

# CSN Week in Review



Published by the Canadian Sporting Goods Association

## TEN QUESTIONS with Bill Holowaty, vice-president general operations, Miura Golf

### 1. When did you first become involved with Japanese-based Miura Golf?

My relationship with Mr. Katsuhiro Miura goes back 25 years, when I played professional hockey in Japan. At that time, I started visiting the factory and seeing the products that were coming out of the factory and the equipment he was making on behalf of the largest and most prominent equipment companies in the industry. I continued after my retirement to do ice hockey schools throughout Japan over the course of six weeks during the summer. After retiring, I would return to Japan every summer for approximately 6 weeks to do hockey schools throughout Japan. At the end of every trip, I would make a point of traveling to Himeji to visit Mr. Miura, his family, and the factory. This continued for some 15 years. *(Cont'd on page 3)*



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### IN THIS ISSUE

#### TEN QUESTIONS

with Bill Holowaty of Miura Golf ...1

#### OPINION

Nike supports Tiger Woods .....2

#### RETAIL NEWS

Study says consumers equate store & national brands.....2

#### FINANCIAL NEWS

Dorel secures long-term financing ..5  
 Warm weather impacts fourth quarter sales for Forzani Group .....5  
 U.S. Snow Sports market rebounds.6

#### INDUSTRY NEWS

Hi-Tec/Black Knight forge alliance...7

No. 1 Driver Brand at Masters.....7

Recall issued for Ardica .....7

Callaway Golf promotion .....8

Award for Columbia .....8

#### ANNOUNCEMENTS

New Louis Gameau Sales Manager.9

Kobe supports clean play .....9

Kombi sponsors athletes .....9

NSCAA diploma course.....10

#### TRADE SHOW NEWS

ASR re-aligns show dates.....10

New dates for PGA show .....10

#### NEW & NOTABLE

New Oakley eyewear.....11

ECCO Golf Street Premier shoes....11

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## Nike supports return of Tiger Woods with controversial TV spot

It's been criticized by cynics. It's even been called "creepy." But the new Nike TV spot, quite brilliantly, re-establishes the link between Tiger Woods and his most important sponsor in a way none of us could have imagined.

There's no winning putt, no fist-pumping, no roaring crowd just black and white footage of Woods, clothed in a ball cap and vest emblazoned with his sponsor's famous swoosh. Tiger doesn't speak, smile, or even blink in the 30-second spot. Instead, he stares directly at the camera and appears somber and reflective as the voice of his father, Earl, who passed away in 2006, asks: "*Tiger...I want to find out what your thinking was,*

*I want to find out what your feelings are, and did you learn anything?"*

By invoking the father-son relationship that Woods says has helped bring him through the scandal involving his marital infidelities, the ad really does seem sincere. It communicates that the great golfer is ready to take his lumps – from his father, no less. The ad also, of course, reinforces Nike's loyalty to Tiger Woods, while carefully testing the commercial waters prior to The Masters and Woods' long-awaited return to the game. In a statement released Wednesday about the ad, Nike said: "We support Tiger and his family. As he returns to competitive golf, the ad addresses his time away

from the game using the powerful words of his father."

There is no doubt that Tiger Woods has sustained permanent damage to his carefully constructed image, particularly with younger golfers. But by communicating his contrition through this ad, Woods is telling his followers, "I may not be perfect, but I have learned from my mistakes." The beauty of the ad is that this is exactly what we hope our own children will do, when they fall from grace.

The TV spot was broadcast Wednesday on TSN's SportsCentre at 6:30 p.m. EDT. It also aired on ESPN and The Golf Channel.

View the commercial  
[www.youtube.com/nikegolf](http://www.youtube.com/nikegolf)

## RETAIL NEWS

### Study says many global consumers now equate store & national brands

Consumers from around the world feel strongly that store brands are the same as, or better than, national brands at providing a variety of benefits, according to a study conducted by Ipsos Marketing, Consumer Goods.

