

RUNNING **INSIGHT**

DAVE LARSON UNPLUGGED

He's back in the running game at Under Armour and excited to lead the brand's ascent in the channel.



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**DAVE LARSON
UNPLUGGED**



Former Brooks exec Dave Larson is back in the running game at Under Armour and excited to lead the Baltimore-based brand's ascent in the channel.

By Daniel P. Smith

Dave Larson is back in the race. After nearly a dozen years at Brooks where he crafted the company's "Run Happy" campaign and helped spark Brooks' ascent up the performance running ladder, Larson retired in June 2015. That respite, however, proved short-lived for the active and energetic Larson. This past summer, the Stanford-educated Larson moved cross country to become the General Manager of Running at Under Armour, where he "will own the vision, strategy and the consumer" on the Baltimore-based brand's running platform while ensuring alignment toward the company's broader mission and goals.

It's a unique task at Under Armour, a brand

that boasts significant appeal and brand equity in the marketplace, but continues battling for a greater presence in the performance running landscape. Though Under Armour is the fastest growing brand for distribution and market share in specialty stores, according to Sports Marketing Surveys, its distribution remains under 50 percent.

Larson recently sat with *Running Insight* to discuss his return to the running industry and his efforts to propel the running business at Under Armour.

After nearly a dozen years at Brooks and some time away, what attracted you to this position at Under Armour?

I really did hang it up over a year ago. I felt I had given my best to Brooks, so I retired

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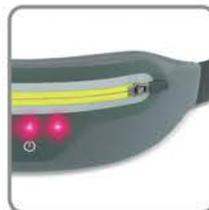
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UA's Larson Unplugged (continued)

“

“It’s a growth brand with a lot of opportunity in the running world. I’m excited to see where we can take the brand in this category.”

“

“Running delivers a multi-billion dollar global market. As a top sports and athletic brand, it’s a space we should be in.”



UA SpeedForm Gemini 2.1
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and was going to start a new chapter doing something different. Then Under Armour called and I was intrigued. It’s a growth brand with a lot of opportunity in the running world. I’m excited to see where we can take the brand in this category.

What’s at the top of your white board right now?

Continuing to build a credible run brand that is authentic to runners and Under Armour. The DNA of this brand is rooted in performance that has a unique voice and I want to

integrate that into everything we do on the running side.

Under Armour leadership has earmarked the running category as one of its top business priorities. Why?

Running delivers a multi-billion dollar global market. As a top sports and athletic brand, it’s a space we should be in.

To date, Under Armour has struggled to make significant headway in the running specialty channel. What do you believe has stood in the brand’s way?

You absolutely have to invest in the culture of the sport. It requires grassroots work – being at events, offering spikes and so on. Today, Under Armour is committed to doing just that.

How would you characterize Under Armour’s potential in the running landscape?

I think Under Armour is one of the few brands that can energize a new consumer – the millennial runner. Under Armour has big brand pull with this consumer, brings

