

JUNE 2010 VOLUME 5 | ISSUE 6

PSR

NEWS & INFORMATION FOR THE RUNNING & TRIATHLON MARKET

SOCIAL MEDIA

BOOST
YOUR
BUSINESS

www.sofsole.com | (800) 446.7587



The Next Step Forward



The NEW Sof Sole® Airr® Performance Insole

The first performance insole to incorporate air chamber technology in the heel and arch.



SAVE THE DATE

GET READY FOR OUTDOOR RETAILER SUMMER MARKET 2010

Outdoor Retailer serves you as the ultimate business marketplace for a full spectrum experience of a diverse and vibrant industry.

Attend Outdoor Retailer to:

- Stay relevant; get informed of the latest in outdoor apparel, hardgoods, accessories, initiatives, technologies and resources.
- Envision your merchandise story for spring 11.
- Make side by side product comparisons to ensure you are stocking the right mix.
- Consolidate weeks of individual line viewings in just 5 days at Outdoor Retailer. Making informed buying decisions on the front yields a prior profit outcome.

OutdoorRetailer
SUMMER MARKET

TRADESHOW • AUGUST 3-6, 2010
Salt Palace Convention Center • Salt Lake City, UT

OPEN AIR DEMO • AUGUST 2, 2010
Jordanelle Reservoir • Heber City, UT

Register Today
WWW.OUTDOORRETAILER.COM

Group Publisher / Editor-in-Chief
James Hartford
james@sportsonesource.com

Editorial Director
Michael Pallerino (678-457-0691)
mpallerino@sportsonesource.com

Senior Business Editor
Thomas Ryan (917-375-4699)
tryan@sportsonesource.com

Associate Editors
Kyle Conrad (704-987-3450 x111)
kconrad@sportsonesource.com

Aaron Mabry (704-987-3450 x109)
amabry@sportsonesource.com

Contributing Editor
MacKenzie Lobby

Creative Director
Teresa Hartford

Graphic Designer
Camila Amortegui

SVP Sales & Business Development
Al Tunstall (704-987-3450 x125)
atunstall@sportsonesource.com

VP Business Development
Bill Bratton (409-392-5029)
bill@sportsonesource.com

Director Key Account Business
Barry Gauthier (774-553-5312)
barry@sportsonesource.com

Account Manager
Katie O'Donohue (704-987-3450 x110)
katieo@sportsonesource.com

Ad Sales Manager
Sam Selvaggio (212-398-5021)
sselvaggio@sportsonesource.com

Senior Ad Sales Manager
Susan Tauster (630-858-1558)
stauster@sportsonesource.com

Director Specialty Business
Kris Versteegen (704-987-3450 x102)
krisv@sportsonesource.com

VP Sales & Marketing Operations
Christina DeKraay (704-987-3450 x108)
cdekraay@sportsonesource.com

Circulation & Subscriptions
Joy Matheny (704-987-3450 x107)
subs@sportsonesource.com

Technology
Chief Information Officer, Mark Fine
VP Research & Development, Gerry Axelrod
Manager Database Operations, Cathy Badalamenti

SportsOneSource Publications

SGB
TEAM Business
Sportsman's Business
The B.O.S.S. Report
Sports Executive Weekly
SGB Update
Footwear Business Update
PSR Update
Sportsman's Business Update
Team Business Update

SportsOneSource, LLC
2151 Hawkins Street • Suite 200 • Charlotte • NC • 28203
t. 704-987-3450 • f. 704-987-3455
www.sportsonesource.com

JUNE 2010 VOLUME 5 | ISSUE 6
PSR

NEWS & INFORMATION FOR THE RUNNING & TRIATHLON MARKET



FEATURE

PAGE 10

NEWS

- 4 Product Watch** Polar, Nike Introduces Heart Rate Training
- 5 ImpluS'** Grassroots Campaign Boosts Brand Recognition
- 6 In Brief...**

They Said It
The Numbers Game
Did You Know

WHAT'S HOT!

- 7 Sunglasses** From Top To Bottom

FEATURES

- 8 All Hands on Deck** Toning Footwear Continues To Gain Consumer Traction
- 10 Tweet Like This...** 4 Ways Social Media Can Boost Your Business

I AM PSR

- 14 Parks Robinson** Fit2Run



Copyright 2010 SportsOneSource, LLC. All rights reserved. The opinions expressed by writers & contributors to PERFORMANCE SPORTS RETAILER (PSR) are not necessarily those of the editors or publishers. PSR is not responsible for unsolicited manuscripts, photographs or artwork. Articles appearing in PSR may not be reproduced in whole or in part without the express permission of the publisher.