Findings from the study, which were released on Wednesday, indicate that while store brands have built their foundation on distinguishing themselves as a good value in terms of low cost, consumers now believe they provide much more than that. At least 80% of global consumers indicated that store brands are the same as or better than national brands on many dimensions, most notably meeting their needs, offering convenience, being

good for their families, caring about the environment and exuding trust.

"Our data indicates that store brands are challenging national brands on a number of key brand attributes," says Gill Aitchison, President, Ipsos Marketing, Global Shopper & Retail Research. "In essence, the brand experience associated with store brands is matching the brand experience associated with national brands – and that is very alarming for national consumer packaged goods marketers."

The study also indicates that global consumers are confident that store brands perform just as

well as national brands: 81% say that store brands offer food products that taste as good and home products that work as well as national brands. The notion that store brands offer a sub-optimal product experience – the trade-off for lower price – seems to be fading in consumers' minds.

Aitchison says that the survey suggests that national brands greatest strengths vs. store brands are packaging, innovation, uniqueness and quality. "These are important facets of the brand experience, and ones that manufacturers should consider in their brand strategy," she says.

The study was conducted by Ipsos Marketing, Consumer Goods via the Ipsos Global @dvisor International Omnibus, an online survey of citi-

zens around the world. Interviews were carried out between November 4th, 2009 and January 13th, 2010. For this survey an international sample of 21,623 adults aged 18+ were interviewed in a total of 23 countries. The countries included Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Hungary, India, Italy, Japan, Mexico, Poland, Russia, South Korea, Spain, Sweden, the Czech Republic, the Netherlands, Great Britain, the United States and Turkey.

Complimentary assess to the data in this report for each of the 23 countries is available upon request from Ipsos Marketing, Consumer Goods.

**Info:** [www.ipsos-na.com](http://www.ipsos-na.com)

## TEN QUESTIONS (cont'd)

### 2. What impressed you about Mr. Miura and his craftsmanship?

His own products were already very popular within Japan. A Japanese golf magazine once said Mr. Miura had the "hands of God." That was brought to my attention many times over the years through the work he's able to do on the grinding machine on behalf of Tour professionals or in the design and grinding of specific models. I can give you instances where he stood there with a professional player and the professional would say, "Well, I would like to see the top line look like this," or "I'd like a little bit more of a rounder toe," or "The leading edge is too sharp; I would like that softened a little." They'd give me a sort of a wish list based on the model that he had in his hand. And then Mr. Miura would take the raw head and over the course of a couple of minutes deliver back a look to the golfer. On more than

one occasion, I saw the jaw drop or the eyes go wide. There was a disbelief that someone could take that information so quickly and turn it into exactly what he was looking for.

### 3. Where did Mr. Miura hone his craft?

Part of his skill has been developed over the years. But another part of it is an innate understanding of what the golfer is looking for. He asks the golfer, "What type of conditions are you playing under?" "What are you looking for in terms of ball flight?" "Why do you want the toe rounder?" Then, fueled with that knowledge, he's able to take that and deliver it to an exact look. One of the things that is most amazing about this ability is that Mr. Miura himself did not play golf at a high level.

### 4. When did Miura Golf come to Canada?

We started a pilot project with Miura Golf back in

1998 with a focus on both Vancouver and Dallas. We were in a position to “test the waters,” and the feedback was encouraging. The Miura Golf shareholders (with the exception of Mr. Miura) are all Vancouver-based and, given our business model, we believed that we would be able to establish our corporate head office in Vancouver. We opened our office in 2003.

## 5. What challenges have you experienced as you’ve introduced the Miura brand to the Canadian marketplace?

That is an interesting question. I say that because even though we are located in Canada, Canadian retailers have been very slow come on board. I believe this was due in large part to the fact that the Miura brand was new to the golf landscape and retailers (off course as well as on course) were hesitant to look outside the box. The few that were forward thinkers did their research, embraced our products, and consequently have enjoyed tremendous success.

## 6. What is Mr. Miura’s role in the company today?

He still has the No. 1 chair on the grinding line. He is still involved in the day-to-day operations of the company. And although his sons are talented, talented young men, to still have a mentor in place like Mr. Miura speaks to the fact that no one cares about the clubs with his name on them more than he does.

