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GEARTRENDS

FITNESS 2005

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» **MERCHANDISING: LIGHTEN UP!**

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» **2005 FITNESS RETAIL SURVEY**

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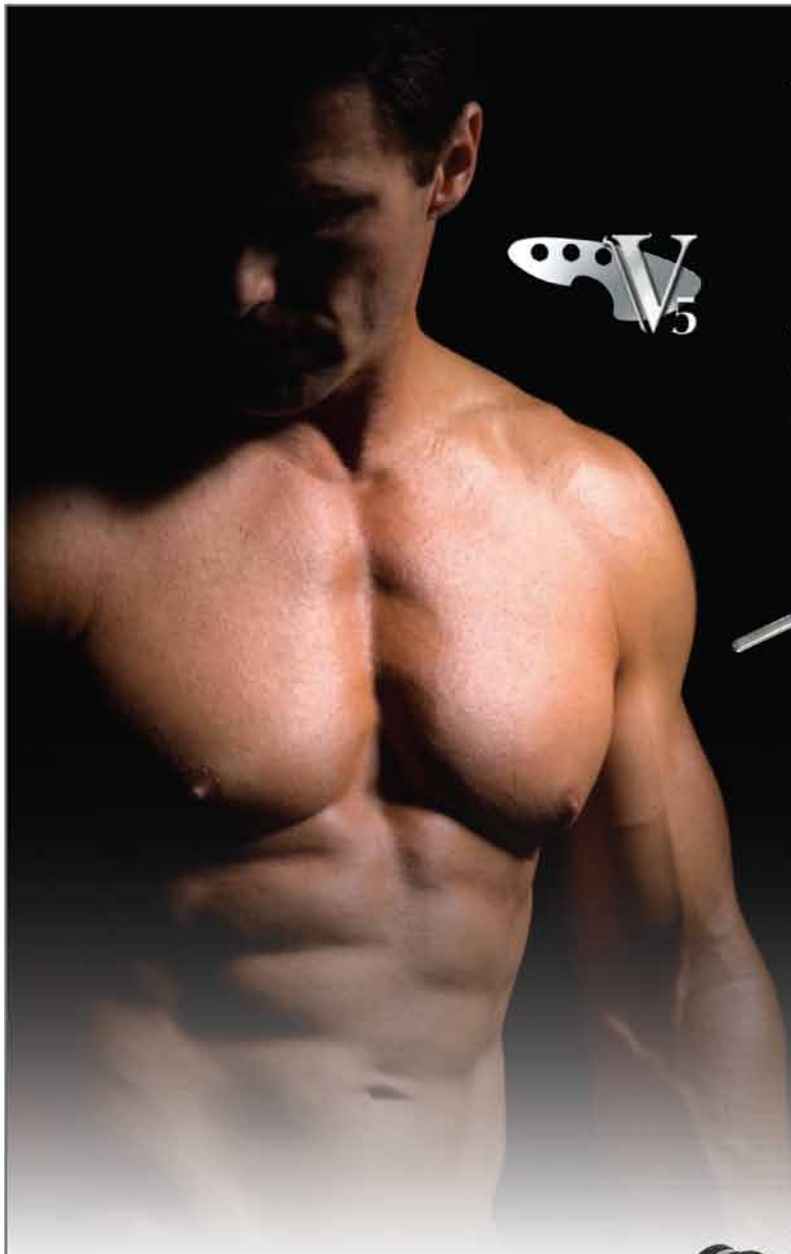
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welcome

» FITNESS 2005



WELCOME!

“Expert,” “Insider,” “Independent” and “Industry’s Voice”—We often hear those descriptions from readers in emails, calls and letters. Those simple words mean a lot because they are the foundation upon which we built our business.

Expert. We challenge any other trade publication to match the level of industry experience and knowledge our editorial team brings to every story we write, whether for GearTrends® or for SNEWS®. Our writers have résumés that reflect experience in retail and manufacturing, plus as professional trainers and instructors, athletes and more. Most also have degrees in journalism and long experience as such. Many have won awards as writers, designers and editors, and athletic accolades to boot.