PERFORMANCE SPORTS RETAILER, Volume 5, Issue 6, is published monthly by SportsOneSource, LLC, 2151 Hawkins Street, Suite 200, Charlotte, NC 28203; 704-987-3450. Subscription: one year, \$99.00 (U.S. funds) in the U.S. and its possessions; Canada and Mexico, \$149.00 (U.S. funds); all other foreign delivery, \$249.00 (U.S. funds); Printed in USA. Postage paid at Charlotte, NC and additional locations. POSTMASTER: Send address changes to PERFORMANCE SPORTS RETAILER, 2151 HAWKINS STREET, SUITE 200, CHARLOTTE, NC 28203; 704-987-3450.

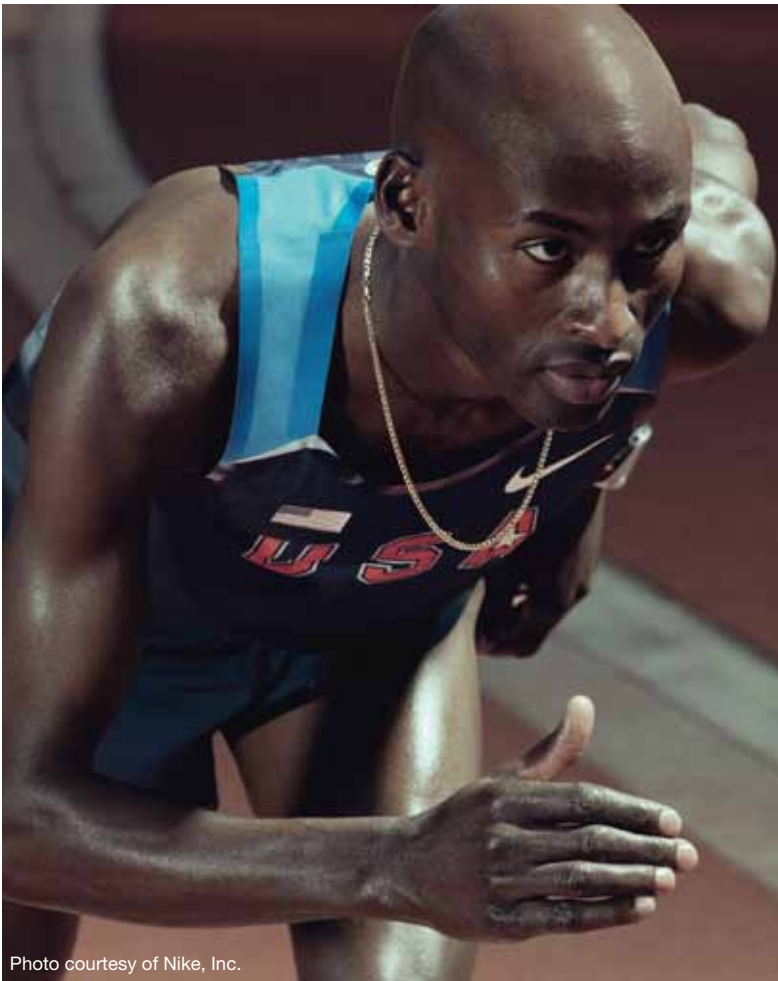


Photo courtesy of Nike, Inc.

PRODUCT WATCH

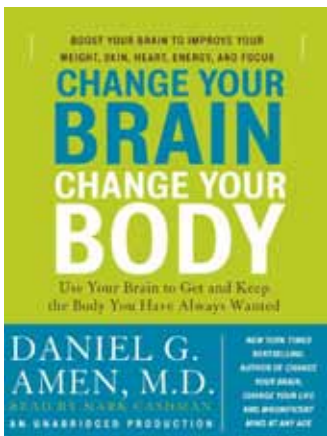
Polar, Nike introduces Heart Rate Training



Heart rate training is coming to millions of Nike+ users, thanks to a new partnership with Polar. The Polar WearLink+, available this month, enables users to run and train while monitoring their heart. The device, worn around the chest, transmits the user's heart rate wirelessly to his Nike+ iPod Sport Kit or Sportband.