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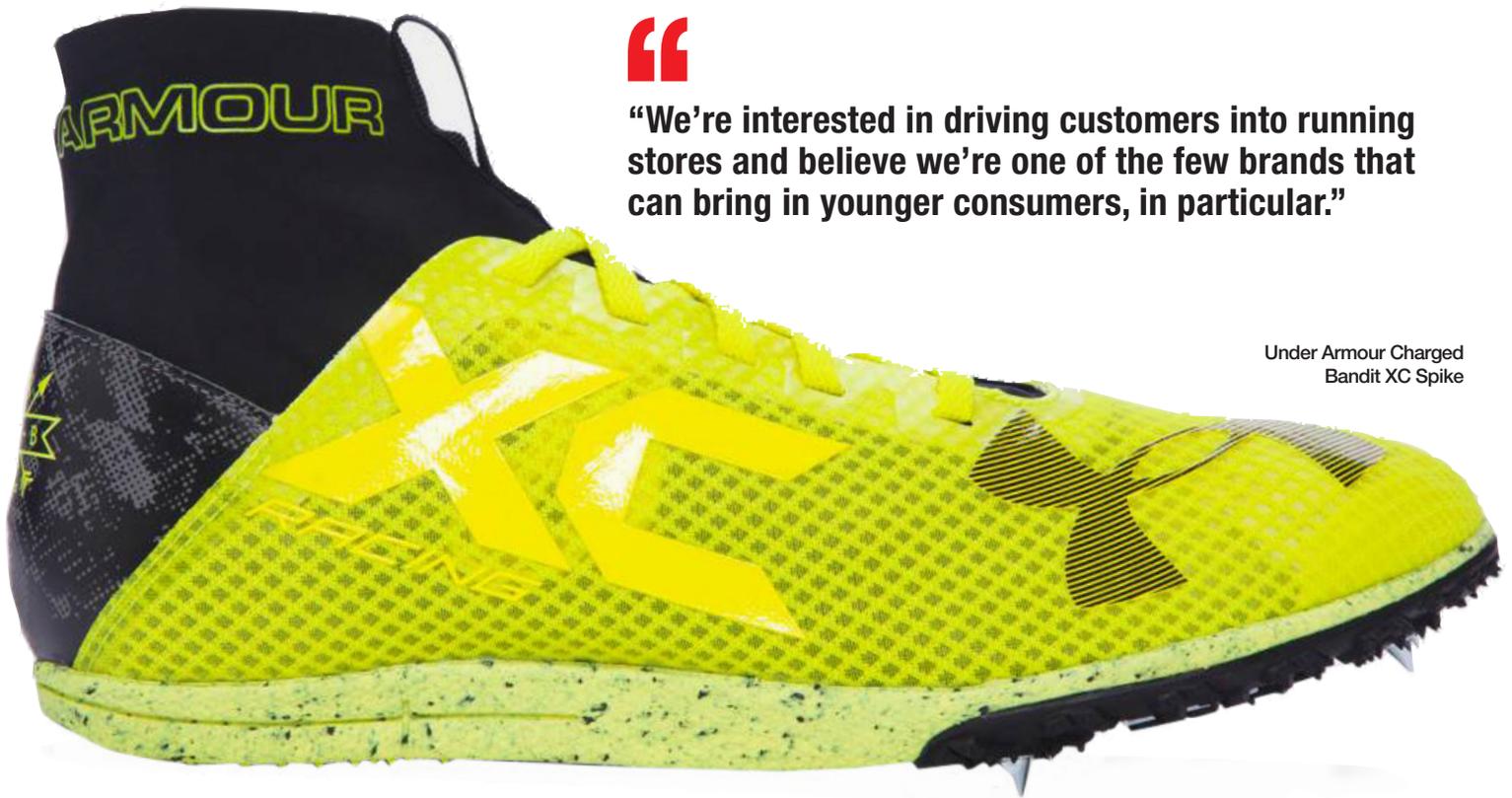
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UA's Larson Unplugged (continued)



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“We’re interested in driving customers into running stores and believe we’re one of the few brands that can bring in younger consumers, in particular.”

a new sense of swagger and comes from the apparel angle, which is a big advantage given the importance of fabrication and materials in this new era of knitted and woven uppers in footwear. Also, Under Armour owns the largest digital health and fitness community of more than 175 million unique registered users on its connected fitness platform (MapMyFitness, Endomondo and MyFitnessPal). Access to this gigantic database of active people in the world could be a huge advantage for us.

Under Armour has undeniable brand momentum given star endorsers like Steph Curry and a slew of NCAA team deals that will further heighten the brand’s

visibility. How might these positive vibes bolster Under Armour’s efforts to make inroads in running?

These big brand plays will surely add to the brand’s cache with young athletes, many of them runners. The NCAA team deals will definitely affect the college runner, especially given Under Armour’s unique on-campus activation programs. Outfitting and supporting these cross country and track and field programs will also drive the business and the brand.

What do you see as some of Under Armour’s biggest challenges in the run specialty channel and how are you going to attack those?

We need to be credible

with these “high priests” of the running world. Product excellence, account service and relationships and being an active part of running culture are critical. Under Armour has already made big strides by adding specialty reps, running ambassadors, a new spike line, a new cross country line and some exciting new products like the Under Armour Speedform Gemini Record Equipped shoe, which has already created excitement in all channels, including the running specialty channel. The best is yet to come.

What can running specialty retailers expect from Under Armour moving forward?