## 7. What are some of your key products?

Our wedges are fast becoming the choice of many golfers, including our Series 1957 models, the Y Grind, and C Grind. They have allowed golfers to purchase a single club and discover this “Forbidden Fruit.” Our Tournament blades are perennial favorites. The MC 102, our mid size cavity back, allows all golfers to experience the Miura feel and performance.

## 8. Any new products for 2010?

We have just introduced a new model, the CB 501. This model has been several years in development and will appeal to a wide range of golfers. Adhering to Mr. Miura’s philosophy of each model must “perform first and sell second,” this cavity-back iron has a “sweet spot muscle back” that the blade player will love. A sole design, which appeals to the Tour player, delivers the ultimate in playability. Mr. Miura has also designed a new 56° wedge with a “fluted sole.” We expect to introduce this to the marketplace in early April. Of course, the new (USGA) Groove Rule will mean all our models will be available with conforming grooves in 2010.



## 9. Where do you sell your products?

We have enjoyed great success with custom club fitters and a few off course retail accounts. Anyone who is interested in becoming a Miura dealer can contact Ted Cotter via email at [ted@miuragolf.com](mailto:ted@miuragolf.com) or by calling our toll free number 1-866-466.4872. **Info:** [www.miuragolf.com](http://www.miuragolf.com)

## 10. What’s ahead for Miura Golf?

Miura Golf is very excited about 2010, especially with our potential for growth in Canada. It is our opinion that Canadian golfers today are more sophisticated than at any other time in history and their knowledge of golf equipment continues to expand. This means that as golfers search for the best, Miura products will be front and centre. Mr. Miura has a saying which, when translated from Japanese, means: “The good golfer will find me.” It means that if Mr. Miura continues to produce irons to his extremely high standards that eventually golfers will discover Miura -- and what sets us apart.

## Dorel Industries secures long-term financing of US\$200 million

Montreal-based Dorel Industries Inc., maker of Cannondale, Schwinn, GT, Mongoose, Iron Horse, and SUGOI, announced yesterday that it has secured new long-term financing by issuing US\$50 million of Series "A" Senior Guaranteed Notes and US\$150 million of Series "B" Senior Guaranteed Notes, bearing interest at 4.24% and 5.14%, respectively.

Dorel said that the Notes were purchased by a group of institutional investors including Prudential Capital Group, an institutional investment business of Prudential Financial, Inc. The principal repayment of the Series "A" Senior Guaranteed Notes is due in April 2015, whereas the principal repayments of the Series "B" Senior Guaranteed Notes begin in April 2013 with the final payment due in April 2020.

## Warm weather impacts fourth quarter sales for Forzani Group

Unseasonably warm weather led to a fiscal 2010 fourth quarter same-store sales decline of 3.1% for sales of winter categories for the Forzani Group Ltd. The three largest categories (alpine ski, snowboard and outerwear) accounted for an overall same-store retail system sales decline of 8.1%, according to Canada's largest retailer of sporting goods, who reported fiscal 2010 results for the 13-week fourth quarter and 52-week annual period ended January 31, 2010 on Tuesday, April 6.

"Our fourth quarter and essentially flat annual results attest to our resilience given the worst recession in 70 years, significant one-time costs and the impact of unseasonable weather," said Bob Sartor, FGL's Chief Executive Officer. "While flat results are never satisfying, our team managed well under the circumstances and for the year, we outperformed both our Canadian retail peer group and the North American sporting goods peer group in the key same-store sales metric."

"Looking to fiscal 2011, early results from the start of the first quarter were strong and exceeded expectations in both our corporate and franchise stores. We believe our progress against strategic objectives is positioning our businesses to take full advantage of both the economic recovery this year and further growth opportunities well into the future."

Excluding the weather impacted product cate-

gories mentioned above, the retailer achieved an overall same-store sales increase of 2.0% that they say compares favourably with a decline of 1.0% for the Canadian retail peer group and an increase of 0.1% experienced by the North American sporting goods group. FGL's annualized same-store sales performance of -0.7% exceeded both the Canadian retail peer group at -2.3% and the North American sporting goods peer group at -4.2%.