Users can see their beats per minute while they run with their Nike+ SportBand or hear spoken feedback of their BPM during their Nike+ iPod workout. And after training, heart rate data can be transferred to the nikeplus.com web service. Users can track how long they ran in their target heart rate zone and see their heart rate progress over time.

The soft textile chest strap seamlessly adapts to the user's body shape, bringing full freedom of movement to the training session. The strap also is machine-washable and thanks to its hook mechanism, the transmitter is just as quick to put on as it is to take off. A user replaceable battery also increases the ease-of-use.



Quick Read

Change Your Brain, Change Your Body: Use Your Brain to Get and Keep the Body You Have Always Wanted by Daniel G. Amen

Prolific self-help author Daniel Amen, M.D., continues to ride a mainstream wave with self-help success books (24 titles and counting). The neuroscientist and psychiatrist's latest offering states the case that "it's your brain that decides" whether you overeat or starve yourself, exercise or vegetate. The book illustrates the importance of a healthy lifestyle for proper brain function by discussing the immediate and long-term benefits of (among other techniques) physical activity, balanced eating and natural medicines. Amen's work also can be seen in *Men's Health*, where he is a regular contributor.



IMPLUS' GRASSROOTS CAMPAIGN BOOSTS BRAND RECOGNITION

Yaktrax and Sofsole Facebook pages

Ping them and they will come. It works. Just ask Implus, the owner of Sof Sole and Yaktrax. The company continues to increase consumer brand loyalty through its social media outreach programs. Since 2006, Implus has been ahead of the curve in the area of social media marketing by developing a viral campaign that created dialog between the brand and its consumer base.

Implus' social media programs started with an outreach to prospective bloggers in an effort to seed them with products and create positive chatter about Implus specialty brands Sof Sole and Yaktrax. Over the past few years, the rise in popularity of social media sites like Facebook and Twitter helped the company expand its social media program from blog reviews to personalized sites, where participants can enter contests, sponsorship programs and share experiences online.

"Our social networking efforts have allowed us to interact easier with a growing fanbase and evolve our brands through grassroots efforts," says Todd Vore, president of Implus. "We wanted to have the opportunity to receive feedback from the consumer and allow personal relationships to develop."

Most recently, Sof Sole hosted a month-long promotion through Facebook in which fans received a complimentary pair of Sof Sole Coolmax Socks. The program resulted in 100 percent growth and feedback from its Facebook fans. And through its recent sponsorship of the Rock 'n' Roll Marathon Series, Sof Sole offered several free registrations to fans per race.

During the recent historic snowfall, the Yaktrax Facebook page held a photo contest to get a first-hand look at the ice traction devices in action. It also gave selected winners a free pair to help get them through the inclement conditions.

"It is refreshing to see a company that clearly stands behind their products and continues to grow in an organic way," says Jacob Rosen, an active blogger and social media enthusiast. "They're willing to get into conversations with their market of runners, hikers and other active people to spark personal communication between them."

JOIN THE IMPLUS REVOLUTION

You can track the Implus social media campaigns and become part of the action by visiting the following sites.

- www.facebook.com/sofsole or www.twitter.com/sofsole
- www.facebook.com/yaktrax or www.twitter.com/yaktrax
- www.facebook.com/littlehotties
- www.facebook.com/highgear



\$158

The average selling price for Nike's top selling running shoe in May

The percentage of Running Footwear dollar market share that Nike owned in May, which is down nearly 3 points from May 2009

48

18

The percentage of Running Apparel dollar market share that adidas owned in May



THEY SAID IT

“[Alan Cohen’s] vision and dedication leave an indelible imprint on The [Finish Line](#). He created a culture of joy and success that we will continue to foster in the years ahead.”

– Finish Line CEO Glenn S. Lyon on the recent retirement of co-founder and chairman Alan Cohen (Lyon was named new board chair)

“[Saucony](#) is advancing its strategy to grow among consumers 18 to 24, and create more gender equity in its sales. [The company] is sustainable with a healthy pipeline of great product.”

– Matt Rubel, chairman, president & CEO of Collective Brands, the parent of Saucony, on the company’s recent growth strategy

Did you know?

Source: SportsScanInfo.com

- Running Footwear dollar sales for May were up in the low teens
- Running Footwear average selling prices were up in the low-single digits for May
- Running Apparel dollar sales for May were down in the low-single digits

WHAT'S HOT

FROM TOP TO BOTTOM

IN TODAY'S SUNGLASS MARKET, KNOWING YOUR CUSTOMER IS KEY TO TAKING THE CATEGORY TO NEW LEVELS.

