Ogio to be relevant in multiple retail channels...where other brands are typically sold in one segment.”

The approach? Introduce a challenge. “We challenge our design team to bring innovative ideas. We call them ‘intelligent designs,’ focused on providing the ultimate combination of protection, comfort and organization,” said Jelenik. As of this year, the biggest Ogio innovation is the Silencer Golf Bag. “Silencer combines aggressive styling with a club protection system that locks your clubs in place to avoid the annoying sound of clubs clanking and the related head damage,” Jelenik added.

Since introducing a focus on modern detail, and creating style and use crossovers, Ogio has experienced nothing but consistent growth. In 2013, revenue increased 30 percent, followed by a 42 percent rise in 2014.

Ogio asserts that despite expansion, they remain dedicated to exceptional quality products. “Our goal is to create collections that are relevant to each sport or activity. They are specialized and not meant to be a large rolodex of styles,” said Jelenik. “We are designing for people that aspire to live the ‘World of Ogio,’ in other words, they are sports-minded, high-adrenaline people that know style, appreciate quality and the innovative features that we design into our bags.

The brand’s Endurance, Powersports and Active lines are also beginning to reflect more sports-centric designs, as designers emphasize the importance of having gear that is smart, light, fast and durable, while still looking cutting-edge.

Ogio’s top products, as rated by customers on their website, include: the All Elements Pack, made for cyclists, motorists and outdoor sports enthusiasts, with shoulder straps for maximum rider comfort, an adjustable sternum strap to ensure security and waterproof construction; the 9.0 Athletic Bag with two water bottle compartments, hideaway stretch mesh helmet storage, crush-resistant lockable armored pocket and a roomy main compartment for bulky equipment; and the Tarmac 20, what Ogio calls the “ultimate travel companion.” Ogio’s ethos of integrating style into durable sports designs sets these bags apart from many competitors.

# THE EVOLUTION OF THE MASSAGE BALL

Available September 2015



# RUNNING'S NEW IT-MAN ANTON KRUPICKA

STANDS AS THE FRESH FACE  
FOR A NEW GENERATION  
OF RUNNERS

BY JAHLA SEPPANEN

It may be mile 30 of who knows how many, but ultra runner turned style icon, Anton Krupicka, keeps his chill. The 32-year-old Boulder, CO, athlete has organically developed into running's new it-man, with his carefree and scruffy style reminiscent of the ultra cool Dude from the cult classic *The Big Lebowski*.

Krupicka is the look of the next generation of runners, as brands ranging from technical hydration packs to urban-style performance socks offer ambassador partnerships with the ultra-star. Krupicka is currently backed by Ultimate Direction, New Balance, Zeal Optics, Petzl, Buff, Stance socks, and is supported by GU Energy Gels, Peak Performance, Kahtoola and others.

But it's not all looks and attitude that got Krupicka these offers. His accomplishments include winning Leadville 100 twice, the Miwok 100K, Rocky Raccoon 100 Miler, Collegiate Peaks 50 Miler, White River 50 Miler twice, the High Mountain 50k and Estes Park Marathon.

Krupicka has become a modern day Prefontaine, collecting with his ultra running achievements a following of young fans. These modern fitsters - today's active hipster who values nutrition and endurance as well as style and beer - look to Krupicka for technical apparel and lifestyle guidance. Here's a look at Krupicka through the eyes of the fan fitster, from head to toe styling.

## Buff Headwear

When not rocking his signature cycling cap or trucker hat to hold back his unwieldy locks, Krupicka partners with Buff Headwear. Buff is synonymous in the outdoor industry with tubular headwear, the way Velcro or Kleenex have cornered their respective markets. With UV protection and Insect Shield built in, Buff's simple yet effective alternative to hats has become a widely used accessory since the company's founding in 1991.

Founder Joan Rojas first created the Buff to protect his neck during cross-country motorcycle rides. Now the company is known for their psychedelic patterns and boasts tons of SKUs. Buff is constantly releasing new athlete-collaboration collections, including the Spring/Summer 2015 Anton Krupicka Collection - neon and mustard yellow headband, and its newest electric blue hat and classic buff with sketch graphics of the runner speeding up the Boulder Flatirons. Moisture wicking, windproof, treated with Polygiene to prevent build up of bacteria, and promised not to lose elasticity rounds out Buff Headwear properties.



Buff Headwear's Spring/Summer 2015 Anton Krupicka Collection includes a neon and mustard yellow headband. Photo courtesy Buff Headwear, worn by Anton Krupicka

## Zeal Optics

Krupicka began his partnership with Zeal Optics in 2014, due to a personal creed to never sacrifice style for performance ability. Another element of Zeal's manufacturing process that agreed with Krupicka was the company's dedication to using plant-based resins as opposed to petroleum. "They even have cotton-based, biodegradable models. I identify strongly with this commitment to sustainability, and with their headquarters being only a few blocks from my Boulder home, working with them is a natural fit," Krupicka states on his website.

Even Zeal admits to falling for Krupicka's natural style charisma, saying "...it's his style and approach that we find most appealing...Eschewing the bells and whistles of performance equipment for a minimalist approach that loses the frills."

Of the Zeal Styles, you'll see Krupicka sporting the Ace and Kennedy models, which fit into the newly emerging category of performance accessories and apparel designed for both grueling activity and a night out.



