



THOSE WHO MAKE THE GEARS TURN AT GEARTRENDS®



» **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. Therese was a nationally ranked race walker, and now participates in trail running, mountain biking and adventure races. In June 2006, she finished her first 100 miler, the Western States 100.



» **MARCUS WOOLF** 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.



» **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."



» **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](http://www.merchandisingHUB.com).



» **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 more than 13 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 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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