By Aaron Mabry

1. Tifosi Optics targets cycling retailers with models that offer impact protection. Vogel (shown) is one of their lightest models, at 24 grams. It fits a wide variety of face shapes/sizes, is fully equipped with hydrophilic rubber adjustable temples and a nosepiece for a no-slip, comfortable fit. **MSRP \$60**

2. Oakley is creating interest through assortment planning and helping consumers understand the benefits of clarity, impact protection and polarization. The Split Jacket has interchangeable lenses and patented Switchlock technology. All lenses have Hydrophobic/Oleophobic technology that repel dust and maintains a smudge-resistant barrier against skin oils, lotions and fingerprints. **MSRP \$260**

3. Costa Del Mar entered the summer market with a full line of revamped models with price points ranging between \$169 and \$249. The Blackfin (shown) frame features an infused Hydrolite lining - a material made to grip the wearers ears and temples. The Costa 580 blue mirror glass lenses offers top quality contrast while cutting glare. **MSRP \$249**

4. Revo is targeting the eco-conscious consumer. Overhang (shown) is their new rimless sunglass. Featuring Eco-Use nylon plastic-made from the seed of the castor bean plant. Lenses are constructed with polarcast-infused performance serilium which not only makes it sustainable and environmentally friendly but light and flexible. **MSRP \$159**

5. Julbo products are constructed so that the features and benefits justify price. Fusion (shown) features a new polarizing, photochromic Falcon lens, which darkens with light intensity. Polarizing eliminates glare and incorporates an anti-reflective coating to reduce eyestrain. An oil-repellent lens coating provides easy upkeep. **MSRP \$190**



ALL HANDS ON DECK

IS TONING FOOTWEAR CONTINUING TO GAIN CONSUMER TRACTION, RUN SPECIALTY STORES DISCUSS THE PROSPECTS OF ADDING THEM TO THE MIX.

By Thomas J. Ryan



While it's not gaining much shelf space in run specialty to date, toning footwear has clearly been selling like hot cakes in other footwear channels. Featuring price points from \$100 and up; and represented by Skechers' Shape-Ups and Reebok's Eas Tone models, the category was a major margin builder for family shoe chains, mall athletic specialty stores, full-line sporting goods chains and department stores this past holiday season.

It has only accelerated this spring, as more products reached retail and more men's styles are making their way to the market, Avia and New Balance also have unveiled toning shoes, with Saucony recently announcing its intentions to enter the toning market too.

As for other running footwear brands, Asics told PSR it has no plans to enter the fray at this time, while both Brooks and Mizuno declined comment. The ever-provocative Nike recently mocked the toning movement. During its annual investor's meeting in May, Eric Sprunk, vice-president for global product and merchandising at Nike, ended his speech on the importance of innovation by remarking, "Wouldn't it be great if we could make a pair of shoes that made your butt smaller, made my gut look smaller, make your muscles look a little bit bigger, just by putting them on and ... walking in them? ... Nobody can do that. I was just teasing."

Nike wants to lure women thinking of buying toning shoes to buy its Free minimalist brand, which promises to strengthen feet and muscles. New versions are planned for this fall. "We're excited that women are spending money on athletic footwear, and we think we can get our share," remarked Charlie Denson, president of Nike. Free can "supply the same kind of benefit to the athlete that maybe some of the others are claiming."

Indeed, despite Skechers hauling out four clinical studies in the United States, and Japan showing its Shape-ups increase muscle activity and energy consumption over standard fitness shoes, many industry insiders remain skeptical of the product's promised fitness benefits. That's keeping numerous specialty run stores from carrying the product. While some carry premium MBTs often linked to doctor's recommendations, only a few larger stores, such as Road Runner Sports and Florida's Fit2Run, are carrying the new wave of toning shoes. Others admit a stronger cry for more minimalist shoes.

But run specialty is closely monitoring the explosive category. At the mass level, the most encouraging sign is that toning's popularity hasn't cannibalized sales of walking or running shoes to date. And as more marketing is planned, the trend is expected to expand.

"As more people see and feel the benefits of it, I think that category will continue to be an important category within the athletic shoe business," said Foot Locker's CEO Ken Hicks on the company's first quarter conference call. "[We're] seeing more people use toning shoes as part of their workout, so they'll have a pair of toning shoes and they'll have a pair of walking or running shoes. So, it's not in lieu of, it's in addition too. That's why we're seeing it as a plus to the business."