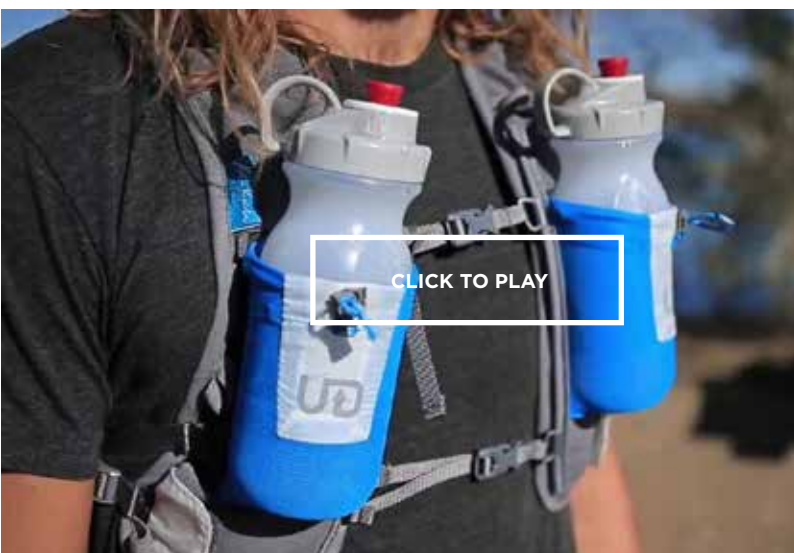
"I'm a big fan of [Zeal Optics] Ace and Kennedy for both active pursuits and classy style out on the town. Plus, despite looking great, the Ace being made of cotton is biodegradable! How cool is that?"  
-Anton Krupicka



## Ultimate Direction

Ultimate Direction, much like Buff, has worked with Krupicka to model a line of hydration packs as part of the company's Signature Series. Ultimate Direction also works with Scott Jurek, Peter Bakwin, and the recently signed Timmy Olsen on athlete-inspired hydration products. Krupicka designed the AK Race Vest, with a focus on minimalism. Weighing only 7oz., and 12.5oz. with water bottles, the vest still holds room for food, clothing, phone and camera. The AK Race Vest won the 2014 Trail Runner Magazine Gear of the Year Award.

However, with the addition of runner Timmy Olsen, Krupicka passed the minimalist torch and worked with Ultimate Direction on a whole new design, set to release Spring/Summer 2016. The new, bigger vest was made



for more technical runs as Krupicka has slowly but steadily transitioned his athletic focus away from lightweight runs to mountain scrambles, rock climbing and other mountaineering. "A pack isn't useful unless I can carry a lot," Krupicka said of the new design.

The Ultimate Direction brand has made a strategic move into apparel for next season, and with that brings a first-ever Ultimate Direction trucker hat, which Ultimate Direction reps said Krupicka loves.

## Gu Energy

Fitsters can fuel like Krupicka with Gu Energy, the performance nutrition company that since 1993 has created products hand-in-hand with athletes. The Berkeley, CA-based company has been a supporter of Krupicka's ultra career, listing him as one of their athletes alongside Mirinda Carfrae, Rebecca Rusch, Emma Garrard, Chris Hauth, Yuri Hauswald, Jeff Paul, Justin Gillette and Yvonne Van Vlerken to name a few.

Krupicka said his favorite Gu Energy flavor is Mandarin Orange. The runner swears by a simple combination of water, Gu Energy and salt tabs to get him through long (and we mean long) runs.

## New Balance

One of the first big brands to sponsor Krupicka, and arguably one of the largest names still on the list, is New Balance. The partnership began in 2008 and remains active today. Krupicka was drawn to the "overarching philosophy of integrity and loyalty" in New Balance manufacturing, as the company makes 25 percent of its footwear domestically in California and New England.

Another element of the Krupicka/New Balance partnership reflects back on the blending of style and function. As a sports and active brand, New Balance has innovated new pallets into its offerings throughout its century



of operation. Even its outdoor segment running shoes are punched with neon color flares, in a fashion-forward departure from basic grays, black and earthy shades.

"You can have both style and performance," said Krupicka in a conversation with SGB at Outdoor Retailer last week. He noted excitement with the stylistic trend of outdoor brands, both established and emerging, "not sacrificing straight fashion."

## Stance Socks

Most recently, Krupicka joined Stance socks as a Punks & Poets ambassador, supporting the newborn brand's performance Fusion Run socks. Fusing silkscreen-esque print designs, strategic compression zones and anatomical footbeds into a 200 needle sock, Stance may begin proving itself as more than just a brand for looks.

A roster of Stance's other Punks & Poets creates a clear picture of the type of cool aesthetic the brand represents. Ambassadors include musicians Rihanna and Big Sean; NBA's Allen Iverson and Klay Thompson; urban footwear designer Ronnie Fieg, who has worked with Asics, Adidas, Saucony, New Balance and more; skateboarder Andrew Reynolds; runner Lauren Fleshman; Motorsport's Chad Reed; and a dozen other style, sport and culture trendsetters.

Occupying the performance sock category for less than a year, Stance has already taken great steps to outfit ski, snow, skate, run, bike and other action sports stars while capitalizing on the power of unique personal design. Krupicka said his decision to sign on with Stance was a way to express his personal style while still getting a breathable and light running sock.

Perhaps labeling him "hipster cool" may take away a bit of the aloof chill surrounding Krupicka as an icon and athlete...but in the nature of all trend setters, Krupicka remains ahead of the pack.

There's an air of freedom within these partnerships. That freedom comes from Krupicka's genuine support for the science, practices and style at the heart of each brand. His expectation for fashionable offerings with trail-to-town usability has become a hallmark for the new generation of runners. The modern fitster is watching Krupicka for style cues, while using his athletic accomplishments and passion as a motivational boost.

He is one of the most tracked running celebrities of his time. Krupicka's transition to more mountaineering and climbing-based ventures may be the start of a professional shift to endurance climbing - or at least a departure from his claim to fame, ultra-running. We can't be sure if his band of mustache-waxing fitster runners will follow his trail, but Anton probably doesn't care. ■



# THE BRAVE NEW WORLD OF WEARABLE TECHNOLOGY

Retailers keep hearing about it,  
but what features do customers  
really want that work?

