

## AISLE CHATTER

Outdoor Retailer's celebrating its 25th birthday. What were YOU doing 25 years ago?



"I wish I could tell you something more exciting... but I wasn't born yet!"

More on page 8

# ORTHURSDAY

**OutdoorRetailer**  
SUMMER MARKET

THE OUTDOOR RETAILER SUMMER MARKET DAILY

Thursday, August 10, 2006

Salt Lake City, Utah

DAY ONE

## Excitement Peaks As Summer Market Turns 25

After years of negotiations, months of construction and many days (and nights) of planning, the Outdoor Retailer Summer Market today—all under one roof—celebrates the 25th anniversary of the Salt Lake Center hosts the 25th birthday of the most impressive gathering in the outdoor industry.

The expected 20,000 attendees will find a show floor of 145,000 square feet, no

### TODAY'S SHOW HOURS

9 a.m. - 5 p.m.

### Demo Days Hot Shots

Pages 8, 78 & 82

### Summer Market Apparel Picks

Page 22

### Today's Schedule

Page 71

### DONE IN A DAY

Even with the ideal weather, some great new products, and the talk at Open Air Demo and Wednesday can't be controversial parties.

**Hummer** hit the Summer Market sponsor Outside magazine). Seems some of the human-powered folks didn't appreciate having a big-wheeled, gas guzzler on the scene. Outdoor Retailer executives heard the concerns. "It seems like it is a distraction to the

## Outdoor Idols Honored By OIF

Watch out, Simon Cowell. "American Idol" now has some serious competition. With Utah's first

lady, Mary Kaye Huntsman, serving as a special guest, Outdoor Industry Foundation introduced Outdoor Idols to an ice cream-slurping crowd at the Open Air Demo yesterday. OIF conceived the program to promote young athletes who symbolize the ethos of the outdoor lifestyle — and to help the industry cultivate the next generation of outdoor enthusiasts.

"You have to have the passion, you have to have the dream," said

Huntsman. "But you also need a role model."

OIF honored eight teens and young adults as the inaugural class of Outdoor Idols: Kerry-Anne Hamilton, Juan Herrera, Logan Binggeli, Emily Harrington, Rush Sturges, James Bonnett, Travis Macy and Emily Jackson. As master of ceremonies Timmy O'Neill summed it up, "They exemplify the future of our industry."

The OIF event itself, which attracted a full complement of local TV and print media, underscored



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