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» GIRL POWER

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» ROLLIN' ALONG

Bikes on a path to renewed success

» TRADE OFF

The expo industry evolves



CATEGORY REPORTS



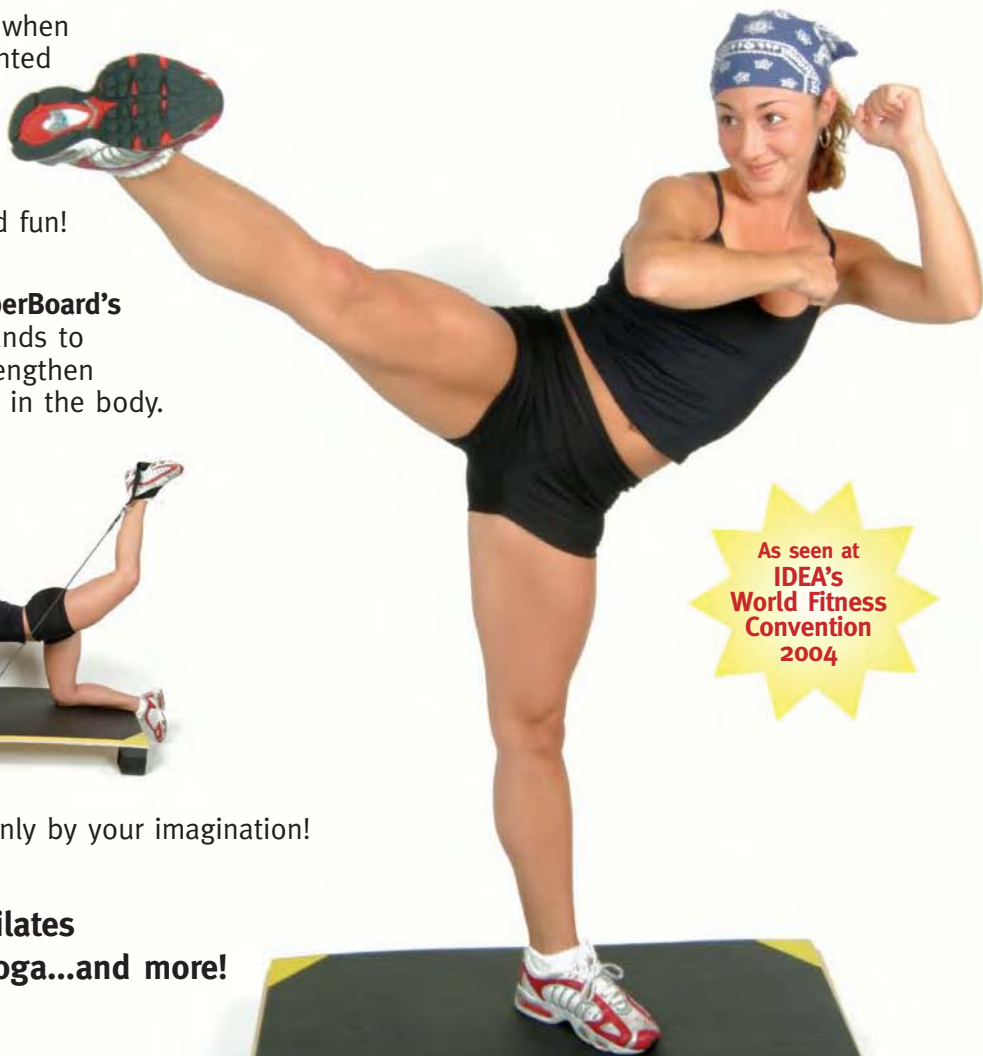
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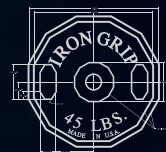
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GEARTRENDS

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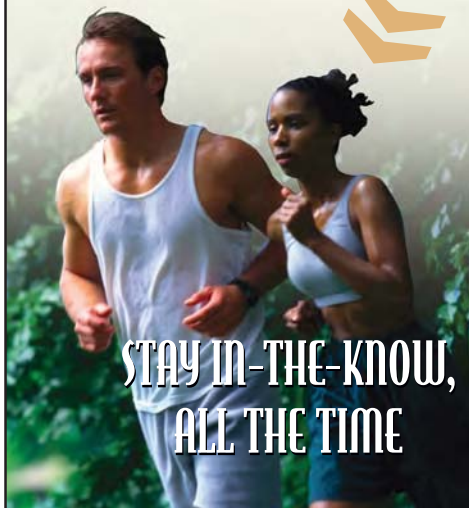
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2004 SNEWS® FITNESS

RETAILER SURVEY

Our second-annual fitness retailer survey once again makes you stop and think.

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welcome

LOOK IN THE MIRROR. WHAT DO YOU SEE?

Sometimes a closer look at ourselves is needed if we are to decide what, if anything, might need a little refreshing, a bit of primping or even a full-on makeover.

In the pages of this magazine, we've tried to do just that—hold up a mirror so we can all, as an industry, take a good hard look at what we are and aren't doing well, or are and aren't thinking hard enough about. Sometimes that's tough to do. But, with every challenge, comes opportunity.

We also search for the challenge and thought-provocation in our range of reports: We take a look at how trade shows have changed, are changing and what it means to you. The second-annual **SNEWS® Fitness Retailer Survey** gets a much larger response than our first survey last year—with surprises around every corner that may make you applaud or cringe. Our women's marketing strategy expert shares insights about what women want in their fitness shopping experience, and how they mostly aren't getting it. And we talk to a few equipment inventors, who normally linger namelessly backstage, to share what they do and how their minds work to come up with the next greatest thing.

