

# CSN Week in Review



Published by the Canadian Sporting Goods Association

## CSN Asks: What effect, if any, do you believe the Vancouver 2010 Games will have on your business, and on the sporting goods business in general?

### Reebok-CCM Hockey:

“Reebok-CCM Hockey is well positioned to leverage the success of the games. Reebok Hockey’s Sidney Crosby scored the gold medal winning goal and the world witnessed the event. This once in a lifetime OT goal was scored with the Reebok 10K stick. This has already resulted in a surge in demand from retailers for all Reebok Crosby stick patterns. In addition, the Reebok-Crosby SC87 Signature line has now taken on “Champion” status. The drama of Crosby’s missing Reebok 10K SicKick II stick took on an unmatched global magnitude with Reebok Hockey offering a \$10,000 “Reeward” for information leading to the return of the stick. Plans are under way to develop a “limited edition” gold Reebok Crosby stick for retail.

As the exclusive supplier of NHLPA name and numbered t-shirts, Reebok Hockey anticipates all the Olympic heroes who return to their respective NHL teams to generate incremental consumer demand for these licensed products.

CCM Hockey launched a customized version of Alexander Ovechkin’s CCM U+ CL stick against Latvia in Team Russia’s opening game of the 2010 Games. This special edition model was inspired by OV and created by CCM. It is a limited edition stick that has been booked with retailers and will be available to consumers this summer. Ovechkin’s personalized series of CCM OV-8 equipment and apparel has generated a new level of interest from Canada to Russia.

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## IN THIS ISSUE

### CSN ASKS

Vancouver 2010 & your business...1

### INDUSTRY NEWS

PUMA acquires Cobra Golf.....4  
 Crosby’s missing gear .....4  
 Foot Locker’s strategic plan.....5  
 PTX consolidates Skate-Mate ..6  
 SIA show attendance high .....6  
 Forzani/CJGA partnership .....7  
 Sport Matters applauds Feds .....7

### ANNOUNCEMENTS

Cycling company donates 25% ....8  
 OneGoal stick program.....8

Columbia’s new apparel manager .9  
 Studio Cycle Garneau Concept Store opens in Montreal.....9  
 Callaway Golf adds Diablo brand ambassador .....9  
 BRP launches Ski-Doo online store .....10

### IN MEMORIAM

Neil Ham .....10  
 Eugene Blackie .....11

### NEW & NOTABLE

Icebreaker merino socks .....11  
 Reebok’s ZigTech shoe.....12

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The game of “hockey” came out as the winner by having the best athletes in the world perform on a world stage in front of a global audience. This will inspire more kids to register to play hockey and generate new interest from a fan standpoint as well. The game was showcased by major television networks world-wide and surpassed all traditional benchmarks by reaching a broader audience.”

**Len Rhodes, vice president & general manager, Reebok-CCM Hockey**

### **Columbia Sportswear:**

“The games have already had a positive impact on our business. The Olympics allowed Columbia to showcase both our newest technology, Omni-Heat, as well as our commitment to outstanding design of performance apparel.

The uniforms we developed for the Freestyle Ski team and the success of the Canadian freestyle team in those uniforms garnered a lot of positive attention for the Columbia brand, and continue to do so.

We are very proud of our association with Freestyle Ski Team and look forward to continuing to work with them during the 2010 World Cup. Canada’s strong gold medal performance is likely to inspire a whole new generation of athletes and that will have only positive repercussions for the ski and winter sport industry.”

**Doug Morse, general manager, Columbia Sportswear (Canada)**

### **Sporting Life, Toronto:**

“I think that the Olympics in Vancouver are a powerful force for our business in the years ahead. For Canadians to watch how well we did across all winter sports it will only increase their interest in participating in winter activities- that cannot be a bad thing for Canadian sports retailers.

For us specifically there would have been a better, quicker pay off if we had tons of medals from

the alpine skiing events – but hey, that is racing and the Canadian team is a work in progress and they will and are improving.

If retailers are looking to see the Olympic payoff show up at the ‘cash register’ today I am afraid that they will be disappointed.

It will take years- but like the facility infrastructure legacy from Calgary and now Vancouver which will lead to the development of young athletes by virtue of their being able to train on these facilities there is a ‘psychic’ legacy which imbue young (and old) Canadians with a sense that they too can- and should- do it.