By *SGB Staff*

Garmin's Vivoactive  
Photo courtesy Garmin

If you already feel lost when you hear the word “wearables,” don’t sweat it. The term at the moment is a catch-all. Wall Street calls a GoPro a “wearable,” even though seeing how an Apple Watch and a POV action-sports camera fit under the same heading is a bit of a mental stretch for anyone actually working and playing in the active lifestyle industry.

Likewise, we’re just now scratching the surface of what we think wearable technology should be. Billions are being dumped into development, but how much battery-operated clothing are you really going to sell?

The near-term answer is likely not that much. But as with GoPro, action cameras are far more important today than they were when the category debuted a decade ago - and wearable tech promises a far broader application for most outdoor fitness fans than filming their antics. You need to understand how wearables work, what features consumers want, and what will and won’t change over the coming year and beyond.

### Wearable vs. Timepiece

You probably sell ABC watches (altitude, barometer, compass). These have advanced over the years, adding features such as extraordinarily accurate GPS tracking and sync with atomic timekeeping, so they don’t require an update to be accurate. These are fine attributes, and consumers still want that tech, but that’s not what people mean by “wearables.” How come?

First and foremost a wearable is updatable. At least it should be. That’s one of the chief advantages of wearables that don’t get ditched six months after purchase. The best ones evolve as new technology comes along. Pair your wearable with its companion smart phone app and its capabilities expand. If you have a wearable that has an app, it should always be update-ready.

One of the chief reasons smartphones caught on is because of apps. Apple made a user-friendly device, Samsung and others have followed suit. But it’s not the devices themselves that won. It’s that Android and iOS smartphones continue to evolve and because you can always renew their “freshness” by buying new, cool apps, you stick with the device ecosystem.

That’s the idea behind several devices you’ll see at Outdoor Retailer Summer Market such as the Garmin Vivoactive, which allow users to download apps they want to run for the sports they participate in. Yes, that information bounces from phone to watch, but if you’re out on an afternoon run you probably have your phone with you anyway - and this way you can see both fitness and communication (texts, calls) on your wrist without breaking stride.

Further, wearables let you get whatever app comes next on your wrist as well, and that’s why a wearable isn’t a watch. It isn’t fixed technology from the date of purchase, it’s tech that keeps improving.

### Ditch The Heart Rate Strap - And The Phone

There are areas where old technology is still superior. One of the leading features that fitness fanatics want is heart rate tracking, but ideally customers (especially women) want to ditch wearing a heart rate strap.

But on-wrist optical heart rate sensing is still only semi-accurate - save for the tech from one brand, Mio Global. And that’s why Garmin partnered with Mio to build their first running watch that doesn’t need a strap, the Forerunner 225, which does accurate on-wrist heart rate tracking.

Unlike many wearables, the Forerunner 225 has built-in GPS (Fitbit’s Surge also has GPS). That enables you to leave your phone behind and go for a run, or a hike, because the wearable doesn’t need another input to calculate speed and distance. This is a huge distinguishing factor and one that’s increasingly discussed from brands small and large in the wearables space. Giants as big as Intel and Google have explained they want wearable technology to move beyond the phone, and that means, ideally, you can exercise independent of your smartphone and sync information after the fact (and update the wearable’s apps as needed via Bluetooth with the phone).

Which still leaves a big question: Can consumers have both untethered information and the info they want from their phones?

### The Push-Pull Of Consumer Desires

There’s a lot that consumers want that they cannot get - yet. In September, Apple will unleash its OS 2 Apple Watch, promising more freedom to run apps, without bringing your phone along. Behind the scenes, Apple spokespeople explain that the number-one reason for this is fitness. Running or pumping iron in the gym, you may not want to have your phone around. While the Apple Watch uses its accelerometer (as does Garmin’s Forerunner 225) to calculate stride length, and therefore, distance, which allows running indoors and still getting an accurate gauge of your speed, users want more metrics - even when they leave their phones behind.



Garmin Forerunner 225



# PERFORMANCE ACCESSORIES FOR SPRING THAT MIGHT SURPRISE YOU

Every sport relies on the many accessories available to consumers, but in the world of performance sports, every gram of weight and design detail makes a major difference.

By Scott Boulbol

Runners, cyclists, triathletes and performance athletes of all stripes are looking for the best new gear to make them faster and stronger, train smarter, last longer, recover quicker, and yes even look better.

While most users focus on common upgrades – carbon wheels, aero helmets, lighter shoes, hi-tech apparel, etc. – there are plenty of less common accessories that can help with all of the above, often at lower costs than big upgrades.

## High Efficiency

One of the leading trends in Performance Accessories is ultra high-efficiency components like chains and bearings. Riders have focused on big-ticket items like carbon shoes, aero helmets and deep dish wheels to improve efficiency and aerodynamics, but it turns out you can save watts simply by changing bearings, pulleys and chains.

These alterations may sound like they only provide minimal improvements, but the fact is, they save seconds and even minutes in longer rides like an Ironman event. Through innovations with materials like ceramic and titanium, and chain treatments, the drivetrain operates far more smoothly, saving energy at every pedal stroke.

"All rotating parts on a bike house bearings, the quality of these bearings, among other things, determines how smooth and efficiently a bike moves," said Ben Powell, CeramicSpeed's head of business development in the Americas. "Bikes that not only want to go fast but also be viewed as durable need to really



Ben Powell, CeramicSpeed's Head of Business Development in the Americas

factor in all elements, especially bearings."