Over the last few months, the GearTrends®/SNEWS® team has also been hard at work not only on digging into these reports, but also on improving what we do to ensure we remain the industry communication leader you trust and the information source you depend on. The biggest change involves our acquisition of the Law Quarterly—a niche publication serving the legal needs of the outfitting and outdoor educational communities. With that acquisition, we have launched a new division in our company, the **GearTrends® Law Review**, to be led by a new member of our team, Jim Moss.

The Law Review—www.snewsnet.com/lawreview—will expand to create an information source for the outdoor and fitness and sporting goods communities where our subscribers can read about court decisions and legal issues affecting their businesses. It will be dedicated to keeping lawyers and company owners and operators abreast of legal cases and liability issues that might affect their business. Those issues will include a broad range, including product liability, trademark infringement, risk management, employment law, trademark law, patent law and just about anything else legally in which you may be interested.

With Jim coordinating our efforts, we can assure you our legal coverage and case-study updates will be edgy, informative and, unlike many other publications, provide information about law that is actually readable and definitely practical.

You will also see that we have completely redesigned both www.GearTrends.com and www.snewsnet.com. In both cases, our redesigns were much needed (OK, OK, desperately needed) to provide updated and easier-to-navigate business resources for our thousands of industry subscribers who visit daily.

We've also added another member to our team—Keri Modrall. In keeping with our international flavor, Keri is fluent in French. She is a skilled reporter with a degree in journalism from San Francisco State University and will be working out of the Grass Valley, Calif., headquarters as an assistant editor.

Through it all, our philosophy is that you can't have too much fun. Here at the GearTrends® Network—which includes SNEWS®, GearTrends.com, FitBiz and our GearTrends® magazines—fun is an essential element in the way we communicate.

Through all the magazine production hoopla, news research and story writing, which cements together our industry-leading communication, we at the GearTrends® Network take our motto of **"Creating Community Through Communication"** very seriously and, to that end, our mission statement remains: **"We promise inspiration, truth and open discussion in a way that is always curious, but never too serious."**

Thanks for being a part,

Therese Iknoian and Michael Hodgson
Co-publishers/Co-editors
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contributors



THOSE WHO MAKE THE GEARS TURN AT GEARTRENDS®



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 continues to pen articles for select consumer magazines, including a regular humor column for *Hooked on the Outdoors*. 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*.



MARCUS WOOLF has worked as a journalist in the outdoor industry for nine years and served as editor for *Outdoor Retailer* magazine. In 2002, he returned to his home state of Alabama where he works as a freelance writer for the GearTrends® Network and consumer publications such as *Backpacker* and *Hooked on the Outdoors*. Marcus hikes and paddles throughout the country, and he is one of the few outdoor trade and consumer journalists who specializes in exploring and testing gear in the South.



SHARON LEICHAM has been a merchandiser and marketer for more than 20 years working with both large and small manufacturers and retailers, such as Royal Robbins, Specialized Bicycle, Sierra Designs and *Outdoor Retailer* magazine. Sharon is the author of "Merchandising Your Way to Success" and "How to Sell to Women." She offers merchandising advice on her website, www.merchandisingHUB.com.



CLYDE SOLES is the former gear editor for *Rock & Ice* and *Trail Runner* magazines, and has a decade of experience as a professional equipment tester. On top of that, he spent a decade in outdoor retail and has been climbing and skiing since the wood age. His latest book, "Climbing: Training for Peak Performance," was published by The Mountaineers.



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 brings a hands-on passion for fitness and the outdoors to the GearTrends® team. As a fitness trainer, he leads outdoor adventures in the San Francisco Bay Area through www.ferrisfitness.com. He also holds a master's in journalism from Northwestern University and has worked as a newspaper reporter and magazine writer. He raced in the Borneo Eco-Challenge and enjoys other exploits in the company of Mama Nature.



KATE BEDNARSKI is president and co-founder of Asterix Group, a creative brand strategy and design agency (www.asterixgroup.com). Kate is a highly recognized women's brand authority after 18 years leading successful women's brand initiatives at Nike, Keds, Ryka and other sports companies. A former nationally ranked cyclist, Kate replaced her competitive spirit with spiritual adventure, for example hiking the Inca Trail to Machu Picchu. Kate continues to cycle, do yoga and play golf for fun.



DAVID J. MICLEAN is the managing principal of the Silicon Valley office of Fish & Richardson P.C. (www.fr.com), where he handles trade secret, IP and commercial disputes through negotiation, litigation and trial. Dave has been snow skiing since the mid-60s (think wood skis and leather lace-up boots) and mountain biking since before they invented rear suspension. While trying to keep up with three active sons, a Turbo wife and two fast dogs, Dave also coaches Little League and AYSO soccer.

BEHIND THE CURTAINS OF OZ



WENDY GEISTER has been a trade journalist and editor for more than 12 years. After a long tenure at *Outdoor Retailer* magazine, and its affiliates the *Daily Exposure* and *Fly-Fishing Retailer*, Wendy joined the GearTrends Network® in 2002. She enjoys kickboxing, kayaking, skiing and traveling.



JOHN DAVIDSON has been a sports nut since his father taught him how to get outside and play. Since then, he has earned a brown belt in Kenpo, won a championship in roller hockey, and now enjoys the slower pace of racquetball. John was art director of *Outdoor Retailer* for six years prior to joining the GearTrends® Network in 2002.



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