Canada is a winter nation and if you live here and do not embrace the winter, you are missing out on a great deal of our lifestyle. The Olympics was a two week advertising feature about some of the wonderful things we can do in our colder months.

It will all help our industry.”

**David Russell, president/co-owner, Sporting Life, Toronto**

### **Mizuno Canada:**

“Mizuno Corporation has participated in the Olympic Games since 1924 in various capacities from being an official sponsor of the Games to our current role as the Official Supplier to the IOC. Mizuno Canada, in collaboration with our corporate head office and Grouse Mountain, set up Mizuno House in Yaletown Vancouver for the 2010 Olympic Games. The purpose of Mizuno House was threefold; to support sponsored athletes, JOC and IOC members, to display the history of Mizuno and showcase products from a variety of sports we participate in and finally to launch and retail our Breath Thermo line of apparel and accessories.

The overall brand recognition we developed by being in Vancouver and showcasing our brand to the locals and tourists alike has long term impact to Mizuno. Our high traffic location raised awareness of not only the specialty winter sports products we make (like suits for speed skating, ski

jumping, cross country skiing, downhill) but brought awareness to consumers about our participation in sports outside of North America like swimming, soccer, track & field and judo.

For consumers who know us for baseball, softball, rugby, volleyball, golf and running in Canada, we had something new to share – Breath Thermo technology. It is the only sports fabric that self-generates heat! The fabric test kits that demonstrate this heat generating technology were a huge hit - over 25,000 people got to feel firsthand how Breath Thermo works! For anyone participating in winter sports or an outdoor activity it allows you to wear less and stay warm. Mizuno House sold accessories, base layers, mid layers and outerwear all featuring this fiber and while tourists basked in the sun most days during the Games we were still pleased with our overall sales and exposure.”

**John Stacey, president, Mizuno Canada Ltd.**

### **Devault Speed Skating:**

“Speed skating is a spectacular/amazing/thrilling sport to practice, supply, or just watch! Every four years, the Olympics bring emotions and notoriety to the sport. Every four years, we can count on magnificent coverage that will provide questions from the general public and speed skaters alike...Why? Simple - no coverage from broadcasting companies all year long! Four short track World Cups, five long track World Cups, and many other events are held, every year, around the world, and very few are televised. When it comes to the Olympics, and the publicity that comes with it, people are just amazed by the sport and want to practice it.

When the facility was ready in Richmond, it created a huge interest and lots of people were looking for equipment. We expect almost 20 percent increase of registration in clubs for the next season. We will ride that wave of popularity for almost a year after the Olympics.

If they would have kept the oval in Richmond, I'm pretty sure that a lot of people would have tried it, loved it, and continued to practice it. It's such a

shame that it's being retrofitted before it was even given a fair chance to prove itself.

Yes, the Olympics are good for business and sport in general. Vanoc did a great job to help promote it.”

**Marc Pelletier, director, Devault Speed Skating**

### **adidas Canada:**

“The 2010 Olympic Games personified the true spirit of sport. Being on Canadian soil, the Olympics reminded the world that Canadians do not settle for anything less than excellence. Similarly, adidas has always been committed to excellence. by providing innovative technology to the elite athletes. The Olympic Games is a unique opportunity for the adidas to demonstrate its commitment to these athletes. ALL athletes in all sports – not just the sport categories where there is a significant commercial gain. An example is the introduction of the adiStar Luge boot and TechFit Bobsleigh uniforms. Almost 100% of luge and Bobsleigh medals were won by athletes wearing these innovative products. Athletes put their trust in these products because 1/100ths of a second can make a difference.

The use of new adidas technology throughout the Olympic competition generated unprecedented awareness of the adidas brand. Product and brand awareness are all critical components to sustaining consumer demand and driving sales. The exposure adidas received during the Olympic Games achieved our objectives.

Placing the global spotlight on sport, as the 2010 Olympic Games did for Vancouver, raises the level of awareness within the industry as a whole, thus supporting the brands within it.”