And you can measure those saved watts more accurately and more cheaply than ever before, with a new generation of power meters that take up less space, are lower cost, prove easier to install and swap, and perform more reliably. Pedal-based power meters are available now from multiple brands,

which allow easy swapping from bike to bike, and are also portable. Power chainrings and "stick-on" units are poised to make their mark too – which means you can set up custom gearing with power data without having to install a whole new crankset.

"Using a power meter allows a cyclist to quantify their intensity on the bike with a high degree of accuracy," said Justin Henkel, PowerTap's product and brand manager. "Whether it's training for an event like a criterium or triathlon, or someone who just wants to improve enough not to get dropped on their local group ride, a power meter would help."



Justin Henkel, PowerTap's Product and Brand Manager

### Increase Speed

One of the simplest and most effective ways to improve performance on the bike is upgrading the rotating parts of the bike's drivetrain. The wheels, crankset (bottom bracket, BB), chain and chain pulleys all rotate along with our legs and friction from all of these causes drag that slows riders down.

Enter ceramic bearings: These tiny little wonders – not even an afterthought for most riders – can save seconds and yes even minutes off your ride times, depending on the distance. Ceramic bearings in general are more 'round' than steel or alloy, up to 400 percent smoother and remain true longer – this means a smoother ride for the pulley wheels, BB and wheel hubs. And while original ceramic bearings saw longevity issues, these



CeramicSpeed BB

days they're more durable and longer lasting than traditional ones.



CeramicSpeed outrageously priced 3D-printed titanium derailleurs pulleys for the most weight-conscious riders.



CeramicSpeed purchased UltraFast Optimization, a Colorado-based company that puts chains through a special treatment to reduce friction and saves between 2.5 and 5 watts over non-UltraFast treated chains

days they're more durable and longer lasting than traditional ones.

CeramicSpeed claims a full set can save six to nine watts over traditional setups, which means about nine minutes in a long-course triathlon. The best place to start is your BB – where force is most directly related to power – like the BB, \$360-\$760, which come in most standard sizes. They also offer ceramic bearings in their pulley wheels, in Ti, \$470-\$700, and Aluminum, \$270-\$380, options as well, including hyper-light hollow Titanium version, \$1000, for the most weight-conscious riders. Wheel kits, \$240-\$760, are also available for most major wheel brands.

Riders may be intimidated by changing out bearings, not to mention their very high prices, so there's another upgrade all riders have to do occasionally anyway that can offer a similar advantage: The UltraFast chain treatment process, recently purchased by CeramicSpeed from its inventor Jason Smith. The process is applied to existing chains from Shimano, Campagnolo, etc., and saves between 2.5 and 5 watts.



Tiso Titanium Jockey wheels

Tiso's Titanium Jockey wheels with ceramic bearings are available in aluminum, \$200, and titanium, \$250, versions. The Ti models are lighter and longer-lasting, but both share remarkably smooth rolling qualities – just give them a spin while pinched between two fingers and they'll roll for what seems an interminable amount of time. Both models include full ceramic bearings: Rather than just ceramic balls with metal housing and races, Tiso's entire system is ceramic. This not only improves efficiency, it also means minimal maintenance and no lube necessary. This smooth rolling feel is also obvious when installed as the chain moves noticeable easier through its range.

Over non-UltraFast treated chains, \$105-\$140. The treatment should last around 200 miles and then should just be lubed like a normal chain. Full disclosure: These figures are provided by Smith but are considered reliable as the inventor has long been a go-to for component efficiency testing.



PowerTap C1 Chainrings

improving overall pedal stroke. The setup weighs in at 213g including the "Look" style pedal, pod and cleats.

PowerTap, is also on board with the more accessible meters, launching two new models for late 2015. Their C1 Chainrings, \$700, replace existing rings with a one-piece ring set that includes dual-sided power sensors and transmitter, for both ANT+ and Bluetooth Smart systems. Chainrings come in three configurations and work with the most common mount configurations. This is the cheapest dual-sided power meter we've found, and is easily swapped from bike to bike. PowerTap claims it adds only about 150g to existing setups.

The company also introduced a pedal-based power meter, in keeping with a big trend in the industry. Their PowerTap Pedals, \$1200, have the sensors and transmitter housed completely inside the "Look" style pedals, for a sleek, easy-to-install package with no extraneous pods or clutter. Pedal-based systems have gained renown in the industry because they measure power directly at the source: the foot-pedal interface. PowerTap claims these are accurate to within plus or minus 1.5 percent - on par with the highest accuracy in the industry.

Even less expensive and simpler meters are starting to emerge as well,



Garmin Vector. Photo courtesy Garmin



PowerTap Pedals

### Cycle Power Meters

As opposed to training computers and watches, which rely on speed and heart rate to determine an athlete's intensity and overall effectiveness of a workout, power meters measure the actual wattage an athlete is generating, widely considered the most accurate way to determine output.

Power meters are nothing new in cycling, but in recent years innovations have allowed them to shrink in size, weight and cost, while becoming simpler to install. One of the first major innovations came when Garmin released its pedal-based meter, the Vector, and

including two that stick onto cranks. While these are based on strain gauges and logarithms, rather than direct force, they claim to have similar accuracy. The 4iiii Precision, \$400 per side, simply attaches to the crankarm with a zip tie, however they recommend the free factory install (seven to 10 business day turnaround) to meet their precise requirements. There will soon be a self-install kit available (price TBD). They support both ANT+ and Bluetooth Smart protocols, so virtually any head unit and most smart phones are compatible.