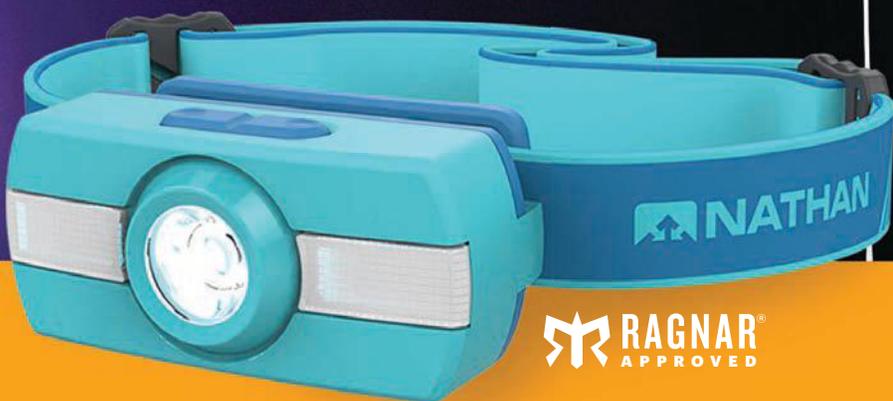
They can absolutely expect us to continue to build

credibility and authenticity as a running brand with better product and more outreach to the running community. We’re interested in driving customers into running stores and believe we’re one of the few brands that can bring in younger consumers, in particular. But we know the product has to be right and the intentions sincere. It needs to be a committed effort and that’s what running retailers can expect from Under Armour.

What has you most excited for Under Armour’s future in the running world?

Being able to lead a team that will truly make a dent in the world of running. We won’t do status quo. We will revolutionize things. If not, I’ll be selling Popsicles by the beach. ■

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VOTING WILL TAKE PLACE IN THE NEXT TWO WEEKS

2016 Hall of Fame Nominees Set



The man who helped turn the New York Marathon into a big time event; the founder of The Boulder Running Company and an executive who helped shape Fleet Feet into a major force in the industry are among the nominees for The Run Specialty Hall of Fame for 2016. Fred Lebow of the New York Marathon, Johnny Halberstadt, founder of Boulder Running Company and Jeff Phillips, the current president of Fleet Feet, Inc. along with six other candidates have been nominated for the Running Specialty Hall of Fame. The Running Specialty Hall of Fame is presented annually by the Independent Running Retailers' Association and was created to recognize individuals who helped create the modern run specialty business. IRRRA members will vote on the nine nominees in the coming weeks, selecting two honorees each from the Retail and Vendor Influencer candidates. The Class of 2016 Inductees will be honored during The Running Event, which will take place in Orlando November 29-December 2, 2016. Brief biographies of the nominees appear on the next page.



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2016 Hall of Fame Nominees (continued)



Thom Suddeth



Jeff Phillips



Joe Henderson



Johnny Halberstadt



Doris Brown Heritage



Fred Lebow

Retail Nominees

Johnny Halberstadt

Halberstadt is the co-founder and former majority owner of Boulder Running Company stores, founded in Boulder, Colorado in 1996. With his business partner – physical therapist and former world marathon champion Mark Plaatjes – Boulder Running Company pioneered treadmill video gait analysis and gained the reputation of being the go-to store to get a high level of expertise regarding injury prevention, performance, footwear and gear selection. Because of the store’s location in Boulder where many world class athletes trained, BRC’s reputation grew nationally. And Halberstadt helped pioneer many up and coming brands and bring them to national prominence. Most recently he is credited for putting Hoka on the map. In his native South Africa, Halberstadt is known as one of the greatest all round distance runners the country has ever produced. He won most of the high profile road races in South Africa’s race calendar in the 1970s and 1980s, and was the holder of national titles in the marathon, half marathon and cross country events.

Rob Wallack

Wallack is the founder and owner of the Runner’s Den in Phoenix, Arizona, the original specialty running retailer in

the southwest United States. Wallack was one of the first and most successful retailers to integrate his store with event production, community involvement and publishing under one banner and business model.

Diane Etheridge

The first store manager ever nominated, Etheridge began her career in the industry in 1983, working on the staff at Phidippides Running Store in Atlanta, Georgia. In 1988, Diane was elevated to manager, a role she maintained until her retirement in 2012. During her long tenure, Diane’s leadership elevated Phidippides to one of the leading running shops in the South.

Thom Suddeth

Suddeth founded Roadrunner Run Shop in 1983, making this the longest-standing running store in Richmond Virginia. Thom was one of the first store owners to realize the potential of associating the store with local races, of which he also either organized or contributed his talents.

