



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. 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 WOLF** has worked as a journalist in the outdoor industry for 10 years and served as editor for *Outdoor Retailer* magazine. In 2002, he returned to his home state of Alabama where he works as a contributor for SNEWS® and GearTrends®, as well as a freelancer for consumer publications such as *Backpacker* and *Outside*. Marcus hikes and paddles throughout the country, and he is one of the few 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 at www.snewsnet.com/merchandising.



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



» **MARTHA SCHINDLER CONNORS** has been a magazine and website freelance writer for 20 years, covering health and fitness, lifestyle and beauty. She has worked as a freelance editor for *Walking* and *Cooking Light* magazines, and is a former editor at *Natural Health* magazine. She lives in Evergreen, Colo., with her husband, two step-daughters and three dogs.



» **DOUG SCHNITZSPAHN** made a big mistake this spring—he cleaned out his garage. The place was jam packed with samples and gear fetishes from the five years he spent working as executive editor of now-defunct *Hooked on the Outdoors* and editor of the *Hooked Fishing Annual*. The garage monster got even bigger this year, after Schnitzspahn served as project editor of the *Outdoor Retailer Show Daily* and ski and backcountry editor for the *SIA SnowPress Show Daily*.

» BEHIND THE CURTAINS OF OZ



WENDY GEISTER, managing editor, has been a trade journalist and editor for 15 years. After a long tenure at *Outdoor Retailer* magazine, and its affiliates the *Daily Exposure* and *Fly-Fishing Retailer*, Wendy joined the SNEWS® and GearTrends® team in 2002. She enjoys kayaking, camping, skiing, kickboxing and traveling.



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



"I love having all the health & fitness accessories, but when I sweat, I electrocute myself."

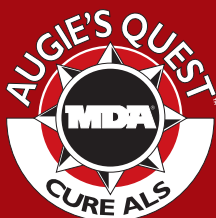


WEB EXTRA! SNEWS® subscribers can enjoy a weekly cartoon chuckle by Jerry King, compliments of SNEWS®, at www.snewsnet.com.

AUGIE'S QUEST

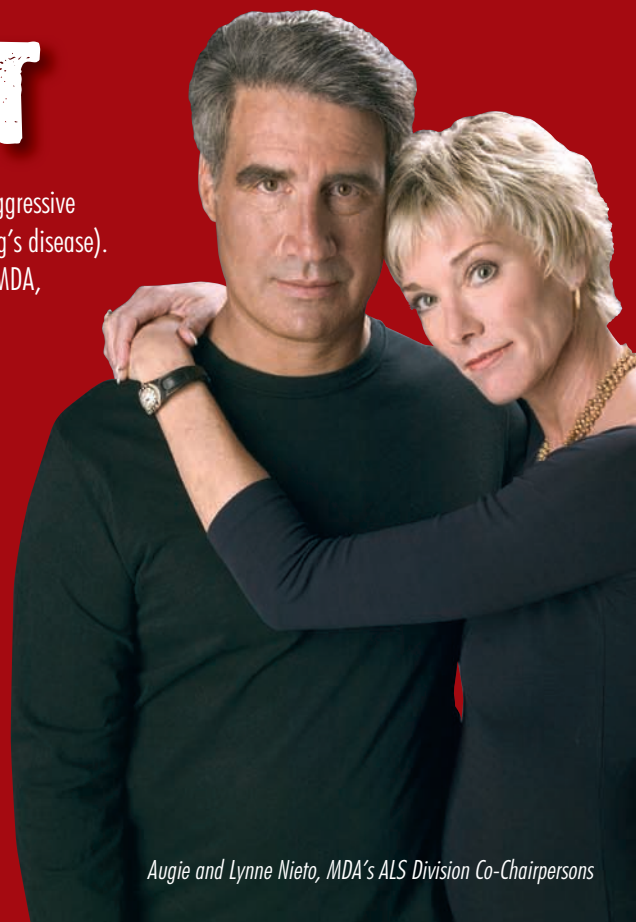
Augie's Quest, in conjunction with the Muscular Dystrophy Association, is an aggressive cure-driven effort singularly focused on treatment and cures for ALS (Lou Gehrig's disease). After Augie's diagnosis, the fitness pioneer and his wife Lynne partnered with MDA, becoming co-chairpersons of the MDA ALS Division and creating Augie's Quest.

Join the Quest by participating in the SNews golf tournament on Aug. 1 in Denver. For information, contact Gene Treacy at gene@gearrends.com.



ALS Division • MDA

For more information, visit www.augiesquest.org



Augie and Lynne Nieto, MDA's ALS Division Co-Chairpersons