Insider. We will never collect a press release, slap a headline on it, rush it to print and call it a story like other alleged industry news sources. We are not simply a voice that parrots news others already know or have printed. We promise to dig, probe and look down paths others ignore or avoid so we can bring you the real story, with analysis culled from behind-the-scene discussions and debates. You trust us to take the time to provide valued insider insight based on our experience. You also expect us to present each story as balanced and as fairly as possible. Despite monumental efforts to avoid errors or missteps, we sometimes—although thankfully not often—can stumble. And that is the other side of your trust in us as expert insiders—our willingness to step up and admit when a mistake has been made and take steps to ensure it doesn’t again.

Independent. Even though we accept advertising in GearTrends® magazine and now in a new, separate, free version of the SNEWS® news service for qualified retail floor staff, we remain beholden only to our readers and to the industry as a whole. History has shown that if a company threatens to pull advertising to pressure us to dump or to soften a story—and it hasn’t happened often—we’ll stick to our guns on the story rather than compromise our integrity, independence and your trust.

The Industry’s Voice. Many have wondered aloud to us how we unearth the information we do. All we can say is, we have spent decades of industry time developing a network of very connected sources—in the mail rooms and the boardrooms across the country and around the world—who have learned to trust us because without question we protect our sources. While those voices that talk to us may not appear in quotes, they can always count on us to fairly represent the voice of the industry...for the betterment of the industry.

We thank you for increasing your very loyal support for our GearTrends® magazines and our online SNEWS® news as we near our fourth year. Your loyalty in advertising, subscribing, reading, emailing, calling and, yes, challenging our efforts is ever appreciated. Each day, nothing is more important than producing the information and news you want, at a higher level than expected. We know you expect us to be special. We promise to keep delivering.

Thanks for being a part,

Therese Iknoian and Michael Hodgson
Co-publishers
GearTrends®/SNEWS®



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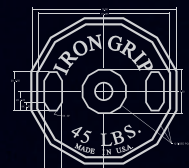
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contributors



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*.



JOHN AGOZIA is a former personal trainer in New York and a die-hard sports fan, who has built a successful career covering and writing about the business side of sports and fitness. John most recently was editor-in-chief of Club Industry magazine, which transformed under his guidance to *Fitness Business Pro* magazine. Prior to that, his roots in the fitness and sporting goods industry were nurtured at *Health & Fitness Business* magazine, where he was editor in chief, and at *Sporting Goods Business* magazine as an associate editor. John says that working with the SNEWS®/GearTrends® team at last gives him the freedom to do real journalism for the fitness and outdoor industries.



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.



JEAN SUFFIN is originally from New York and has resided in Boulder, Colo., for 12 years. Since becoming a Boulder resident, she has become an outdoor and fitness enthusiast, most recently holding a position as manager of public relations for The Nautilus Group, Inc. Jean has done freelance writing and had a weekly fitness column called Body and Soul in the *Colorado Daily* prior to her job with Nautilus. She bikes, runs, hikes and lifts weights and combines her passion for the outdoors and fitness with her passion for writing.



KATE BEDNARSKI is president and co-founder of Asterix Group, a creative brand strategy, design and advertising company. Kate is a recognized sports brand expert having led successful initiatives at Nike, Avia, 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.



CHRIS HARGES is a partner at Satellite Design, a San Francisco graphic design firm specializing in corporate identity, packaging and POP. Before founding Satellite Design, he managed marketing communications programs for outdoor retailers and manufacturers including Eastern Mountain Sports and The North Face. After 10 years of association with the industry, he may finally have all the gear he needs. Ha!



JIM MOSS is a risk management consultant and attorney whose clients range from manufacturers and importers to representatives and retailers, as well as outfitters and federal concessionaires. He represents a variety of outdoor industry companies. Jim is also the manager of the GearTrends® Law Review division at www.snewsnet.com/lawreview.

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 as managing editor. 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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