Steve Hoag

With a 2:11:54 Marathon at Boston in 1975, Hoag is one of the fastest store owners ever. He founded Steve Hoag’s Marathon Sports in 1985, and along with his store, became a fixture in the Minneapolis community with his

involvement in not only retail, but coaching, race organization, and promoting the sport of running.

Vendor/Influencer Nominees

Fred Lebow

Lebow was a runner, race director, and founder of the New York City Marathon. Lebow transformed the race from one with 55 finishers in 1970 to one of the largest marathons in the world by inviting and promoting the world’s best marathoners, making runners like Bill Rodgers and Grete Waitz household names. In the process the event became a showcase event the City of New York, a status that it continues to enjoy to this day.

Jeff Phillips

An industry veteran for over 40 years, Phillips started his career while a standout runner at Virginia Tech, off-setting college costs by working at a local running store. After graduation Phillips joined Brooks Sports, where he spent 14 years in executive sales and marketing positions. In 2001, Phillips turned to retail, joining with Tom Raynor at Fleet Feet. Assuming the role of president in 2014, Phillips has overseen the growth of the franchise to its current status as one of the leading forces within the specialty running business.

Doris Brown Heritage

One of the true pioneers in women’s running. In 1966, Brown became the first woman to run a sub-five-minute mile indoors, running a time of 4:52. At one point in her career she held every women’s national and world record from 440 yards up through one mile. In addition, she won five consecutive International Cross Country Championships (from 1967–1971), and she also represented the United States at the 1968 and 1972 Olympics games. She followed her successful running career with a coaching career at Seattle Pacific University that spanned four decades.

Joe Henderson

Henderson is a runner, running coach, and writer, and is best known as the former chief editor of *Runner’s World* magazine. The first full-time employee of *Runner’s World*, Henderson joined the magazine in 1970 as chief editor, and became one of the world’s foremost authorities on the sport of running. Henderson wrote articles for *Runner’s World* for 33 years, and is the author or co-author of over two dozen books about the sport of running and fitness.

IRRA members will be e-mailed a ballot in the next two weeks. Any member who does not receive a ballot should contact executive director Terry Schalow at terry@theirra.org ■

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THE RUNNING EVENT

Register Early for TRE Discounts

Early Bird Discounts Are Available for Retailers, but Will Expire on September 16th.



The early bird may not always get the worm, but they will save a few bucks by registering by September 16 for The Running Event. The Running Event conference and trade show will take place November 29-December 2, 2016 at the Orange County Convention Center and the Hyatt Orlando in Orlando, FL.

TRE 2016 will feature the largest number of conference sessions in the event’s history. Registration for some of the smaller sessions has begun to fill up. “Based on feedback from past attendees, we’ve created a number of smaller sessions that will allow attendees to share ideas in intimate settings,” said Troy Leonard, show director for F4M. “These are the sessions that will fill up first and if retailers are serious about attending, I encourage them to do so by September 16.”

Three of the sessions with limited attendance are listed with details at right:

TRE Training Camp

This is a new session created so store owners can bring associates and managers for a day of training. The session will be led by Tom Griffen, a former run store owner who is now a writer and consultant. In this three-hour session, Griffen will cover the following topics in a lively, entertaining manner that will educate and train your staff so they can provide more value to your store:

- **Build Your Team:** How to locate and hire candidates who fit into your culture.
- **Back to Basics:** Facilitate an unforgettable Customer Experience in Your store.
- **Break Expectations:** Live your store’s vision outside the four walls.

This session is limited to 80 attendees and will take place on Wednesday, November 30 from 11:00 a.m. to 2:30 p.m.

Running Store Financials

This is a 90-minute classroom style seminar focused on the financials of a running store. The seminar will show the retailer key financial statements (e.g. Profit & Loss, Balance Sheet, Statement of Cash Flows) tailored for running retailers. These statements will be used to accomplish two learning

objectives. It will identify industry benchmarks in key income and expense areas, and will show “what good looks like” for different sized stores based on store volume and complexity (i.e. number of stores, location of market, etc.). Second, the session will review a chart of accounts and help retailers categorize their revenue and expenses according to industry best practices. Attendees will leave the session with a) an understanding how the interrelationship of each financial report b) the knowledge to interpret how they reveal their financial health, and c) the ability to compare “what good looks like” with their business so they can set it up for success. The session will be run by Parker Karnan and David Durkin of Karnan Associates and is limited to 100 attendees total.

