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**Nautilus** Health & Fitness Group



# contributors

THOSE WHO MAKE THE GEARS TURN AT GEARTRENDS THE BOOK



**THERESE IKNOIAN** is an award-winning and internationally published fitness/sports journalist, has written numerous books, including *Mind-Body Fitness For Dummies* and *Fitness Walking*, and continues to write for magazines such as *Trail Runner*. She worked as a news reporter for the *San Jose Mercury News* (where she was on the 1990 Pulitzer Prize-winning news team), has a master's degree in exercise physiology, is certified by ACSM and ACE, and has consulted with numerous fitness companies on consumer programming. As an avid athlete and fitness enthusiast, Therese has been a nationally ranked race walker, an internationally touring aerobics instructor, and is still as at home in the gym as she is doing adventure races, trail running, mountain biking and whatever else catches her fancy.



**MICHAEL HODGSON** is an award-winning journalist and author of numerous books including *Camping For Dummies*, *Compass and Map Navigator* and *Facing the Extreme*. He is a volunteer for the American Red Cross, an instructor with the Nevada County Sheriff's Search and Rescue team, and continues to pen numerous articles for magazines such as *Hooked on the Outdoors* and *Outside*. He was the founder of *Adventure 16's Wilderness Outings* program and garnered extensive retail experience as a store manager there, before becoming the general manager for *Western Mountaineering*. Michael also served as an editor for *Outdoor Retailer* magazine where he helped launch the *Daily Exposure*.



**JULIE KING** has been a fitness enthusiast since being classified in childhood as hyperactive. Now, she writes for several fitness trade publications, is a public relations consultant, and teaches group exercise classes in the Chicago area. With a master's degree in exercise physiology, Julie previously was senior manager of communications and education at *Life Fitness*, a columnist for six years for *Fitness Management* magazine and a contributing author of *The Fitness Handbook*, (*StairMaster Sports/Medical Products*, 1995). Yup, still hyperactive.



**DAVID FERRIS** wrote about crime and city hall for daily newspapers until 1999, when he won a race slot in the *Borneo Eco-Challenge* and had to rethink his day job. Since then, David has worked as a freelance writer and a personal trainer who does both gym workouts and outdoor cross-training classes. He lives in Marin County, Calif.—yes, the land of fruits, nuts and hot tubs—where his fresh-air passions include trail running, mountain biking, yoga and surfing.



**DEBBIE TALANIAN** has been a fitness enthusiast for 16 years. She is a former group-exercise instructor who taught classes ranging from stretch to high-impact aerobics. Debbie is also a newspaper journalist in Southern California where she has covered business, local government, and health and fitness. When not working, she enjoys lifting weights, playing golf and practicing yoga.



**LEN CERCONE:** Upon the realization that his big break in music may never actually come, Len Cercone has led the life of a PR and promotions professional. Since the late 1980s, he has helped companies build brands in industries ranging from "sneakers to super computers." Len co-founded *Cercone Brown and Partners* in 2001, a PR and promotions agency dedicated to helping its clients "sell more things, to more people, more often." He also enjoys on- and off-road biking, trail running and triathlons.



**CHRIS ANN GODDARD**, president of award-winning *CGPR*, has 27 years of domestic and international public relations expertise. Chris also has six years of government relations experience as a registered lobbyist under her belt, which is to say she became expert at juggling phones and issues while kissing the right butts. She has spent time on the agency and corporate side of public relations, where her PR skills earned Chris the nationally coveted *Silver Anvil* award for her travel work with *British Airways*. An avid sailor, Chris is still trying to find a way to move her offices onto a yacht.



**SHARON LEICHAM** has been a merchandiser and marketer for more than 20 years working with both large and small manufacturers and retailers. Her past positions include merchandising/public relations/marketing for the *Royal Robbins* apparel company, marketing for *Specialized Bicycle*, merchandising for *Sierra Designs* and, most recently, merchandising editor for *Outdoor Retailer* magazine. Sharon is the author of *Merchandising Your Way to Success* and *How to Sell to Women*, and recently created the merchandisingHUB.com website, a site of information, ideas and sources designed specifically for independent retailers.



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