**Steve Ralph, president, adidas Canada**

***Want your say? Email Jane Nahirny, Editor, [jnahirny@csga.ca](mailto:jnahirny@csga.ca) and we'll include your comments in the online version of CSN Asks.***

## Acushnet Company to sell Cobra Golf to PUMA AG

The Acushnet Company has announced that it has signed an agreement for the sale of Cobra Golf to PUMA AG. The sale, which includes the Cobra brand, as well as related inventory, intellectual property and endorsement contracts, is subject to the customary closing conditions and regulatory approvals.

Acushnet also announced plans to continue to provide services for an agreed upon period of time beyond the closing of the sale to facilitate a seamless transition. Services such as production, distribution, field sales and customer service will ensure that Acushnet Company's Cobra trade accounts and golfers continue to receive industry-leading service during this transition period.

"With the sale of Cobra, we have the opportunity to devote all of our resources to the global growth of our industry-leading Titleist and FootJoy brands," said Wally Uihlein, Chairman and CEO of Acushnet Company. "At the same time, Cobra is a strong brand with a heritage of innovation, and we wish the quality associates guiding the brand future success. Golfers and our valued partners will remain the key focus throughout the impending sale and we are confident that our customers will continue to be serviced to our high standards."

Pending regulatory approval, the effective date of the sale of Cobra Golf to PUMA is expected to be early in the second quarter, and all business will continue to be conducted by Acushnet Company until that time. All Acushnet Company associates dedicated to the Cobra business are expected to become employees of PUMA. Financial terms of the pending transaction were not disclosed.

"Titleist and FootJoy are powerful golf brands that are poised for long-term growth," continued Uihlein. "This laser focus and our longstanding commitment to deliver superior performance and quality will strengthen golfers' trust in the Titleist and FootJoy brands in all global markets."

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

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## Intrigue ends as missing Crosby equipment recovered by Hockey Canada

Hockey Canada announced on Wednesday that all of Sidney Crosby's equipment from the gold medal game at the 2010 Olympic Winter Games has been recovered and is in the process of being returned.

The hockey stick and one of the gloves that Crosby was using when he scored the game-winning goal went missing in the process of packing and shipping team and player equipment after

Canada's overtime victory over the United States in the men's hockey Olympic gold medal game on February 28.

On March 6, Reebok-CCM Hockey Canada announced a \$10,000 reward, "no questions asked," for the return of the stick and glove. The company even set up an email hotline for people to send in tips on the equipment's location, adding to the intrigue and media frenzy around Crosby's missing gear.

Hockey Canada said that Scott Salmond, director of men's national teams, led a search for the equipment by communicating with various team

and event staff as well as partners over the past week to track various shipments. The stick and glove were eventually located this week with other shipments and are being sent to Sidney Crosby.

“I want to thank everyone at VANOC, the team equipment managers, a number of Hockey Canada partners and the International Ice Hockey Federation in helping us track and locate several shipments to find the missing items,” said Salmond. “With everyone’s cooperation, we were able to locate these items and are pleased to be able to return the stick and glove to its rightful owner.”

Crosby’s game hockey stick was located as part of a shipment heading to the IIHF Hall of Fame, says Hockey Canada. The stick was provided to the IIHF on the belief that it was not the game stick. The IIHF assisted Hockey Canada in locating the shipment and providing photographs to Sidney Crosby, who confirmed that this was, in fact, the game stick.

The missing glove was located by Team Canada teammate Patrice Bergeron. It had been inadvertently placed in one of his equipment bags.

Both the game stick and glove are now on their way back to Crosby, and another great sports mystery has been solved.

## Foot Locker, Inc. reveals ambitious strategic plan

At an analyst meeting held Wednesday, Ken C. Hicks, Chairman and Chief Executive Officer of Foot Locker, Inc., the New York-based specialty athletic retailer, announced a new strategic plan, including a series of operating initiatives to grow its business, and long-term financial objectives.

Under the plan announced today, Foot Locker says it will focus its efforts in the near term on achieving a higher level of sales and profits from its existing businesses. Over the longer term, Foot Locker, Inc. will pursue strategies to further its profitable growth by strengthening and expanding its brands and assortments to a more-diverse customer base, growing its business internationally, and by pursuing new business opportunities, including potential acquisitions, which are consistent with its strategic vision.

