



contributors

THOSE WHO MAKE THE GEARS TURN AT GEARTRENDS®

+ SUMMER 2007



+ **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*.



+ **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) and has a master's degree in exercise physiology. As an avid athlete and fitness enthusiast, Therese has been a nationally ranked race walker, a touring aerobics instructor, and is still as at home in the gym as she is on the trail, proving that by finishing the Western States 100-Mile race in 2006.



+ **MARCUS WOOLF** has worked as a journalist in the outdoor industry for 12 years and served as editor for *Outdoor Retailer* magazine. For the past five years, he has worked 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 journalists who specializes in testing gear in the South.



+ **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!



+ **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.



+ **CLYDE SOLES** is the former gear editor for *Rock & Ice* and the founder of *Trail Runner* magazine, and has more than 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. He has authored five books, including: "Climbing: Training for Peak Performance," "Climbing: Expedition Planning" and "The Outdoor Knots Book."



+ **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*.



+ **BOB WOODWARD** started his career in the outdoor business at Sierra Designs in 1971. After leaving SD, he drifted into journalism, first with World Publications and later with Times-Mirror Magazines and CBS Magazines. Woody returned to the world of freelancing as a writer and photographer after selling SNEWS®—which he founded in 1982—to current owners/publishers Michael and Therese in 2001.

» 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 *FlyFishing Retailer*, Wendy joined the SNEWS® and GearTrends® team in 2002. She enjoys kayaking, camping, skiing, kickboxing and traveling.



+ **JOHN DAVIDSON**, art director, has been an outdoorsman since the first time his mother took him camping in Yosemite at age 6. He has hiked all the major points in the Valley, including five summits of Half Dome. John was art director of *Outdoor Retailer* and *Daily Exposure* for six years prior to hopping onto GearTrends® in 2002.

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