“We carry MBT shoes in some stores, but we don’t carry [ShapeUps or Easy Tones]. MBTs have done fine for us. They have steadily sold in the markets where we have placed them. To be honest, we’re looking into it, and we’re considering it, but we don’t have our hands around it from a technical performance/benefit perspective. We want to make sure the performance story has merit. Clearly this is growing category.”

– Matt Lucas, CEO, Luke’s Locker, Dallas, TX

“We don’t have any plans to carry toning products. As a business, we’re focused on our core customer. At this early stage of this trend, we don’t think our customers are wearing toning products. It’s a different customer. Our success as a running specialty store is based on the trust, knowledge and the expertise we deliver to our customers. We’re unsure if that [toning] product works. And because we’re unsure, we’re having trouble putting them on our customer’s feet.”

– Bob Kennedy, co-owner, The Running Company, Indianapolis, IN

“We brought MBT in two years ago after talking to stores that had lots of positive feedback. They are expensive, but provide some nice benefits. The recent Shape Up shoes are less expensive. The marketing has hit a chord with [some] consumers. The demand is there. They can provide some nice benefits if executed and educated properly. We’ve ordered a few models, but we’re uncertain of their future. We are much more optimistic about the future of lightweight low-profile shoes ... We also brought in a lightweight, high profile Moon-boot looking shoe that appears to be opposite of Five Fingers. Minimalists think it is cutting edge as a recovery shoe. We don’t like gimmicks. We continue to have success with Vibram Five Fingers (with an emphasis on education). Health and wellness is a great opportunity to make a difference in our customers’ lives.”

– Curt Munson, owner, Playmakers, Okemos, MI

“We have kept our ear to the ground and are watching the various trends out there. This has been one that we have not decided to bring in yet. We don’t have any of our customers asking for that shoe. The minimalist shoe or barefoot running is a different story.”

– John Shults, general manager, Runners Roost, Denver, CO

“The toning category hasn’t really caught on at run specialty. The view is that the footwear companies are positioning to department store/volume retail/sporting goods channels. It hasn’t had an effect at run specialty, as our customers coming from the medical referral business still prefer running products. If cannibalization is occurring, it’s in those other channels jumping on the toning category. Run specialty has difficulty grasping the belief these products can actually ‘tone’ muscles. You still have to do the work, and just ‘strolling’ with toning shoes is not a believable proposition at run specialty ... Once department stores and volume chains start promoting in critical mass, the category will cool down – much like the walking category it replaced did due to the same promotional critical mass that occurred there.”

– John Rogers, owner, Maine Running Co., Portland, ME

“We are not currently carrying any toning products. I believe there are strength benefits as a training tool used cautiously and for short periods of time. As a specialty running store, it’s important we stay true to who we are. Nothing we’ve seen from the toning vendors justifies the re-allocation of inventory dollars to that category. That said, if credible research comes out and indicates a significant benefit to runners, and there’s interest in our community, we’d be open to trying a shoe on the wall. As far as I am aware, no independent (non-shoe company) clinical study has shown these shoes to be an effective means of weight loss or ‘toning’ like they claim.”

– Ted Kushion, merchandise manager – running footwear, Gazelle Sports, Grand Rapids, MI

“[We] currently don’t carry toning footwear. Truthfully, we’ve not seen a ton of consumer demand in our stores. This could change. We’ll continue to evaluate its relevance and prospects in our market. They may speak to consumers as a post- or pre-run or workout shoe for added strength training or recovery benefits. Although I cannot confirm that positioning is totally valid or has seeded yet, the possibilities increase the likelihood of specialty stores becoming an active distribution channel. In most cases, it must be an incremental sale for us. Whether it brings a customer back or is a second pair to complete a transaction, it must complement our core products to justify the inventory investment. The more ‘noise’ about wellness [the better]. For stores perceived as fitness experts in their communities, this will make the popularity of toning products good for our channel.”

– Mike Cosentino, owner, Big Peach Running Co., Atlanta, GA

TWEET LIKE THIS ...

4 WAYS SOCIAL MEDIA CAN BOOST YOUR BUSINESS

By MacKenzie Lobby

Do you Facebook? Do you have any fans? Do you tweet? A whopping 400 million people around the world are on Facebook. Half of them log on daily. Nearly 500 billion minutes a month are spent perusing "the book." Similarly, Twitter boasts more than 100 million users and is gaining at a rate of 300,000 each day.