Specifically, the company’s new strategic priorities are as follows:

- Be the Power Merchandiser of athletic shoes and apparel with Clearly Defined Brand Banners
- Develop a compelling Apparel assortment
- Make stores and internet sites exciting places to shop and buy
- Aggressively pursue Growth Opportunities
- Increase the Productivity of all of our assets
- Build on Industry Leading Retail Team

The Company’s strategic priorities were developed with an aim to maximize shareholder value. To measure, monitor and be held accountable for its progress toward that end, Foot Locker, Inc. established the following set of financial objectives that it will look to achieve over the next five years.

- Sales of \$6.0 billion
- Sales per gross square foot of \$400
- EBIT margin of 8 percent
- Net income margin of 5 percent
- Return on invested capital of 10 percent
- Inventory turnover of 3.0 times

Foot Locker operates approximately 3,500 stores in 21 countries in North America, Europe and Australia.

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

## PTX Performance Products Inc. consolidates Skate-Mate division

Skate-Mate/HMF Enterprises, currently based in Newmarket, Ont., will move to PTX's main distribution centre in Jerseyville, Ontario effective May 1, 2010. The company was acquired by PTX in November 2009.

"After careful consideration and discussion, we've decided to move the Skate-Mate division into our main PTX facilities," says PTX President and CEO Fred Nykamp. "PTX has significant capacity in its operating system and main distribution centre to accommodate all Skate-Mate functions into the one facility. This move will increase efficiencies and provide more effective planning, development and logistics for all products in both businesses."

Beginning May 1, 2010 all Skate-Mate and TapouT product will be shipped and invoiced from PTX's main distribution centre in Jerseyville, Ontario.

Nykamp also announced that, effective immediately, Brent Hotham, founder and president of Skate-Mate/HMF Enterprises and continuing partner in the company, will assume expanded executive duties as VP sales – sports division for the newly consolidated company.

The company includes Protex and PTX Pro performance apparel, accessories and protective products, BodyArmour protective apparel and Kevlar products as well as Skate-Mate and the newly acquired TapouT mouth guard brands and products.

"Brent Hotham brings a wealth of experience and skills to this new position and we are very excited that he will develop and manage all of our PTX Sports Division sales, our sales force in Canada and the US and our international customers and distributors," says Nykamp.

### Info:

Fred Nykamp, PTX  
Performance Products Inc./  
Skate-Mate HMF Enterprises Inc.  
(905) 648-3040  
Info@protex-ptx.com  
www.protex-ptx.com

## Six-year attendance high for 2010 SIA Snow Show

Denver may lack the flash of Las Vegas, but the sold-out Snow Show, held for the first year in Colorado's mile-high city, attracted a whopping 18,932 attendees, according to numbers published this week by SnowSports Industries America (SIA). Delegates visited more than 3,100 booths representing 845 snow sports brands. The four-day event, held at the Colorado Convention Center Snow Show from January 28-31, also

attracted 125 new exhibitors.

Vegas, where the show had been held for the previous 37 years, had its sentimental pull for some exhibitors. Burton played up the association with a booth that brought the casino to Denver, complete with slot machines, poker tables, and a mock Welcome to Las Vegas sign, while other exhibitors offered roulette wheels and tattoo designs of dice on their snowboards.

Following the Snow Show, 3,470 snow sports industry representatives, including 1,152 buyers from 402 buying managements, headed for the mountains for the first international On-Snow Demo/Free Ride Fest (February 1-2) at Winter Park Resort and Devil's Thumb Ranch. In conjunction with WWSRA's Rocky Mountain Demo and CCSSA, the On-Snow Demo had a total of 231 booths for demoing product during the two-day, industry only event.

"For the first year in Denver, in the middle of a recession, we're very happy with the attendance numbers. We were lighter in some regions but we hope they'll come back next year after hearing all the positive experiences people had this year," said David Ingemie, president of SIA.

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

## Forzani Group announces partnership with the CJGA

The Canadian Junior Golf Association (CJGA) has announced a new three-year partnership with The Forzani Group Ltd., the country's largest retailer of sporting goods, as an Official Partner of the CJGA.

Nevada Bob's, a corporate banner of the Forzani Group Ltd., will become an Official Sponsor of the Clinics for Kids Program as well as the Official Sports Retailer of the CJGA. The new partnership will see the expansion of the Clinics for Kids Program, a program that will be offered on a national scale. The clinics will take place at every CJGA Junior Linkster and Junior Tour event across Canada, a number that exceeds 80 events in 2010. The clinics will be free of charge to all junior aged golfers covering all facets of the game and introducing the game to juniors across Canada.