The TRE Master Class

This is a session for larger store owners to share ideas and concerns specific to them with their peers. The session will take place on Wednesday, November 30 from 11 a.m. to 2:30 p.m. and is limited to the first 30 stores who sign up. Jim Dion, a noted retail consultant with years of experience in the run specialty channel, will moderate the session.



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Register Early for TRE (continued)



TRE REGISTRATION OPTIONS



The TRE All Access Package: includes admission to all conference sessions, the trade show, The 50 Best Running Store Awards and The Hall of Fame Awards. The Earlybird discount price is \$650. After September 16, the price will increase to \$700. The All Access Buddy Pass, which includes admission for two executives from the same store to the conference, trade show and two awards presentations is

\$1000. After September 16, the price will increase to \$1100.

The Day Tripper Package: includes admission to the trade show and all conference sessions and is priced at \$350. After September 16, the price will increase to \$400.

All Access Package and The All Access Buddy Pass: IRRA members receive a

discount on both of these. The IRRA rate for these packages is \$550 and \$1,000 respectively.

Retailers can register by visiting: www.therunningevent.com. Any retailer with questions about registration should contact Christina Henderson at chenderson@formula4media.com. The Running Event is owned by Formula 4 Media, LLC, publishers of this newsletter.

FEATURED SPEAKER

Gene Zelek

Tuesday
November 29, 2016
2:45 p.m.



TRE Conference Will Feature Speaker on UMAP Policies

Gene Zelek, regarded as one of the experts on UMAP Pricing, will be a featured speaker at The Running Event on Tuesday, November 29, 2016 at 2:45 p.m.

Zelek's presentation "The Myths and Misconceptions around Resale Price and MAP Policies: What Manufacturers and Retailers Need to Know," will be open to both retailers and vendors.

"At the urging of the IRRA, we are bringing in Gene Zelek, who is THE expert on this subject and has worked with many brands and retailers on how to address this complex issue," said Mark

Sullivan of The Running Event. "The goal is to educate everyone and create a good understanding of how everyone can work together and create a win-win."

Zelek is a partner in the Corporate and Litigation Practice Groups and serves as Co-Leader of Freeborn's Antitrust and Trade Regulation Practice Group.

He focuses his practice on marketing-related law, applying extensive counseling, transactional and litigation experience on behalf of a wide variety of leading consumer and industrial businesses and consulting firms throughout the world. His areas of emphasis include anti-trust, pricing and distribution,

as well as branding, licensing, intellectual property, entertainment, strategic alliances, supply relationships, complex contracts, advertising and new product development.

He is a frequent speaker and author on these topics in addition to being a marketing faculty member of Northwestern University's Kellogg School of Management since 1985. Zelek joined Freeborn after practicing marketing law at a large international law firm and The Quaker Oats Company, before becoming a Quaker Product Manager with shared responsibility for Quaker's Cap'n Crunch cereal and Chewy granola bars. ■

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Twisted Trails Running Co's Unlikely Path

Colorado Retailer Is Taking a Unique Trail to Success / By Daniel P. Smith



The Twisted Trails ownership team: Josh Boles, Susan Boles and Eric Edgerton.

The Twisted Trails Running Company team isn't afraid to blaze its own path, even if it bucks conventional wisdom.

Just 18 months after opening its first retail location in Steamboat Springs, CO, Twisted Trails leadership – Eric Edgerton and the husband-and-wife team of Josh and Susan Boles – opened a second location at the Outlets of Silverthorne, a nearly 50-store outlet mall located about 90 minutes away from Steamboat Springs.

For any upstart independent retail operation, opening a second location is an ambitious enough move. Doing so in an outlet mall setting adjacent to a Pearl Izumi shop and in the shadow of factory stores from Nike and Under Armour, meanwhile, adds an extra layer of daring intrigue.

Seizing an opportunity

Years ago, Josh and Susan Boles contemplated opening a triathlon shop. Though the couple shelved that idea and directed their entrepreneurial energy elsewhere – namely, owning and operating a guest ranch in Clark, CO – the allure of an independent fitness shop never evaporated.