Social networking is a virtual PA system to be embraced by your business. While television and newspaper ads are about as precise as an aerial leaflet drop, services such as Facebook and Twitter provide a self-selected audience. These people actually want to hear from you.

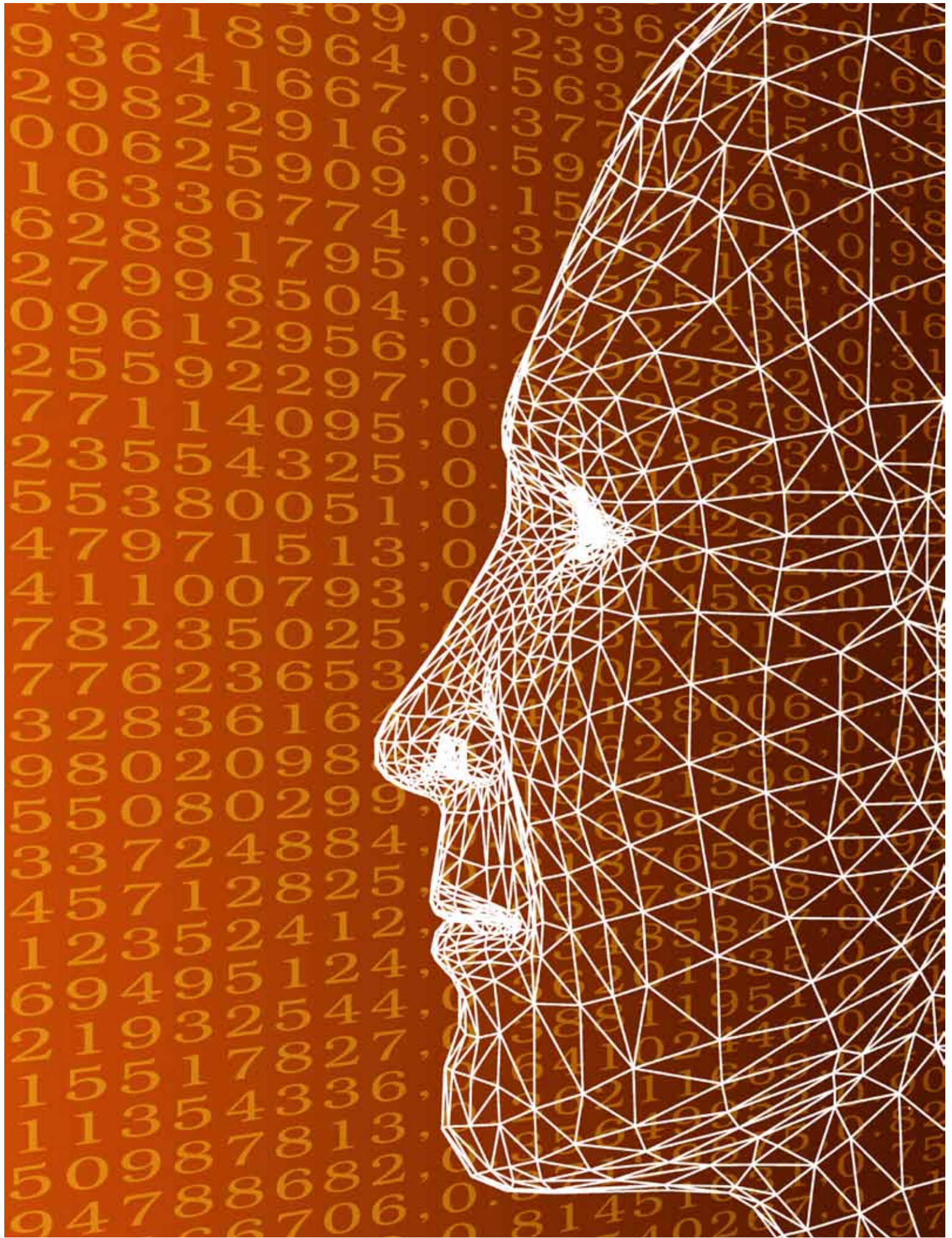
The steadily rising number of Twitaholics marks an increase in social networking participation by working adults. While Facebook made its name with the help of a younger demographic, AC Nielsen found that 35-49 year olds make up the largest group on Twitter. This highlights the importance of not simply choosing one virtual portal through which to get your message out.

