

## 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!"

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# 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

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### Summer Market Apparel Picks

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### Today's Schedule

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### 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

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## 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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## Idols

the foundation's desire to reach out to the youth market, a goal increasingly shared by the industry as a whole. The backdrop for the press conference was a refurbished ice cream truck emblazoned with the faces of the Outdoor Idols. Hip-hop personality DJ Knucklz funkified the day, spinning tunes like Digable Planets' "Cool Like Dat." O'Neill kept the crowd laughing with his irreverent humor and high energy. All the while, people enjoyed free ice cream and bomb



Timmy O'Neill jokes with the crowd.

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pops.

"Our focus for 2007 is teens and youth," said Michelle Barnes, OIF's vice president. "We want to get more people involved in the outdoors more often."

Binggeli, however, probably put it best. When asked by O'Neill about his outdoor philosophy, the 16-year-old Utah resident, national mountain biking champion and aspiring role model quipped, "I want to be one with the dirt, not one in the dirt." Simon Cowell couldn't have written a better one-liner himself.

## Outdoor Retailer Sales Team Grows

As Summer Market opens today, Outdoor Retailer has just announced the appointments of Felicia Hill and Paul Dillman to its team of Account Executives, joining the experienced team of Marisa Nicholson, Kenji Haroutunian and Charlie Snyder.

Hill will be handling accounts on the East Coast, and Dillman will cover the Midwest, Southeast and International accounts. Haroutunian will continue

handling California, Oregon, Alaska and Hawaii, and Nicholson will now assume responsibility for the state of Washington.

According to Peter Devin, Group Show Director for Outdoor Retailer, "With the expansion of the Salt Palace, and the increasing interest in the OR Shows, this addition of talent and bandwidth will further enable our sales team to remain being both market and customer focused."

## Demo Days

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up camp for two days — the first time the OAD has run more than one day — as retailers took advantage of ideal weather to test the newest products in their proper environment — in the water and on the trails. Watercraft of all shapes and sizes dotted scenic Willard Bay all afternoon Tuesday and all day Wednesday. Attendees hung around both days for the Mountain Hardware Base Camp Beer Garden and the Thule-Que barbeque.

The next four days, however, will be spent inside the Salt Palace for the most part, as the outdoor industry celebrates 25 years of growth with the introduction of thousands of new products from around the country and the world. From its humble beginning in 1982 with 185 booths in Las Vegas to this year's outdoor-apoolza, it will be quite a few days.



First and Eight: Utah First Lady Mary Kaye Huntsman with the inaugural class of Outdoor Idols (from left): Logan Binggeli, James Bonnett, Rush Sturges, Emily Harrington, Juan Herrera, Emily Jackson, Kerry-Anne Hamilton and Travis Macy.

## DONE IN A DAY

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human-powered aspect of the business and to our core mission," admits David Loechner, group president of VNU Expo Sports Group, the organizer of OR. "Some people are asking whether this belongs at the Demo, which focuses on products that our retailers sell." But will Hummer — or any "non-human-powered" product — be at future ORs? "We will ask the industry and they will let us know if there is a compelling reason to have it included," Loechner says ... BTW, VNU donated the \$2500 sponsor fee for Hummer's participation to the Conservation Alliance, while Hummer donated \$20 for each test drive to a Tread Lightly trail restoration program in California ... Turning our attention to other goings-on at OAD, the **Mountain Hardware** Beer Garden and the **Thule-Que** were welcome touches for parched attendees escaping the 90-degree heat. Thank you, thank you, and we'll have another, please ... Those who ventured into Willard Bay on any of the many available watercraft were treated to a spectacular view of the beach with the mountains as a backdrop (see our page 1 photo for proof) ... A couple of OR staffers were bunking down at Willard Bay for the night, treated no doubt to leftover brews and a spectacular sunset; not sure if they woke up for the sunrise, though ... Best line we heard from a retailer as he caught some breeze in a demo: "But I don't know how to saaaaaaail!" ... A fun day at the **Zoom-O** Challenge, where everyone was flinging it, flying it and flaunting it ... Free samples are always a good way to attract traffic. Just ask the folks at **Mion Footwear**, who gave away close to 300 pairs of shoes ... **Serfas Optics** is making a successful transition from solely biking shades to other outdoor activities, like skiing and paddling. Of course, for them it all comes down to margins—and we're talking BIG margins ... **Hobie** stole a page from "Pimp My Ride" with its totally pimped out Mirage Outback, its version of the SUV (Sports Utility Vessel) ... For future reference, Willard Bay is Exit 357 off of I-15 North, not Exit 360 as directions in the Show Guide indicated. There IS no %#\$@ing Exit 360 .. Meanwhile, for all you closet bowlers, **Wisconsin Pharnacal** is turning its booth at the show here into the Big City Bowling Alley at 1:00 p.m. today. See how many Potable Aqua bottles you can knock down and Wisconsin will make a donation to Big City Mountaineers for every "pin" toppled... See you tomorrow!