"We're committed to getting and keeping more Canadians moving, and we know that this starts at the grassroots level. Getting kids involved with golf at either a recreational or competitive level is a surefire way to influence them toward adopting an active lifestyle forever," says Mark Hindman, Vice President of Marketing at The Forzani Group Ltd.

The partnership builds on the CJGA's goal of giving junior golfers in Canada an opportunity to develop their professional skills, while honouring The Forzani Group Ltd.'s mandate to involve more Canadians in an active lifestyle.

"We are thrilled to have The Forzani Group Ltd. and more notably Nevada Bob's as an Official Partner of the CJGA" said Earl Fritz, Executive Director of the CJGA. "With their support, the CJGA is enabled to expand its programs on a national scale which are designed to create interest in and awareness for the game of golf at the introductory, development stages."

## Sport Matters Group applauds Feds for 2010 budget

The Sport Matters Group (SMG), a voluntary group of Canadian sport leaders, gave a big thumbs-up to the federal government's new commitment of \$31 million towards Canadian sport and physical activity programs.

"There is real momentum across the country where people are celebrating with our Olympic athletes, preparing for the Paralympic Games, and looking to get out on the ice rink, ski hill, or park trail themselves," says Ian Bird, Senior Leader of SMG. "We applaud Minister Flaherty for a budget that builds on this momentum by supporting a wide range of sport opportunities for Canadians. The Minister has specifically addressed the priorities brought forward by the sport community over the past year."

The budget document breaks down the annual, on-going funding commitments as follows:

- \$5m annually to renew athlete developments initiatives that were slated to sunset this year
- \$3m annually dedicated to ParticipACTION to promote healthy lifestyles through physical activity and fitness
- \$1m annually towards Special Olympics Canada in support of sport programs and competitions for people with an intellectual disability
- \$17m annually for programs that support the training and competition of winter and summer high performance athletes, for such initiatives as Own the Podium (\$11m) and Team Sport (\$6m)
- \$5m to the Canadian Paralympic Committee to build off the coming Games in Vancouver in the years ahead

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

## Cycling company to donate 25% of sales to cancer charities

Ontario-based Glacier Bikes has announced that it will donate 25% of its sales proceeds in 2010 on all frames to cancer charities. The company, which specializes in manufacturing high-end, quality carbon road, mountain, and time trial bikes, will convert a large chunk of its marketing budget to ensure that the proceeds can be donated to GIVETOLIVE ([www.givetolive.ca](http://www.givetolive.ca)), a volunteer organization that has raised over \$1 million for various cancer charities around North America.

Co-owners John Witzing and Peter Sejrup say that they wanted their company to do more than just provide beautiful bikes. "We are creating a special company and we knew that our dollars could be spent on marketing or we could spend it on trying to make a difference in the world and inspire others to do the same," says Witzing.

"We may not do as well without a marketing budget, but we know it's the right thing to do," adds Sejrup. "If enough people spread the word, we think it's something we can do next year as well. Regardless of what happens, we both felt making a difference was what really mattered."

Organizers of GIVETOLIVE's fourth annual charity cycle, "Celebrate Life – Celebrate Life: Presented by Glacier Bikes," hope to attract 60 cyclists to join a two-week journey that will take them on a relay-style cycle from Vancouver, British Columbia to Austin, Texas. Departing October 11th, this year's 4,500km trek will pass through the mountains of Montana, Yellowstone National Park, The Grand Tetons, and the Colorado Rockies.

"It's amazing what Glacier is doing," says organizer Ashley Ward. "It's so humbling to have them believe in us and provide us with this sponsor-

ship. This illness is claiming more than eight million lives per year and if we're going to ever truly beat it, it's going to take all of us. And if anyone out there wants the adventure of a lifetime, we are still looking for riders to participate!"

GIVETOLIVE will donate the funds raised in this year's event to the Lance Armstrong Foundation ([www.laf.org](http://www.laf.org)), Ovarian Cancer Canada ([www.ovariancanada.org](http://www.ovariancanada.org)), Craig's Cause for Pancreatic Cancer ([www.craigscase.ca](http://www.craigscase.ca)), and The Canadian Cancer Society ([www.cancer.ca](http://www.cancer.ca)).