Looking beyond Twitter and Facebook, Foursquare is a newcomer but many experts consider it the most business-friendly social network. Foursquare is primarily a mobile phone application that allows registered users to connect with friends and update their location via the GPS unit available in most phones. Since Foursquare is a location-based network (known as Geosocial Networking), businesses are able to offer Foursquare users in their area special promotions or coupons.

The new network is rapidly growing, thanks in large part to the game-like feel of the application. In January 2010, Foursquare launched globally, allowing check-ins from any location worldwide and as of March 2010, the service had 500,000 users internationally.

While social networks can be a time-drain for the casual user, your business can optimize these services' capabilities by posting the right messages at the right times.

Social media is about providing value. Let's face it, in the world of social media, it's too easy to unfollow, unfriend or unsubscribe from someone who is not providing value. With every tweet, status update, blog post, video or check-in, your message should provide



value. This means different things to different people. Your value is providing your customers access to the resources they need to run, train and exercise effectively. That means posting information on great resources and keeping them updated on promos, new products, events, etc.

1. Sales Spotlight

A special sale is only as strong as its marketing. Gone are the days when deal hunters diligently cut out newspaper coupons. A week before a big anniversary sale, remind your followers on Facebook and Twitter that the blowout is approaching. During the sale, post regular messages to remind folks of what they have to gain. Whether you're offering 50 percent off a second pair of shoes or a free pair of socks with every purchase, tweet them and they will come.

If you are looking for a more formal arrangement, consider posting a downloadable coupon along with your Facebook and Twitter messages. Customers with smart phones can simply call up the graphic on their phone at the register, no paper necessary.

2. Free Advice

While employees undoubtedly shell out in-store advice about everything from training to injury rehabilitation, why not remind customers in the virtual world? On a hot summer day, throw out hydration tips. Are you seeing knee problems? Suggest a link with strengthening and stretching exercises. How about nutrition advice based on recent research? When you make your store's communications a fount of relevant information, customers will pay attention and you reinforce your reputation as the expert source.

3. Eventful Messages

Social networks are a great way to remind customers of upcoming events. If you're sponsoring a local road race, start a Facebook group and invite people to join. Every time a person joins, announce it on the newsfeeds of their friends. Functioning like a self-automated phone tree, Facebook drives the messages without any work from you. Wind it up and watch it fly.

Twitter also provides a platform in which you can chirp details and fun facts regarding an upcoming race. Tweet about last year's winning times and this year's prize purse. Remind participants of the starting time and where to park. Post Twitpics of newly designed finisher's medals. The webosphere is the limit.

4. Virtual Interaction

Facebook and Twitter offer a whole new way to personalize your services. Utilize the social networks to provide a customer forum. Maybe a customer isn't sure how many miles to put on a pair of shoes before replacing them or wants ideas on where to find a marathon training plan. The minimal amount of time it takes to respond to such queries is well worth the kickback you'll get when your customers visit your store. It also allows likeminded people to interact about local running groups or current issues, like the barefoot running phenomenon, to learn from each other and share information.

SPOTLIGHT ON ... MARATHON SPORTS, MINNEAPOLIS, MN

Building a Social Network

Sitting a stone's throw from the Twin Cities' lakes, a mecca for Midwestern running enthusiasts, Marathon Sports has been catering to runners and walkers for 25 years. In 2010, they decided to step into the future and create a Facebook page. The store has already seen plenty of new customers walk through their doors thanks to the page and referrals from friends through the site.

"It's had a positive impact," says John Long, owner of Marathon Sports. "Any time you can have interaction with customers, that's a good thing." He underscores the importance of posting useful information on their Facebook page, rather than saturating people's newsfeeds with ads. "My goal is to have it be more content driven, than sales driven."

He says they plan on using the page to highlight various community events and races as well as special training and injury clinics in the area. "The mechanics haven't really changed," Long says. Referrals from friends are one of their biggest sources of customers; Facebook simply enhances the ease of referral between current and new customers. Long says the social networking site has become a supplementary tool for Marathon Sports. "Facebook won't replace what we're already doing. It's all about customer care."



MYTH BUSTING

Do I need a lot of social media followers?

In a word, **'no.'**

Many people view social media as an arms race. Whoever has the most followers wins. Right? Well, actually, wrong – kind of. Is it better to have 100 followers with whom you regularly engage than 10,000 who never pay attention to you? Too many people spend too much time trying to get too many new people following them. Sure, the bigger your network, the more people you can reach. But remember, getting out the word to the customers who are loyal to your store is what your social media strategy should be all about. Don't worry about quantity – focus on the quality.