Another example is the PowerTap Watteam PowerBeat, \$500 per side. Like the Precision, this attaches to one or both crankarms and fits virtually any crankset. It's a bit more complex in design, with a pedal bolt-mounted comp unit plus the sensor, attached with a small cable. The unit features a strain gauge along with accelerometers and gyros to take readings by the millisecond and send the signals via Bluetooth Smart or ANT+ to any head unit and most phones. No factory or kit install is needed.



Garmin Vector 2 Dual-Power Pedal Set

the new Vector 2 dual-power pedal set \$1500, sees some improvements. It's also available as a single pedal meter set (power only on left) called Vector 2S, \$900, for which you can later buy the right sensing upgrade pedal, \$700, if you change your mind.

The Vector 2S works by measuring the deflection in the pedal spindle as



PowerTap 4iiii Precision

The latest to enter the power fray is Limits, whose crowdfunding campaign raised over \$250,000 as of mid-2015. The Limits Power Meter, \$384 per side, features a unique design that mounts to the pedal bolt hole in the crank. The pedal bolts into it, turning any pedal into a de-facto power meter. While this widens the rider's foot position by about 17mm on each side, Limits said their research shows no effect on the rider's comfort or power. With strain gauges, inclinometers



PowerTap Watteam PowerBeat



Limits Power Meter

and accelerometers, Limits measures power, cadence and torque, and transmits data wirelessly with ANT+ and Bluetooth Smart, with a claimed accuracy of plus or minus two percent. It's compatible with virtually any bike, since bolt holes are universal and you use existing pedals.

#### Track Run Power

While power is all the rage in cycling, runners have yet to find a way to accurately track their output - until now. Boulder-based Stryd began with a Kickstarter fundraising goal of \$50,000 to develop the first Running Power Meter, and has since raised well over \$200,000. They plan to start delivering by September. The 10g unit looks and wears like a typical HR strap and, along with full HR data, measures actual power exerted with each stride, "using several motion and orientation sensors capable of determining the 3D motion path of the runner's body, allowing power and running economy to be calculated," according to CEO Robert Dick. The data is sent wirelessly to a power-enabled watch or phone though ANT+ or Bluetooth Smart.

Many non-competitive athletes don't need that level of data, and just want to see how much activity they've had during the day. Like the



Stryd Running Power Meter  
Photo courtesy Stryd



more simple "activity trackers" making big plays in the industry, the new Magellan EchoFit, \$130, tracks daily activities from walking to stairs to whatever else you do to get out of the chair. It also features a watch

mode, so it can be the only device you need to wear. It's water resistant for showers and rain (don't swim with it) and they claim it's built as a running watch, so it should be able to handle increased wear during activity. EchoFit comes in four colors and is compatible with most major phone activity apps.

For more serious runners, Garmin will soon release its latest Forerunner 225, \$300, which for the first time uses a wrist-based optical HR monitor.



Magellan EchoFit

It also features a built-in accelerometer, so even without GPS, running pace can be accurately measured. The 225 are more user friendly than previous models, designed to appeal to the activity tracker group who wants to up their game. Dan Bartel, Garmin's VP of worldwide sales said, "Getting and understanding your heart rate is more comfortable and easier than ever with the Forerunner 225's real time results on a colorful gauge, allowing runners



Garmin Forerunner 225

Garmin's VP of worldwide sales said, "Getting and understanding your heart rate is more comfortable and easier than ever with the Forerunner 225's real time results on a colorful gauge, allowing runners to evaluate and adjust effort quickly so they can focus on their run."



Dan Bartel,  
Garmin's  
VP of  
Worldwide  
Sales

TomTom, a GPS brand generally associated with driving and backcountry systems, has jumped into the sports watch game with its new Runner Cardio, \$230, which can also be used as a cycling computer. The water resistant (50m) watch features a built-in, light-based HR monitor and multiple functions for both running and cycling, including a basic route guidance system.



TomTom Runner Cardio

### Heightened Recovery

Athletes tend to travel often with races and training vacations that can wreak havoc on already strained and sore muscles. Travel massage tools like the Moji Curve, \$40, Foot, \$30, and Mini, \$20, can help alleviate some of the issues without taking up much room. All three handheld massagers incorporate



Moji travel Massage Tools  
Moji Curve, Foot and Mini

metal balls into flexible housing to access difficult-to-reach areas. All three come in heavier Pro versions, which can be frozen for ice massage, \$50, \$40, \$30 respectively. The Curve is a longer, two-handled version for back and larger muscle groups; the Foot has a slip-resistant base; and the Mini is a handheld multi-purpose version for travel.

Another massage option comes from new health and wellness brand EvoFit. Their Ensō Roller, \$80, is the only muscle roller on the market that is completely adjustable, according to the company, and allows users to reap the benefits of self-myofascial release in a way specific to unique body needs. The unit is a collection of eight various-sized discs that roll around the 13" aluminum core, weighing just over two pounds. Discs can be moved so users have the ability to massage broader areas (like the lower back) or pinpoint isolated muscles. The roller works like a typical roller but is much smaller, and EVA foam discs allow for deeper



EvoFit Ensō Roller

penetration. EvoFit claims it can help elongate muscles, break up scar tissue and increase circulation and flexibility. Also offered is a more travel-friendly version, the Ensō Travel Roller, \$60, that would fit into your carry on or gym bag. It's eight inches long with six moveable rollers and weighs less than two pounds.

If aches and pains persist, help numb the pain and control inflammation with Arctic Ease Wraps, \$15 large; \$10 small. These high-tech cotton/lycra wraps come in two sizes for different joints, and go far beyond usual compression. Arctic also offers cryotherapy. A gel coating absorbs and evaporates heat energy from the body, providing hours of targeted cold therapy, and allows the wrap to self-adhere. The wrap stays in place whether riding, running or working out in the gym. Wraps are odor free and contain no latex, sulfates, petrolatum, mineral oil or menthol.