### Info:

[www.givetolive.ca](http://www.givetolive.ca)  
[www.glacierbikes.com](http://www.glacierbikes.com)

## OneGoal introduces 2010 Stick Program for tykes

OneGoal has launched its OneGoal Stick Program, an initiative that offers low-cost sticks for children ages 4-8 years old participating in Try Hockey initiatives.

The program offers a simple, straight blade stick with a wood shaft and light fiberglass sock for \$8, with a minimum order of 24 sticks. The stick is red with white OneGoal lettering. Orders must be placed in multiples of six and the deadline is April 1 for a July 1st, 2010 delivery.

"Whether you already offer OneGoal Starter Kits in your area or you are simply looking for an affordable way to get more kids on the ice with hockey sticks in their hands and smiles on their faces, the OneGoal Stick Program is for you," says Christine Lucas.

### Info:

Christine Lucas, OneGoal  
(514) 342-0366; [clucas@onegoal.com](mailto:clucas@onegoal.com)  
[wwwonegoal.com](http://wwwonegoal.com)

## New Canadian Apparel Sales Manager for Columbia Sportswear

Columbia Sportswear Canada LP, a leader in the technical outdoor apparel and footwear industries, has announced the appointment of Paul Mayrs as National Apparel Sales Manager (Canada).

Mayrs will play a key role in the general management and leadership of the Columbia Sportswear brand that includes developing and executing the strategic sales and merchandising plan for the Canadian marketplace.

He has 25+ years of experience in the technical outdoor apparel and footwear industry, having served as a sales representative, strategic account manager, national sales manager and category sales manager with Nike Canada.

"I am very excited with Paul's decision to lead the Columbia apparel sales team in Canada," said Doug Morse, general manager of Columbia Sportswear Canada LP. "He brings great industry insight and experience that aligns perfectly with our vision for this brand. His proven management leadership, creativity, and strategic thinking are all enhanced by his passion for the outdoor industry."

Mayrs commented, "Columbia's heritage, strong retail partnerships, and commitment to enhancing consumers' experiences in the outdoors through technology and innovation drove my decision to join Columbia."

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

## Studio Cycle-Garneau Concept Store opens in Montreal

The STUDIO CYCLE – GARNEAU CONCEPT store officially opened its doors at the Faubourg Boisbriand, 3230 Avenue des Grandes Tourelles on Wednesday in the presence of Mr. Louis Garneau and other well-known personalities. The largest selection of Louis Garneau products in Canada will be available at this new retail location.

**Info:** CYCLE – GARNEAU CONCEPT [www.studiocycle.ca](http://www.studiocycle.ca)

## Callaway Golf adds Manny Osborne-Paradis as Diablo brand ambassador

Callaway Golf has announced a formal relationship between its Diablo brand and all-or-nothing alpine skier and Olympian Manuel "Manny" Osborne-Paradis.

Osborne-Paradis is the first Canadian member of Team Diablo, a collection of Callaway staffers from around the globe who have been chosen for their passion and determination in sport to represent Callaway's Diablo brand of golf equipment.

"Callaway is thrilled to welcome Manny, one of the world's greatest downhill skiers, into the Diablo family," says Preben Ganzhorn, Director of Marketing, Callaway Golf. "Manny embodies the spirit of Diablo in the courageous, daring and competitive way he approaches all aspects of his life."

Manny will travel to Europe this summer to host the Canadian winner of the Diablo Edge contest, which officially opened last Friday. The winner will receive a seven-day once-in-a-lifetime golf experience, including a VIP Callaway Hospitality Experience at the 2010 Open Championship at St. Andrews, in addition to rounds at some of Ireland's best courses. The winner will also take home a bevy of Diablo Edge gear including a full set of golf clubs, a golf bag, golf balls and more. Full contest entry details are available here: [www.mycallaway.ca/diabloedge/contest/](http://www.mycallaway.ca/diabloedge/contest/)

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

## BRP launches Ski-Doo online store

A new website store, ski-doo.com, now allows consumers to buy genuine Ski-Doo parts, accessories, and clothing and have them delivered to their doorstep anywhere in Canada and the United States. Online orders are fulfilled by authorized BRP/Ski-Doo dealers. The turnkey sales tool enables dealers to rapidly acquire new customers and turn inventory quickly with minimal transaction time. BRP provides participating dealers with real-time sales data to see what is selling locally and nationally, enabling them to make smart purchasing decisions for product stocking.