BUILDING SOCIAL MEDIA STRATEGIES

Winning at the game of social media means having a strategy that works. It's that simple, really. Following is some advice from Jason Falls, founder of Social Media Explorer.

LISTEN – Lend an ear to your competition as well as your current customers and what they are saying about your company

Embrace the masses – Social media conversations are dialogues and even “multi-logues” where others listen to your 1-on-1 conversations

RELATIONSHIP BUILD – Social media is about building long term lasting relationships with customers

OPEN YOUR MIND – Listen for and respond to both positive and negative comments multiplies the good vibes around your brand

EXPAND YOUR HORIZONS – Soon businesses will be creating social businesses where customers come for community and not just to buy your product

CREATE A NEW UNIVERSE – The best social media programs take the online world and move it to the offline world

I AM PSR



Bill and Parks Robinson

PARKS ROBINSON GENERAL MANAGER, FIT2RUN

Parks Robinson has retail in his blood. His grandfather H.L. Robinson along with his great uncle, Penny Robinson, started in sporting goods back in the 1960's in Bradenton, Florida. His father, Bill, ran Robby's Sporting Goods also in Bradenton that later became Champs Sports. Following a brief stint after college in the management training program at Nordstrom, Parks teamed up with his father in 2006 to launch Fit2Run in Sarasota/Bradenton, FL. They now own three stores.

WHAT DID YOU WANT TO BE WHEN YOU GREW UP AS A KID? A professional baseball player.

FIRST JOB? Working for my dad at his wholesale tree business. I had to work every day of the week in summer before baseball practice. It taught me that if you worked hard you would be rewarded.

EARLIEST RETAIL MEMORY OF RETAIL? Going into my father's store and trying on Jordan's before they were released to the public.

WHEN DID YOU CATCH THE RETAIL BUG? As early as five years old, I remember walking through my dad's office and distribution center. Then after I graduated college I told my dad about my desire to work in retail, he suggested I worked for Nordstrom because of their great training program. I did and couldn't get enough of retail and helping customers after that.

BIGGEST LESSONS FROM NORDSTROM'S? Do whatever it takes to make your customer happy and employees come first.

WHAT INSPIRED FIT2RUN? I have always been an athlete and ran a lot growing up. My dad has always been a runner and tri-athlete. So we wanted to open a specialty store that catered to that specific athlete.

WHAT DO YOU LIKE ABOUT THE RUNNING COMMUNITY? The attitude of a runner is awesome. It's a passion...a lifestyle.

BIGGEST MENTOR? My dad. We are constantly brainstorming about everything from product, to innovation, customer service, trends and staff. We listen to each other and feed off each other's energy. I couldn't do what I am doing if it wasn't for his knowledge, expertise and guidance.

FAVORITE BOOK: One Flew Over the Cuckoo's Nest

FAVORITE MOVIE: Caddy Shack

FAVORITE VACATION SPOT: Tahiti

IF MONEY WAS NO CONCERN, WHAT WOULD YOU BE DOING? I am a huge fisherman so maybe a charter guide.

WHO WOULD PLAY YOU IN THE MOVIE OF YOUR LIFE? Owen Wilson. He has a great attitude and lives life to the fullest.

HOW WOULD YOUR FRIENDS DESCRIBE YOU? Hard worker and has a lot of fun in life.

WHAT MOST SURPRISES PEOPLE NEW TO THE RUNNING INDUSTRY? It is a customer service industry. You shouldn't just let a customer pick a shoe off the wall and expect it to be the right one for their feet. It is also a very specialized industry and community involvement is one of the keys to success.

2010 BRAND STRENGTH REPORT



AVAILABLE NOW

Comprehensive Nationwide Survey • Brand Strength Index • In-Depth Consumer Behavior
Detailed Individual Brand Analysis • Customizable Format

For more information or to customize your copy of the Brand Strength Report today,
please call 704.987.3450 or e-mail to: research@SportsOneSource.com

 **SOS RESEARCH**
A Service of The SportsOneSource Group

www.SOSresearch.com

everyone needs an...

EDGE™

The groundbreaking Aetrex **Edge** Runners offer extraordinary performance and comfort. An adjustable Lockdown™ Heel Strap provides a customized fit and allows you to set the rearfoot control to your particular needs. The state-of-the-art Cobra™ Support Pod and Heel Cradle Midsole ensure the support and stability needed for long runs.


aetrex®
www.aetrex.com/edge