In 2014, the Boles learned about an available 1,100-square foot storefront on Steamboat's downtown strip and, along with Edgerton, an electrical engineer by trade, jumped on the retail opportu-

nity. By December, the trio, all of whom claim military backgrounds, had opened their flagship Twisted Trails store.

"It was just too good to pass up," Josh Boles says. "Plus, Northwest Colorado really didn't have a running store."

Twisted Trails captured immediate gains with the local community, one Boles describes as "nothing but supportive of us."

Opening a second store was not on the horizon until Boles stopped at the Outlets

"We saw this as an opportunity to keep our momentum going."

**JOSH BOLES,
TWISTED TRAILS**

of Silverthorne while returning to Steamboat Springs from Denver. The mall's steady foot traffic caught his attention; so, too, did a vacant storefront.

While few would ever contemplate opening an independent running shop in an outlet mall environment dominated by national names, the Twisted Trails group saw opportunity.

There was the pure traffic play. With a location right off Interstate 70, the Outlets of Silverthorne served the gateway to some of Colorado's biggest resort towns, including Vail, Breckenridge and Steamboat Springs.

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Twisted Trails Running Company (continued)

play. A spot at Silverthorne, the trio reasoned, could provide steady year-round traffic and serve to buffer the big shoulder seasons that see limited spring and fall traffic in Steamboat Springs.

And there was also a business play.

“We saw this as an opportunity to keep our momentum going,” Boles says, adding that a second location would also give Twisted Trails leadership an opportunity to move some of the excess inventory that had filled the Steamboat store from early overbuying.

Yet more, Silverthorne management was excited by the prospect of bringing in a local name to diversify its retail mix and pledged some additional support, including marketing help and special event possibilities that could further boost Twisted Trails’ visibility.

The Twisted Trails trio inked a deal with the Outlets at Silverthorne in early 2016 and opened its 1,600-square foot storefront this past June.

“It felt quick,” Boles admits, “but it was fairly thought-out and strategic.”

From Main Street to the outlet mall

Down to the paint color on the walls and the fixtures holding product, Twisted Trails’ two stores share many similarities, not the least of which is a decidedly independent running store feel characterized by knowledgeable staff and a complementary cup of coffee for patrons.

But Boles and his



colleagues have quickly recognized that the two stores cannot be carbon copies of one another.

Whereas the Steamboat store enjoys a strong trail running business, Silverthorne’s clientele is more interested in road footwear and apparel, which is moving at a much quicker pace than Boles expected. In addition, the Silverthorne store does not carry Pearl Izumi or Under Armour footwear like its Steamboat sibling, a decision made given the presence of each brand’s retail presence in the outlet mall.

The product differences have been more blessing than curse, Boles says, sparking more reflective and strategic ordering for each store that should benefit the company’s long-term objectives.

As for those big brands and their retail presence in the outlet mall, Boles doesn’t view the factory stores as competition. Twisted Trails is not trying to compete with Nike, Under Armour or Pearl Izumi, but rather promoting a variety of products under one roof in a true specialty environment.

“We’re trying to provide something entirely different

from [the vendors’ stores] and continually focusing on who we want to be,” he says. “We’re really pushing the local running store feel rather than box shopping and I think customers feel the difference and appreciate it.”

Outside of the product mix, Boles says he and his colleagues continue bracing for the unknown, for something to be so shocking that it compels their operation to aggressively pivot. To date, however, that has not happened.

In fact, Twisted Trails relishes one prime benefit of the outlet mall location: a captive audience that has come to spend.

While Twisted Trails’ Steamboat location is hopping during peak summer and winter months given that Lincoln Avenue is the town’s prime destination for visitors, Boles says it often brings people “going to lunch or dinner and not necessarily intending to shop.” In contrast, the Outlets of Silverthorne present a destination of a different sort.

“People are coming to Silverthorne intending to shop and that creates a different beast and one we hope to continue capitalizing on,” he says.

While the move into an outlet mall location is far from conventional, Boles is optimistic about the Silverthorne store’s potential.