Total revenue was down 2.1% from a year earlier and included a 13.5% decline in wholesale sales to third parties and the franchise network. The decline in wholesale sales mainly reflected a 4.0% decline in retail sales of stores within the franchise network and the timing of order receipts from third parties.

Retail system sales, which include sales from corporate and franchise stores, were \$499.9 million, a decrease of \$7.0 million, or 1.4%, from the comparable 13-week sales of \$506.9 million a year earlier.

Gross profit was \$156.6 million, up 3.4% from \$151.4 million a year earlier, and gross margin was 42.0% of revenue compared with 39.8% of revenue a year earlier. The improved gross margin rate was primarily due to gains in the corporate retail business, where previous improvements to the aging and mix of inventory allowed the Company to avoid the significant discounting that was required a year earlier. The shift in the revenue mix toward higher margined retail from lower margined wholesale revenues also helped boost the rate, they say.

Visit our blog at <http://blog.csga.ca> for full financial results.

## U.S. Snow Sports market rebounds in February

U.S. Snow Sports market sales reached \$2.7 billion in February with a 3% gain in dollars sold compared with August through February last season, according to research conducted by the Leisure Trends Group for the SIA Retail Audit. SIA said that the number of units sold has declined across the market this season as sales of carryover items and unit sales in some specific categories like fleece and sweaters have diminished. Warmer weather in states north of the Mason-Dixon Line, less snow in the Rockies and wetter and colder weather in the south have contributed to shifting sales patterns this season.

Reduction in carryover sales coupled with more purchases of current season model equipment and apparel kept dollar sales in the green even as the number of units sold declined 3% overall. Specialty shops enjoyed higher margins and saw significant declines in inventory through February, resulting in improved cash flow. Significant declines in the Western and Northeastern regions' sales, particularly in snowboard equipment sold resulted in flat dollar sales. Weather patterns typical for El Niño conditions drove sales in a colder and wetter Southern U.S. region, but hampered sales in the Rockies and in the warmer-than-average Northwest. SIA predicted that weather will continue to drive sales as late season snow returns to the atypically dry Rockies and the results of record snow in the south and Mid-Atlantic are completely realized in the market.

Other highlights from the SIA research:

- Sales of rocker, also known as reverse camber skis, have increased from 2,697 pairs sold in 2008-09 to 6,967 sold through January 2009-10.
- Rocker snowboard sales have doubled since last season from 20,070 to 43,772 boards sold.
- Snowboard Equipment – Overall sales suffering with declines of 7% in units and 4% in dollars, coupled with increases in carryover sales while most current season snowboard equipment sales have declined – except for rocker boards.
- Backcountry – AT/Randonee ski sales up 48% in units and 49% in dollars sold.
- High Performance Alpine Boots – up 17% in units and 21% in dollars sold.
- Helmets – More than 1.1 million helmets sold through February this season.
- Snowshoes – Sales up 7% in dollars with 117,887 units sold in snow sports shops.
- Alpine Tops – Up 4% in dollars sold compared to an 8% decrease in dollars sold for snowboard apparel tops.
- Fleece and Sweaters – Units sales in fleece are down 9% in units, a decline of 221,966 units and retailers have sold 51,960 fewer sweaters this season.
- Snowboard Apparel – Sales are down 6% in units and 5% in dollars sold. Snowboard apparel made for kids is down about 19% in units overall.

The Retail Audit data is gathered directly from the Point of Sale systems of about 1/3 of the snow sports retailers in the U.S. market. Each season, Leisure Trends gathers snow sports sales data from a representative panel of more than 1,200 snow sports retailers who provide sales data directly from their Point of Sale systems.