Arctic Ease Wraps

### Transport and Storage

The trend in car racks is hitch-mounted upright tray designs, where the wheels support the bikes' weight instead of the tubes and the frame doesn't touch. New for Spring 2016, Saris offers the Freedom Superclamp 2-Bike, \$430. The universal fit works with both 1.25" and 2" hitches and weighs under 30 pounds. Bikes stand in individual trays and ratcheting hooks lock down the tires. It will carry two bikes, each up to 35 pounds, and features a built-in locking cable as well as a locking hitch pin. For larger families, Saris offers the Freedom Superclamp 4 Bike, \$800, which doubles carrying capacity with all the same features.



Saris Freedom Superclamp 2-Bike



SciCon Aero comfort Travel Case

If you'll be flying to the trails, the Aerocomfort Travel Case, \$670, by SciCon combines the best traits of hard and soft cases. Featuring a soft but well-padded structure to keep weight down and storage easy, the internal frame holds the bike upright and safe inside the case. Quick-release skewers secure the fork and rear triangle. The tri-bike-specific shape means you





Saris Cycle-Glide

don't have to take apart and reassemble your perfectly dialed front end when travelling. Padded and reinforced wheel sleeves zip-up around the frame to seal the package. The whole setup can be carried or wheeled with adjustable straps.

For home storage, Saris introduces the Cycle-Glide, \$235, two tracks that hang from the ceiling with sliding bike hangers attached. It comes with four bike hangers and a two-bike add-on is available, \$105, freeing valuable floor space in the garage, shed or basement. When you need a bike simply slide the others out of the way and grab the one you need.

### OTHER ACCESSORIES TO CONSIDER

#### Floor Pump

Every rider needs a good floor pump. And while not every rider may think they need one as impressive as ParkTool's Professional Mechanic Floor Pump, \$62, at the price there's no reason not to get it. This heavy-duty floor pump is packed with features and built for years of dependable service. It features the most secure and intuitive universal locking pump head we've come across, and releases with one finger. The oversized, integrated, pressure gauge is bold and bright and easy to read. And with a large fold-up base that locks up or down, it's stable and easy to transport.



ParkTool's Professional Mechanic Floor Pump

#### Phone Case

The Belroy Elements Phone Pocket Plus, \$120, from Bellroy was made to carry and protect all your valuables on a ride, hike or trot. While it's



Belroy Elements Phone Pocket Plus

a bit larger than other phone cases (108mm x 175mm) its designed for those who prefer style over function. The supple, water-resistant leather case zips tight around your goods, with well-designed organizer pockets for each, and is still slim enough to fit into a jersey pocket. For those who don't need that much space, there's the Belroy Elements Sleeve, \$70, packing great features into a roomy but compact space. The water-resistant leather is also aesthetically sleek, and a clever pull-tab seal adds protection and ease of access. This won't hold your phone, but money, cards and keys will be there when you need them.



Belroy Elements Sleeve

From eCase, the more traditional eSeries 9, \$28, is a waterproof and submersible phone case featuring windows sized to fit the iPhone 6 and other popular, large-profile phones. At 4.5" x 7.3" it fits into jersey or pack pockets and the touchscreen-friendly window means you can access your phone without removing it. It even has die-cut attachment points for lanyard or leash. The eSeries 9 with Jack, \$38, adds a gold-plated jack for your mini plug that allows full function of headphone-mounted or device remote controls.



eCase eSeries 9 and eSeries 9 with Jack (right)

#### Multi-Tool

For those who either forget – or for whatever reason won't carry – a multi-tool, Specialized's Swat series provides hard-to-resist solutions. The Zee Cage II with integrated EMT Cage Mount Tool, \$60, pairs a full-featured multi-tool with a unique side-loading bottle cage. So even if you forget your water, the tool should be safely stored in the clever clip-in space. The side-loading cage design allows for secure bottle retention with easy in and out accessibility for frames with a compact bottle mounting area. The tool includes: 3, 4, 5, 6 and 8mm Allen, T25 Torx, and #1 flathead screwdriver.



Specialized Zee Cage II (top) and Swat Top Cap Chain Tool (below)

Specialized's Swat Top Cap Chain Tool, \$30-35, like the name suggests, combines a top cap with a chain breaker which disappears into the steer tube. The system works with any 1 1/8" steer tube with 32mm of available depth, and adds only 25 grams over a traditional cap. It's compatible with 8, 9, 10, and 11-speed chains and has a space to hold quick links (not included).



## Splash Guard

The Musguard, \$30 including shipping, takes the classic kids' "snap bracelets" idea and turns it into a portable rear wheel splash guard for sudden downpours. The polypropylene sheet is diecut for strength and resiliency (it's also 100-percent recyclable), and only weighs 40g. The 54cm long fender will cover most 700c wheels. You can remove the fender, slap it around the top tube, and store it there until the next rainfall. The only downside is it's mainly designed for bikes with no rear brake cable.

## Carry Better, Hydrate Smarter

For cycling, hydration packs and storage are key accessories for mountain bikers, especially those traveling in remote areas for long periods of time.



Point 65 Boblebee  
25L GT

Swedish outdoor brand Point 65 recently purchased Boblebee backpack line. The Boblebee 25L GT, \$264, is the best all-around pack from the series, featuring an ABS and promises 88 percent impact reduction for downhill biking, skiing and more. The pack is designed to position the load higher on your back for comfort and fit, preventing the contents from shifting. It can also contract to 20L with the hinged armor plate that makes up the outer shell. The intuitively placed removable hip belt hugs the contours of your frame for increased load stability. It weighs about four pounds and features a rain-resistant cover, 15" padded laptop/hydration sleeve and detachable phone pocket.