“There was a lot of spirited conversation among us as we tried to decide if this was the best move,” he says. “At the end of the day, though, we saw some opportunity and jumped on it.” ■

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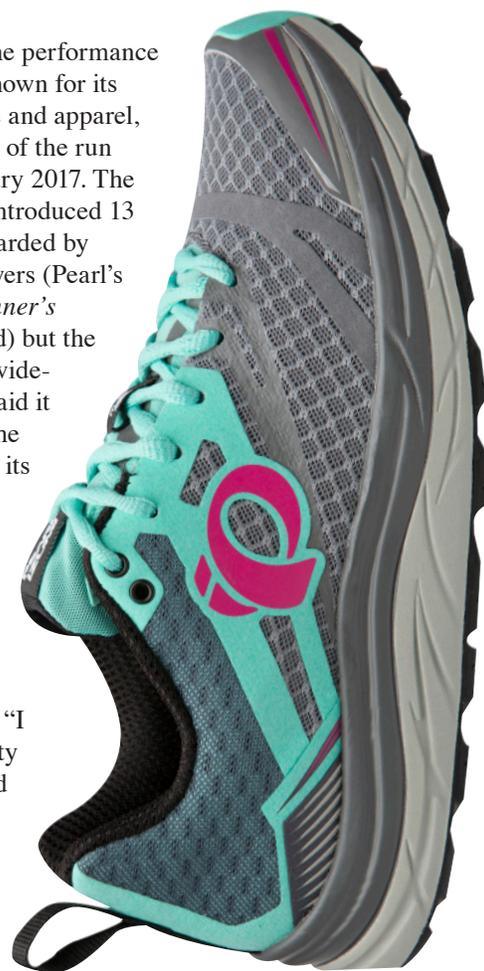
Pearl Izumi to Exit Run Category

Pearl Izumi, the performance brand best known for its cycling shoes and apparel, is pulling out of the run business, effective January 2017. The brand's running shoes, introduced 13 years ago, were well regarded by retailers and shoe reviewers (Pearl's EM Road 3 won the *Runner's World* Best Debut Award) but the brand struggled to find widespread acceptance and said it was withdrawing from the run category to focus on its core cycling business.

Chuck Sanson, director of run for Pearl Izumi, expressed his thanks to retailers, reps and brand ambassadors who had supported the company's efforts in run. "I want to thank the specialty run retailers who invested their hard earned money and personal time in Pearl Izumi," he said. "The dedication from so many to support a small brand when frankly no one was asking for another shoe or another brand on their floor was always encouraging. The friendships are immeasurable."

Added Sanson, "The path has been rocky, but exciting. We could always count on our specialty partners to listen and be open to new ways of doing business and bringing fresh ideas to customers. I cannot recall a retailer who was not willing to take a risk on an up and coming brand – this attitude bodes well for our Industry."

Pearl's decision to exit the business, Sanson said, may "be looked at as indicative of the struggles of the industry, like others; I believe that the industry has one significant advantage; our people. We have literally thousands of foot soldiers and ambassadors at every store in every state in the country. Putting our differences aside to engage and organize within our community must be of top priority if we expect to grow. The leadership of the Independent Running Retailers' Association will be a positive conduit in this effort." ■



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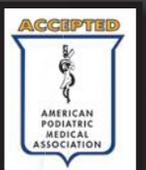


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Running Shorts



Former Research Director Launches New Apparel Line

Leigh Cockram is the owner of RaesWear, LLC and the inventor of the patented 360 waistband pocket. While on business, Leigh struggled with the lack of a safe and comfortable storage spot for her personal items on her run. Inspired to create a solution, Leigh imagined a 360 degree waistband storage pocket with front and back openings for easy access. She spent the next two years designing the concept, testing fabrics and finally patenting the ultimate Hands-Free waistband pocket.

The line debuted last month at Fleet Feet Annapolis and will roll out to other stores in the coming months.

Cockram is the former Director of Research and Business Development for

the Institute for Advanced Learning and Research (IALR), an agency tasked with conducting applied research aimed at solving problems for local, regional and statewide farmers, entrepreneurs and existing industries.

The company is named after Cockram's grandfather, Raymond Maxwell Hite, Jr. or "Grandpa Ray" who joined the Army Air Corp during WWII at the age of 14. He served as a gunner on a B-26 Marauder flying 25 missions and shot down two German planes. At the age of 15, his age was discovered and he was given an honorable discharge and returned to the States.

At 17, he joined the navy and at age 33 he died in a plane crash at White Sands, New Mexico, attempting to break the world's low altitude

speed record in the F-4 Phantom during Operation Sageburner.

Features! Contest Returns with New Incentives



Features! is re-launching its "Pair Up" sales contest this September.