**Info:** [www.snowsports.org](http://www.snowsports.org)

## Hi-Tec Sports/Black Knight Canada forge alliance

Hi-Tec Sports, a leading global supplier of footwear and apparel, has announced a new strategic alliance with Black Knight Canada to distribute court shoes in the Canadian market. Hi-Tec's privately owned parent company, based in the United Kingdom, leads the market in the court footwear category. In making the announcement, Bob Kaiser, CEO of Hi-Tec USA and Canada said:

"Hi-Tec is proud to team up with this dynamic group in Black Knight. They come to the team with years of expertise making this a dynamic alliance." "Black Knight is extremely pleased to be distributing the Hi-Tec line of court shoes in Canada," says Fred Reid, National Sales and Marketing Manager of Black Knight Canada. "This partnership joins two respected and experienced companies who are very passionate in the racquet sports industry, market leaders in sport specific technology, and dedicated to the growth of the game. We look forward to growing the court shoe market and returning Hi-Tec to the #1 court shoe brand in Canada."

## TaylorMade the No. 1 driver brand at The Masters for the 10th year running

TaylorMade Golf ranked as the No. 1 driver brand at The Masters for the 10th consecutive year when play began yesterday. The company has provided its Tour Staff professionals participating in this year's Major Championships with specially logoed hats and staff bags, starting with the 2010 "Season Opener" commemorative logo to be used this week. TaylorMade started designing

special edition logos in 2003, to pay homage to each major championship and the particular venue at which it is played.

The company has posted an interactive slide show featuring all 26 commemorative logos created to date, and the stories behind them, on the TaylorMade Golf Official Global Facebook Fan Page at: <http://www.facebook.com/TaylorMadeGolf>

## Recall issued for Ardica power system in outerwear products

A joint recall has been issued with Ardica Technologies, Health Canada, and the United States Consumer Product Safety Commission (US CPSC) for the Ardica Moshi Power System in Mountain Hardwear Radiance and Refugium Jackets and Sitka Dutch Oven Vests. According to information posted on Health Canada's website, the warming component in the jacket can overheat, posing a burn hazard to consumers. Ardica Technologies is aware of five reports of overheating, with no reported injuries.

Health Canada said that it has not received any reports of incidents or injuries related to the use of these jackets. Approximately 62 of these jackets were sold in Canada; approximately 2630 were sold in the United States during the period of August 2009 to February 2010. Consumers should immediately stop using the recalled power systems and jackets/vests, and contact Ardica Technologies for instructions on how to return them for a full refund.

For more information, contact Ardica Technologies at 1-877-884-1921, or visit Ardica's website [www.ardica.com](http://www.ardica.com)

## Callaway Golf promotion to reward home-run hitters

Callaway Golf has announced an initiative to reward baseball's most aggressive home run hitters. Throughout the 2010 season, the company will provide a full set of its new Diablo Edge golf clubs, the longest of their kind that Callaway has ever developed, to any big league player who hits a home run that travels a distance of at least 470 feet. According to [hittrackeronline.com](http://hittrackeronline.com), which collects data on every long ball, there were 10 such home runs in 2009. An additional 27 home runs traveled between 460 and 469 feet. In Canada, three home runs over 470 feet have been hit at Toronto's Rogers Centre since 2006.

"Driving the ball longer than anyone else during competition takes talent and a bold approach that we want to reward in 2010," says Jeff Colton, Sr. Vice President of U.S. Marketing and Sales, Callaway Golf. "Ballplayers that embody the attitude and skill that it takes to drive a ball 470 feet and longer are exactly the type that would want to play our new Diablo Edge clubs, which are perfect for anyone looking to blast the ball longer and straighter than ever before."

"We hope this will help inspire our very own Toronto Blue Jays to hit a few more runs out of the park this season," says Preben Ganzhorn, Director of Marketing for Callaway Golf. "We are looking forward to the opportunity to present a few sets of Callaway's Diablo Edge clubs on Canadian soil."

**Info:** [www.callawaygolf.com/ca](http://www.callawaygolf.com/ca)

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## Another award for Columbia's Ravenous trail shoe

Columbia Sportswear Company has announced that its Ravenous trail running shoe has received the "Editors' Choice Best Debut" Award from Trail Runner magazine.