If you don't quite need armor, but still like to tear it up in technical terrain, CamelBak is offering products with lumbar hydration and a lower center of gravity. This is not entirely new – others have dabbled in hip-borne hydration for years, but the trend has not quite caught on with the masses. The new Low Rider (LR) line may change that. Everything about these packs is low riding, from their Lumbar 1.5L reservoir platform, which houses the water weight around your waist/hips, to the dropped-down design of the cargo area. The Skyline 10 LR and women's Solstice 10 LR, both \$130, will start shipping in January, and feature 3L of storage, including a tool organizer roll. For those seeking minimal weight and girth, CamelBak will also launch the Palos 4 LR, \$75, a high-tech fanny pack for MTB, with many of the same



CamelBak Skyline 10 LR



CamelBak Palos 4 LR

features of the packs including an integrated, foldout tool organizer. The company will target this to Enduro and trail riders who need a little more than a bottle's worth of water, but can't afford to have that bottle bounce out of the cage during gnarly descents.

More toward the XC racing end of the pack spectrum is the Deuter Race X, \$100. Weighing in just over one pound, this bag is perfect for those who only need to bring along the bare minimum. The 3L reservoir is large enough to meet most hydration needs, and well-placed pockets take care



Deuter Race X

of some food, a light jacket and tools. It even has reflectors to provide extra visibility. A built-in rain cover and Deuter's Airstripes back system allows excellent air flow.

Osprey Packs is redesigning their popular Viper and Verve (men's and women's) packs for the Spring/Summer 2016 season to reduce weight and improve performance. The series features a streamlined, contemporary design aesthetic as well as an all-new three-liter size. They'll now offer a 3L model called the 13, \$110, the largest of the group, along with the returning 3, \$90, and 9 (\$100) models. All feature a new shove-it pocket for a quick stash of your jacket or gloves, with removable waist belts, 2.5L reservoirs and helmet clips. The 13 will also feature stretch mesh side pockets for easier access and top and bottom side compression straps.

For running and speed hiking, Ultimate Direction has long produced some of the best packs available, and their Spring 2016 products look to continue the trend. The new TO Race Vest 3.0, \$110, part of the Signature Series hydration vest line, is designed with input from Ultimate Direction athlete Timmy Olson. It's the lightest in its line but still features two water bottle pockets up front and 4 liters of storage for extra apparel, food and other essentials, and includes their proprietary water bottles. Weight is 4.8oz without bottles.



HydraPak Softflask  
Collapsible Bottle

Made specifically for women, the Adventure Vesta, \$150, joins the original Ultra Vesta as a bigger, more adventure-ready pack for longer, unsupported days on the trail. Two soft water bottles are carried up front for extra comfort and balance while 11 liters of reservoir-compatible storage in back accommodates extra gear and water. A variety of small pockets keep smaller items organized and easily accessible. It's specifically designed to fit and contour to the female physique; 10.3oz. without water bottles.

Handhelds continue to gain ground, especially with the trail and ultra crowds. Ultimate Direction's Fastdraw 20 – its most popular model – will return in Spring 2016. The simple design consists of a medium volume pocket that fits most smart phones and a Cool Wick Air Mesh strap that is soft, breathable and wicks moisture. The interior key fob and security divider keep small items in place, aided by an adjustable hand tension strap. Its minimal design weighs 4oz. with .28L of storage. It is designed to hold a 20oz. bottle but can handle some 24oz. bottles, too.

While not quite hand held, the new-for-2016 UltraFlask XL and UltraFlask, 8oz., from Hydrapak are part of its premiering line of portable hydration. The collapsible, low profile, ultralight bottles feature the Plug-n-Play bite valve and are designed to be worn in chest pockets. The smaller SpeedFlask at 10oz. can slip into small pockets like shorts or a top. The SpeedFlask is designed to be carried by runners and refilled when needed, eliminating the paper cup trail along race courses. All listed Hydrapak products are BPA and PVC-free and can be printed/logged for brands and events. ■



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I AM...SGB

## Chris Miller

U.S. Director of Sales  
Vasque

For more than 15 years, Chris Miller has moved from a handful of the most well-known outdoor industry brands such as Kelty, Sierra Designs, Ironman Triathlon, Wigwam and LaCrosse Footwear to land at legendary footwear brand Vasque - where he sits as U.S. Director of Sales. Living in Rockford, MI, Miller recently ran the grueling Leadville 100 and has a list of running and triathlon accomplishments to his credit. Among them are: Multi-time finisher of Ironman World Championships, Kona; Multi-time finisher of Xterra World Championships, Maui; Current member Team USA Triathlon and Long Course Duathlon; NCAA D1 Cross Country and Track; and 18-time marathon finisher including Boston, New York and Hangzhou, China. In October, Miller will attempt a Rim to Rim Grand Canyon run. He is also training for the World Long Course Duathlon Championships in Switzerland.

With an obvious interest in performance sports, it may leave some wondering how such a dedicated athlete came to the business-side of the hiking/footwear industry. And furthermore, how he was able to excel in equal lengths to his physical achievements. We asked and Miller told.

### How did athletics get you started in the sporting goods industry?

Immediately after college I was traveling cross country and camping out of my Honda Civic Wagon (nicknamed White Wolf) with a sign on my bike rack "Will Race for Food." My girlfriend's parents questioned my future, and their daughter's, and conveniently cut me out an ad from the Wall Street Journal, advertising for a job opening as a sales rep for LaCrosse Footwear. Seeing as it was "off season" and the job included a new car and expense account, it was a no brainer. I was given a sample set and a list of accounts and the rest is history.