"The site was tested over the past few months by a group of 30 BRP/Ski-Doo dealers and the results were convincing," says Sandy Scullion, vice-president, Riding Gear, Parts and Accessories. "With the official launch, we offer North American consumers the convenience of shop-

ping from home and having their orders fulfilled quickly and easily by the power of a network of more than 800 dealers," he adds.

In 2009, BRP launched the U.S. shopevinrude.com site and plans to extend this e-commerce solution to its other major power-sports brands in the coming years. "Online shopping is a growing trend and both our customers and dealers are eager for it," concludes Scullion.

Bombardier Recreational Products Inc. (BRP), a privately-held company, is a world leader in the design, development, manufacturing, distribution and marketing of motorised recreational vehicles, including Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft and sport boats, Evinrude and Johnson outboard engines, Can-Am all-terrain vehicles and roadsters, as well as Rotax engines and karts.

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

## IN MEMORIAM

### Neil "Hammer" Ham, February 8, 2010

Neil Ham, or "Hammer," as he was known by his friends and colleague, passed away on February 8, 2010. Known for his zest for life and sense of fun, Ham started his career in the sporting goods industry with Jelinek Sports, Ltd. in Oakville, Ont., in the 1970s. In the late 1980s, he founded his first company, Leisure Concepts Inc. (LCI), before going on to found PTI five years ago.

He was a mentor to many, and everybody who met Neil was instantly drawn to him because of his contagious laugh, says his wife, Suzanne Plourde-Ham.

Doug Donnait, former controller at Jelinek Sports was Ham's long-time friend and associate. "I first met Neil in the mid '70's when he came to work with us at Jelinek Sports as head buyer/merchandising manager. Neil had already been long immersed in the Canadian sporting goods scene. His experience and keen knowledge of the industry proved invaluable to Jelinek in those days," he remembers. "His quirky sense of humour and dry, wry wit made him many lasting friends with both suppliers and customers alike.

"I am proud to say we quickly became what turned out to be lifelong good friends, sharing a keen interest in leisure fishing. Although there was nothing remotely competitive about our fishing es-

capades, Neil did somehow manage to always end up with the bigger fish by the end of the outing on the nearby river and lakes. I already miss our long and leisurely talks - sometimes serious, but more often than not goofy and full of laughter - sitting on the back porch at his beloved cottage in the Kiwartha Lakes area.”

The Canadian Sporting Goods Association expresses their condolences to his family and friends for their loss. Neil Ham was 66 years old.

## (Charles) Eugene Blackie, March 3, 2010

The Canadian Sporting Goods Association extends its condolences to the family and friends of Charles Eugene Blackie, who passed away suddenly on March 3, 2010 while on a golf vacation in South Carolina. Blackie, 66, was a former employee of CCM and Adidas Canada, where he had been VP of sales. In recent years, Blackie had worked as a sales agent representing Marksman Canada and Nickent Golf.

Terry Slattery, who worked with Blackie at Adidas, remembers him as a treasured friend and business associate. “He had an organizational mindset and work ethic second to none that enabled him to build strong sales teams, first at CCM and then at Adidas,” says Slattery. “He was an excellent judge of character and was respected for his candid opinions. He had strong relationships with his customers that, in many cases, turned into life long friendships. On a personal note, if you needed help he was there....he was always honest and had a great respect for time. He was a person whom you were proud to call a friend, and he will be missed by his family and his many friends in the sporting goods business.”

Friends will be received at the Thompson Funeral Home, 530 Industrial Parkway South, Aurora, Ont. (905) 727-5421, on Friday, March 12th from 2-4 and 7-9 p.m. A celebration of life will take place on Saturday, March 13th at 11 a.m. the Trinity Anglican Church, 96 Victoria Street, Aurora, Ont., with visitation one hour prior. Donations to the Trinity Anglican Endowment Fund would be appreciated by the family.