"With this debut, Columbia makes a huge splash in the trail-running market. For its light weight, the Ravenous offers excellent arch support, pronation control and cushioning," said magazine editors.

The Ravenous features a unique, 3D Techlite™ heel capture system combining the cushioning of Techlite -- a proprietary Columbia technology offering superior

lightweight support -- with a transparent external heel counter. By inverting traditional heel construction, the company says that the shoe reduces heel motion and offers a more accommodating, nearly custom, fit.

The Ravenous also won an Outdoor Industry Award from International Forum Design in July, 2009 and was featured in the 2010 Shoe Review in the April edition of Runner's World Magazine.

Check out the YouTube Video of Ravenous: <http://www.youtube.com/watch?v=nQiXW6HMLw8>

## New Canadian Sales Manager for Louis Garneau Sports

Louis Garneau Sports Inc. has announced the promotion of Mike Britten to Canadian Sales Manager. The company says that it is experiencing a major growth of its business in all its categories worldwide. "The Canadian market has been one of the company's main focuses since its inception," says Pierre Grenier, Sales Director – Canada. "With this in mind, I am pleased to promote Mike as our new Canadian Sales Manager.

"We believe this is a thoroughly well deserved promotion for Mike and a testament to the hard work and professionalism he has demonstrated in his latest role in the company," he continues. "Mike has demonstrated a continuous sustained performance over the years. He has proven knowledgeable with regards to assessing the industry and has assumed his readiness to accept higher responsibilities."

Britten will report to Grenier, and will work from the company's head office in Saint Augustin-de-Desmaures, Quebec, effective October 1, 2010. "A transition plan has been put in place to maintain the level of service our customers deserve as faithful customers of Louis Garneau products," says Grenier.

Over the next few weeks, the company welcomes its customers' suggestions for candidates to assume Britten's position as Ontario sales rep, as part as its internal recruitment process.

**Info:** [www.louisgarneau.com](http://www.louisgarneau.com);  
1-800-463-8356

## Kobe Sportswear supports clean play

Kobe Sportswear was a proud sponsor of HDCO's 2010 Penalty Free Sweepstakes that encourages and rewards fair play, skills, safety, and sportsmanship. Any amateur hockey team in Ontario can qualify for the sweepstakes by playing a penalty-free game within the province of Ontario during the contest period.

"Since its inception, the program has enjoyed tremendous growth and attention in bringing awareness to clean and fair play in amateur hockey" says William Chen, Kobe Sportswear Marketing Executive. "We look forward to an even more successful year in 2011."

The random draw was conducted on Monday February 8, 2010 at the offices of the Hockey Development Centre for Ontario.

"Congratulations to team Electrozad from Sarnia for winning a team-set of Kobe's Performance Fleece Pullover (Style#8950) for their excellent achievements this year while staying out of the penalty box," says Chen.



**Info:** [www.kobesportswear.com](http://www.kobesportswear.com)

## Kombi sponsors event, athletes at 2010 Jon Olsson Super Sessions

Montreal, QC and Vermont-based glove supplier Kombi has announced their sponsorship of the Jon Olsson Super Sessions, which started yesterday in Are, Sweden. The event offers a full 11 days of freeskiing action by the sport's biggest stars and most celebrated cinematographers. The competition format brings together seven different teams representing six different countries plus a team chosen by the members of Newschoolers.com. Over the 11 days, the teams will visit a diverse set of freeski features to film a 5-minute segment. The final video edits will be judged and

screened at a massive awards party on the final day. Jon Olsson's stellar reputation for putting on incredible events and raucous parties guarantees JOSS will be every bit as amazing as previous years.

In addition to helping host the most prestigious event in freeskiing, Kombi also sponsors several athletes who are competing at JOSS: Team America's Euro-X-gold-medal winning superstar Tom Wallisch, Team Canada's always-impressive Justin Dorey, and comp creator Jon Olsson.