Some people are able to plot their career and their life early. Mine was more or less made up as I went. Sometimes fate intervenes, and being in the right place at the right time magically pans out in a way where one's passions can become a lifestyle, then their lifestyle a career and their career a viable reality.

**What keeps you coming into the office every day?** First and foremost, the people. Those I work with directly on a day-to-day level and those I work with indirectly inside the outdoor industry. How fortunate are we, who work in an industry and culture revolving around getting people active, outside and enjoying the outdoors? When you can engage in a career that inherently fogs the separation between business and pleasure,

yet plays on the passions of the individual, you have found a form of Utopia.

**Where do you draw your inspiration?** During college I began a journal comprised of quotes and impactful inspiration. Today, I have been able to meet and pull inspiration from both the obvious leaders in our industry down to the gentleman with a card table next to Central Park with a sign advertising "Free Advice." I have learned that everyone has a story and everyone has the ability to inspire others in one way or another. As I've gotten older, hopefully wiser, and definitely slower, I have gained more inspiration from those who have found ways to extend their reach, extend their careers and position themselves in ways that not only impact our industry but also positively impact individual's enjoyment of things greater than themselves.

**Does the Performance category face big challenges or changes?** It is amazing to me how fast technology and the term "Performance" can impact the Sporting Goods Industry. We are all looking for the next "big thing" and work hard to separate the hip from the hype, and are challenged with deriving the truly useful elements around the concept of Performance that can be game changing. I have learned over time that despite the movement toward lighter, faster, more efficient, etc., there is no alternative to hard work and digging deep internally to meet the goals you set for yourself.

Performance is an individual term that is defined by you. Everyone's finish line is different. Mine may be a finish line 140.6 miles away and someone else's could be putting down that bag of Doritos, getting off the couch and walking around the block. As an industry we need to recognize that just like each person's path is different, his or her understanding and definition of performance is also.

**What advise would you give young people hoping to work in the performance/outdoor industry?** One of the biggest common denominators of our industry, and also the most over used term to describe what we do and why we do it, is passion. Our industry has the ability to change people's lives in a positive way and we need to never lose sight of that. And don't stop your pursuit for what is important to you regardless of what others benchmark as defining success. For those aspiring to achieve personal goals inside the industry or outside, I can only say, "think big." ■

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# INDUSTRY CALENDAR



Photo courtesy Garmin

## AUGUST

- 13-15 Sports, Inc. Outdoor Show  
San Antonio, TX
- 16-18 EORA Greenville Summer Market  
Greenville, SC
- 17-19 MAGIC Show  
Las Vegas, NV
- 17-19 Agenda Las Vegas  
Las Vegas, NV
- 20-23 NBS Fall Semi-Annual Market  
Ft. Worth, TX
- 24-26 EORA Killington Primary Expo Show  
Killington, VT
- 26-29 Eurobike  
Friedrichshafen, Germany

## SEPTEMBER

- 1-3 WDI Worldwide Fall Show  
Reno, NV
- 8-10 SFIA Industry Leaders Summit  
New Orleans, LA
- 10-12 Imprinted Sportswear Show  
Orlando, FL
- 10-12 Surf Expo  
Orlando, FL
- 16-18 Interbike International Trade Expo  
Las Vegas, NV

## OCTOBER

- 5-7 OIA Rendezvous  
Seattle, WA
- 5-7 Shop.org Digital Summit 2015  
Philadelphia, PA
- 8-9 The Retailing Summit  
Dallas, TX
- 15-17 Imprinted Sportswear Show  
Ft. Worth, TX
- 27-30 NASGW Annual Meeting & Expo  
Reno, NV
- 29-31 ADA Fall Buying Show  
Baltimore, MD

## NOVEMBER

- 3-5 NBS Athletic Show  
Ft. Worth, TX
- 22-24 Sports, Inc. Athletic Show  
Las Vegas, NV

## DECEMBER

- 1-3 MRA December Lansing Market  
Lansing, MI
- 2-4 FFANY  
New York, NY
- 8-9 MRA December Cincinnati Market  
Cincinnati, OH

## JANUARY 2016

- 4-6 ASI Orlando  
Orlando, FL
- 5-7 Archery Trade Association Show  
Louisville, KY
- 6-9 CES Show  
Las Vegas, NV
- 11-13 MRA January Novi Market  
Novi, MI
- 12-15 NBS Winter Show  
Ft. Worth, TX
- 14-16 Surf Expo  
Orlando, FL
- 17-20 NRF Retail Big Show  
New York, NY
- 19-22 SHOT Show  
Las Vegas, NV
- 20-23 Outdoor Retailer Winter Market  
Salt Lake City, UT
- 22-24 Imprinted Sportswear  
Long Beach, CA
- 24-26 Sports Licensing & Tailgate Show  
Las Vegas, NV
- 27-29 PGA Merchandise Show  
Orlando, FL
- 28-31 The SIA Snow Show  
Denver, CO

## TRADE ASSOCIATIONS BUYING GROUPS

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Melbourne, FL 32935  
t 321.254.0091  
athleticdealersofamerica.com

National Shooting Sports Foundation  
Flintlock Ridge Office Center  
11 Mile Hill Road  
Newtown, CT 06470  
t 203.426.1320  
nssf.org

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

Nation's Best Sports  
4350 Fossil Creek Blvd.  
Fort Worth, TX 76137  
t 817.788.0034  
nbs.com

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

Sports & Fitness Industry Association  
8505 Fenton Street I Suite 211  
Silver Spring, MD 20910  
t 301.495.6321  
sfia.org

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

Snowsports Merchandising Corp.  
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t 413.739.7331  
Snowsportsmerchandising.com

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