The promotion was developed to provide a fun, innovative incentive for run specialty retailers and associates to improve their customers' in-store experience by educating them on the importance of wearing performance running socks.

Based on participant feedback, Features! has streamlined this year's contest to offer more incentives to retailers and foster closer relationship between stores and their local sales reps. All participating retailers will still compete to sell one pair of performance running socks for every pair of running shoes sold. However, instead of offering prizes to individual store associates, Features! will award any store that achieves a 1-to-1 ratio with Features! socks and swag for all associates. In addition, the eight retailers with the

highest sock-to-shoe ratio at month's end will receive a Grand Prize of \$1,000 for a store party.

"Based on the feedback we received from our 2015 promotion, we've updated the program to offer more prizes for retailers and get our sales reps more heavily involved in their stores' performance," says Joe Gaither, Features!' marketing director. "We're excited to see how our store associates and sales reps can work together to achieve the common goal of enhancing their customers' in-store experience."

The "Pair Up" sales contest will run September 9th – 23rd, 2016. Participating retailers can enter individually or in multi-store groups for some friendly competition. Any retailer interested in participating should contact their local sales rep. For more information, visit www.featuresrunning.com/pairup.

McDavid's Runners' Therapy Collection Coming in 2017

McDavid has curated a special collection of products just for runners in their new Runners' Therapy Collection coming out in February of 2017. These new products are for active recovery and proactive prevention for runners and fitness enthusiasts who will not let minor issues stop them from



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Running Shorts (continued)



pursuing their passions. The four items in the collection are designed to be lightweight and ultra comfortable with all the advantages of therapeutic/supportive compression. Products include an Achilles Sleeve, Plantar Fasciitis Sleeve, Shin Splint Sleeve and an Iliotibial (IT) Band Strap.

Superfeet Launching Run, Trail Specific Insole Lines

Superfeet is launching two new insole series created specifically for the run and trail markets. Hitting stores in

Spring 2017, the RUN and TRAILBLAZER series are designed to provide specialty retailers and consumers insoles built especially for running and trail use.

“The insole marketplace has never been more crowded than it is right now,” says Matt Gooch, product development and education manager at Superfeet. In 2017, Superfeet will also launch its first footwear line. Superfeet sees these launches as “an opportunity to expand our relationship with our retail partners and be able to say we are going

to invest in providing specific product that really allows you to speak more directly to the consumer and what they are looking for,” says Gooch.

The RUN series includes three insoles, each created to meet a need: to help reduce foot fatigue, alleviate pain and provide comfort. The initial offerings will include: RUN Comfort Max, \$49.95; Women’s RUN Comfort Max, \$49.95 and RUN Pain Relief Max, \$59.95.

The TRAILBLAZER insoles, designed specifically for trail runners and suited for rugged terrain, will include two

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Ultrafly was named the fall 2016 “Best Debut” by Runner’s World Magazine

Running Shorts (continued)



insoles—one style for men, one for women. The insoles are built to stabilize the foot on uneven ground while providing maximum comfort in trail specific footwear. The initial two offerings are: the TRAILBLAZER Comfort Max, \$49.95 and Women's TRAILBLAZER Comfort Max, \$49.95.

World Champ Carfrae Teams Up with Polar

Wearable tech company Polar is partnering with Mirinda Carfrae, Australian professional athlete and Ironman Triathlon world champion.

Carfrae has achieved podium positions in six of the seven Ironman World Championships in which she's competed. She's won gold in 2010, 2013 and 2014, silver in 2009 and 2011 and bronze in 2012. She also holds the Ironman World Championship course record, finishing the race in 8:52:14, making her one of the fastest distance runners in the world. Her training is

calculated and data-driven, especially when a few minutes or seconds can mean a win or a loss. Carfrae heads to Kona in October to compete in her eighth Ironman World Championship.

"Polar has always been well-known for heart rate training, but for pro athletes like Mirinda competing across sports, it's about so much more than heart rate," says Stan Brajer, Senior Vice President of U.S. Sales and Marketing. "Our products excel at dynamic, varied training in running, cycling and swimming. It's important to pay attention to small details and performance data, which

we provide in our training programs and products like the V800. Speed, cadence, training load and recovery times are all factors that can make a difference between first and second place.

Beyond the metrics, our Smart Coaching and guidance makes Polar products a necessary tool for pro athletes as well as a personal coach for any user looking to reach a new goal." ■



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