**Info:** [www.josupersessions.com](http://www.josupersessions.com); [www.kombisports.com](http://www.kombisports.com)

## First official NSCAA diploma course coming to Canada

The National Soccer Coaches Association of Canada and Crescent School will offer Canada's first official NSCAA diploma course on May, 8th, 2010, at Crescent School in Toronto. Organizers says that the NSCAA's lineup of highly regarded courses cover many different aspects of the game and have been designed by acclaimed coaches from all over the world. The first offering will be the Goalkeeping Level 1 Diploma course, which prepares coaches who have never played as goalkeepers to coach their goalkeepers to be successful. This course was originally put together by Canada's own former national Team Coach, Tony Waiters. Waiters remains the only coach to take Canada's Men's team to a World Cup. Having played as a goalkeeper on England's National Team and coached many players and goalkeepers. "We are honoured to bring one of the World's leading coaches and clinicians to Toronto for this unique course," say event organizers.

**Info:** 416-291-7184; [www.nscac.com](http://www.nscac.com)

## TRADE SHOW NEWS

### ASR re-aligns 2011 show dates

Action Sports Retailer, ASR, has announced its 2011 trade show dates. Mark your calendars for January 13th-15th as the dates for the ASR Access event and August 18th-20th for ASR Marketplace. The group said that the new dates and the event's number of days, back to three, come in response to the industry's evolving sales and marketing needs. Earlier dates for the January event will allow for fall line breaks, while providing brands with the opportunity to wrap-up summer season sales.

"ASR's role is to provide an effective and convenient platform for retailers and exhibitors to conduct business. So utilizing show dates that best serve the industry's evolving needs is imperative," says Andy Tompkins, VP of ASR. "The 2011 Access event will now come on the wake of retail holiday season momentum, when dealers have an accurate view of what's trending and are ready to buy."

Major ASR events will continue to be held in San Diego, CA. The upcoming ASR Marketplace for spring/summer buying will take place August 13-15, 2010.

**Info:** [www.ASRBiz.com](http://www.ASRBiz.com)

### New dates for 2010 PGA Fall Expo

The 2010 PGA Fall Expo will return to the Las Vegas Strip with new August dates (Aug.16-18) that coincide with the apparel industry's "Fashion Week." The show will move this year to the upscale Venetian Resort & Convention Center to position the annual golf marketplace right in the middle of MAGIC, MODA, MRket, and ACCESSORIES: The Show events.

"Positioning the 2010 PGA Fall Expo in the heart of Fashion Week at the Venetian was designed to benefit all who come to our West Coast event – exhibitors, PGA Professionals, retailers and industry leaders alike," says PGA Golf Exhibitions Group Vice President and General Manager Ed Several. "The PGA Fall Expo will continue to provide the ideal venue for sourcing, networking, equipment testing, education and product discovery during the second half of the 2010 business cycle, and will serve as a West Coast springboard for business in 2011."

The annual event will begin with the Outdoor Demo Day and three Industry Golf Tournaments on Monday, August 16, at the award-winning Revere Golf Club, a premier Las Vegas golf destination located 20 minutes from the strip in Henderson. Leading golf vendors are expected to participate in the Outdoor Demo Day and tournaments providing attendees with real golf testing experience of the latest products.

More than 200 golf vendors will present and demonstrate their latest merchandise in new, upscale, all-inclusive exhibit displays at the Venetian Resort & Convention Center on Tuesday, August 17, 9 a.m. – 5:00 p.m., and on Wednesday, August 18, 9:00 a.m. – 3:00 p.m. PGA Golf Exhibitions, The PGA of America and the Association of Golf Merchandisers will continue to collaborate on a comprehensive education program offered to attendees at no cost, Aug. 17-18, both on the show floor and in adjacent meeting rooms.