## NEW & NOTABLE

### Apparel: Icebreaker premium merino socks

For Fall/Winter 2010, Icebreaker is replacing the traditional plastic banit pins used to hold pairs of its premium merino socks together with a folding cardboard wrap pack. The company says that consumers often remove the banit pin to try on socks, and discarded pins usually end up in landfills. The cardboard packaging dispenses with the need for banit pins and is easy for staff to repeatedly open and close, they say. And, with the

removal of all plastic from the banit pin to the hanger, the socks packs are fully recyclable.

Icebreaker is also reducing the paper used in its socks packaging, and converting inner cartons used in shipping to recyclable bio bags. Shipping boxes have been replaced with biodegradable starch-based bags. The new sock packaging is printed with veg-



etable-based ink on paper stock accredited by the Forest Stewardship Council (FSC). The packaging is printed close to the U.S. factory when the socks are manufactured, to reduce unnecessary freight.

Icebreaker is experiencing strong growth in its socks collection, which includes specialist socks for running and cycling and, for Fall/Winter 2010,

new colours for alpine socks.

Designed to control moisture, Icebreaker socks are breathable, stay warm when wet, resist odour, and are soft and non-itchy. Icebreaker offers a money-back guarantee to any consumer not convinced its socks are the most comfortable they've ever worn

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

## Footwear: Reebok's ZigTech shoe debuts this week



Reebok has launched its ZigTech shoe at retail, which it says is its most technically advanced running and training shoe. Its ZigTech technology is said to reduce wear and tear in key leg muscles by up to 20% allowing wearers to train harder – longer.

The ZigTech bottom unit features an innovative lightweight foam that's been engineered into a geometric, zig-zag shape. This sole absorbs the impact of heel strike and sends a wave of energy along the length of the shoe propelling the athlete forward with each step, says Reebok.

The lightweight, flexible bottom unit, combined with a minimalist upper and whisper-quiet ground contact, also contribute to making ZigTech a new standard in running and training footwear, says Reebok.

The ZigTech footwear collection is available for men and women in an array of bold, bright colours.

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




## SPORT-TRADE CAREERS/CLASSIFIEDS

**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. Ads are posted for one month. All ad headlines are posted on the next page.

**Rates:** Free for CSGA Premium Members. \$50 for CSGA Basic Members. \$100 for Non-Members. To post an ad, please contact Sheila Johnston, [sjohnston@csga.ca](mailto:sjohnston@csga.ca), (705) 444-1230.

**See Details on Classifieds Next Page**

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 Reps Required Canada-Wide



- Sales Reps Required for Prairies



- SUGOI Performance Apparel - Design & Development Unpaid Internship Opportunity
- Account Manager for Vancouver, BC
- Account Manager for Alberta
- Apparel Developer
- Customer Service Rep, Inline, French Speaking



- Sales Rep/Merchandiser position in Alberta, East Kootenays & NTW
- Credit & Collections Specialist

NEVER STOP EXPLORING  • Bilingual Warranty Department Rep  
www.thenorthface.com

### Olde Shoe House

- Sales Reps for Maritimes, Manitoba/ Saskatchewan, Ontario Lakehead

### Confidential Ads

- Product/Purchasing Manager
- Sales rep, Ontario - marine products **(NEW)**



- Sales Rep for Quebec

### Entrix Sports

- Sales Reps/Agencies Canada-wide
- Sales Reps/Agencies for Maritimes
- Marketing & Promotions/Customer Serve/Market Research

### Lambert

- Customer Service Representative



- Graphic Designer/Web Coordinator



- National Sales Manager, Apparel
- National Account Manager for Columbia & Sorel Footwear



- Sales Manager Sporting Goods Division
- Sales Representative, Sporting Goods Division - Maritime Provinces



- Sales Manager Required C4



- Business Development Manager
- Employment Recruitment



- Retail Marketing Manager



- In-House Sales Rep, Western Quebec

### Bailey Agencies

- Sunglass Rep wanted for Central Ontario **(NEW)**



- Apparel Designer

### Maurice Sporting Goods

- Central District Manager - Canada

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

- Sales Rep for Quebec **(NEW)**

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

Careers/Classifieds Cont'd



- Field Merchandising Coordinator (**NEW**)



- Director Customer Service - Canada (**NEW**)