**Info:** [www.pgaexpo.com](http://www.pgaexpo.com).

**NEW & NOTABLE**

**EYEWEAR: Oakley sunglasses and prescription eyewear pieces**

Oakley introduces its summer 2010 sunglasses and eyeframes for men and women. Included in the women’s lines are: Cover Story, a navigator style with enamel accents offered in Polished Golf, Chrome, Brunette, Black Chrome, and Matte Berry; Taken, a sleek, flattering style, offered in Retro Turquoise, Grey Jasper, Pinup Turquoise, and Ghost; and Vacancy, a curved acetate frame with wire stems that’s offered in Black Stripe, Mother of Pearl, and Iced Latte. In the men’s lifestyle sunglasses, there’s the Holbrook, an uber-cool shade co-designed by pro-snowboarder Shaun White. Inspired by Oakley’s vintage Frogskin frame, it’s offered in Matte Black, Polished Black, Matte Rootbeer, Crystal Red, Matte White, and Polished Clear. The series includes a sweet Shaun White signature series style that’s Matte Black with gold iridium lenses and gold hardware.



**Info:** [www.oakley.com](http://www.oakley.com)

**GOLF: ECCO Men's Golf Street Premier**

ECCO’s hybrid sport-casual Golf Street Premier shoe can be worn on or off the course. It’s offered in funky, fashion tones like marine blue, cactus green, Fanta orange and chili red, with metal-rivet accents. The shoe offers full-grain leather uppers, a sleek PU midsole and pre-molded traction bars which are extremely durable, says ECCO.

**Info:** [www.eccocanada.com](http://www.eccocanada.com).

Full details about the **Careers/Classifieds** displayed in this CSN newsletter are **posted** at [www.csga.ca](http://www.csga.ca). These headlines are emailed to all industry recipients weekly.



- Sales Agents for Southern Ontario, Alberta & Maritime Provinces **(NEW)**

### Maverick Mountainworks

- 6 Rolling racks/8 garment bags for sale **(NEW)**



BranDurance

- New Patent Pending Product **(NEW)**

### Dincus Apparel

- Sales Reps for Prairies/Ontario/Atlantic Canada



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- Field Marketing Coordinator
- Ontario Sales Rep
- Customer Service Rep - Montreal **(NEW)**
- Credit & Collections Specialists **(NEW)**

### Confidential Ads

- Sales rep, Ontario - Marine Products



- Sales Rep for Quebec

### G & G Golf

- Sales Rep for Quebec

### Superfeet Canada Inc.

- Technical Rep in BC and Ontario

### Sports Fleets Ventures Inc.

- Product reps for Quebec needed **(NEW)**

### Cycling Sports Group

- Account Manager - British Columbia **(NEW)**

### Simple Shoes/F3 Distribution

- Sales Reps for Ontario **(NEW)**



- Sales Representative, Sporting Goods Division - Maritime Provinces

### Mica Sport Canada

- Softgoods Coordinator for Wintersport, Bicycle & Motorsport divisions
- Customer Service Rep for Scott Bikes



- Director of Sales **(NEW)**

### Helly Hansen

- Category Manager (Resort Uniforms)

### Lancot Ltee

- Sales Reps for Ont & Quebec Julbo Sunglasses

### BAUER

- Category Sales Manager Goal

### Maurice Sporting Goods

- Territory Manager - Central Quebec

### Hi-Tec Sports (Canada) Ltd.

- Sales Rep for Quebec

### Uber Performance Products

- Sales Reps for Ontario & BC



- Outdoor Division, Quebec & Alberta Sales Reps

### WELCOME TO THE GREATER OUTDOORS



- National Footwear Sales Manager - Columbia and Sorel Footwear
- Field Sales Manager - London Ontario **(NEW)**

**Careers/Classifieds Cont'd Next Page**

## Careers/Classifieds Cont'd



- Field Merchandising Coordinator



- Sales Rep for Newfoundland



- Sales Rep for Newfoundland

## Confidential Ad

- Account Coordinator/Customer Service for leading Outdoor & Sportswear Company in Mississauga



- Outdoor Clothing Buyer

## Supra Distribution

- Girl Skateboards & Lakai Sales Rep for Ontario



LEFINDUSTRIES

- In-House rep for Quebec

## Cycles Devinci

- Sales Rep for British Columbia, Alberta, Prairies (Saskatchewan & Manitoba), Maritimes



- Independant Sales Rep for Ontario