

14
DAYS
LEFT TO TRE

EXHIBIT

CONTACT

TROY LEONARD

352-624-1561

TLEONARD@FORMULA4MEDIA.COM

ATTEND

CONTACT

CHRISTINA HENDERSON

516-305-4712

CHENDERSON@FORMULA4MEDIA.COM

THE RUNNING EVENT.COM

THE
RUNNING
EVENT
2016

**REGISTER
TODAY!**



NOVEMBER 29-DECEMBER 2, 2016 | ORANGE COUNTY CONVENTION CENTER | HYATT REGENCY ORLANDO

RUNNING **INSIGHT**

FINISHING STRONG

Molly Huddle placed third in her marathon debut at the New York City Marathon on Nov. 6.

FINISH LINE TO SELL RSG

**BEYOND THE HYPE:
ENERGY-RETURN SHOES**

NYC MARATHON MOMENTS

Photo: Courtesy of Saucony

PRESENTING SPONSORS



bodyglide.com



SOFSOLE

sofssole.com



pro-tecathletics.com



NATHAN

nathansports.com



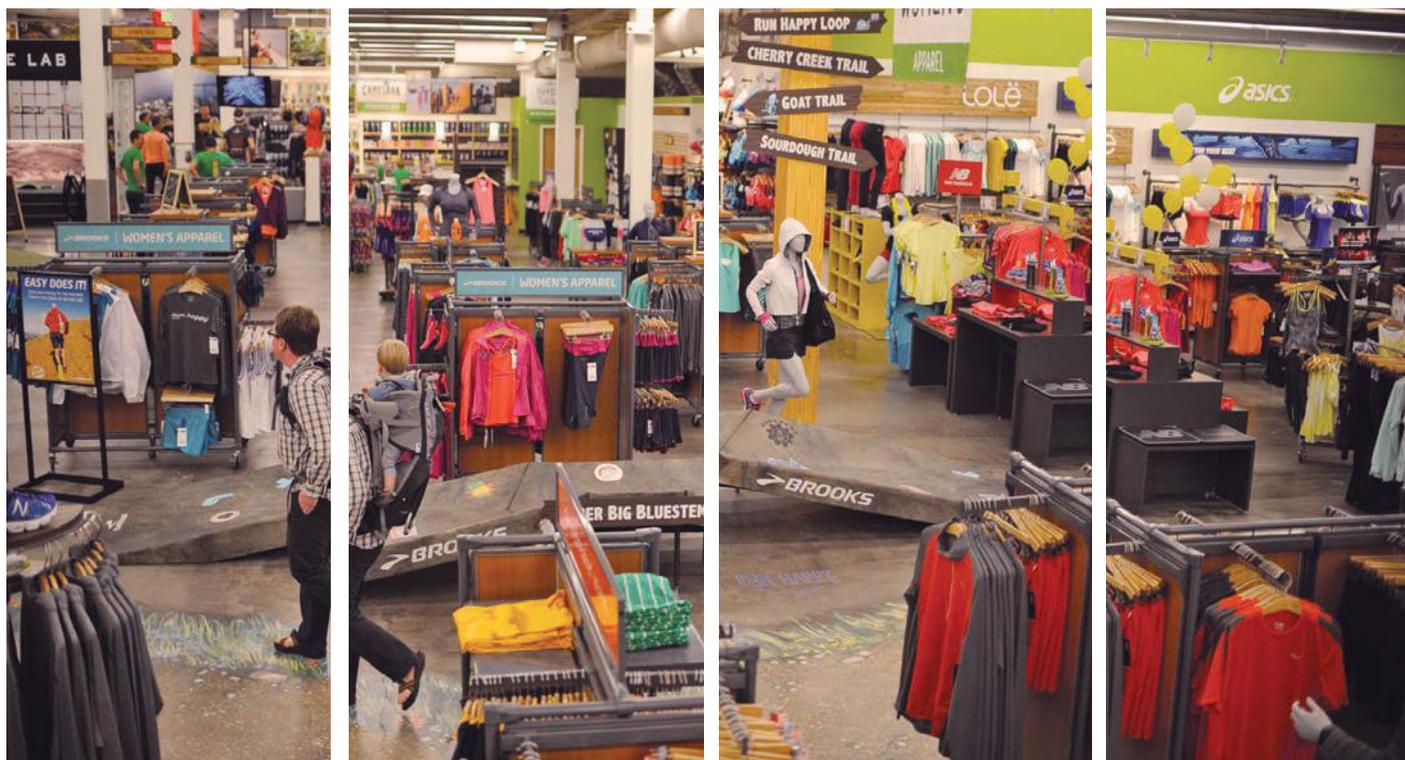
balega.com

NOV. 15, 2016
VOL. 8 NO. 21

FORMULA4
MEDIA, LLC

But who will buy the struggling 70-store chain?

Finish Line Puts RSG on the Block



By Mark Sullivan

Finish Line is ready to exit the run specialty business. After spending more than five years and an estimated \$60 million dollars trying to crack the run specialty market, the mall-based retailer is putting its 70-store Running Specialty Group up for sale so it can concentrate on its core business. On Tuesday, the publicly traded Finish Line confirmed what has been speculated about for months: that

it has retained Peter J Solomon, LLC as an advisor to seek “strategic alternatives” for its JackRabbit chain, “including potential sale.”

“As a result of the exploration of strategic alternatives for JackRabbit, the Company expects to record a non-cash goodwill impairment charge in the third quarter of fiscal year 2017 of approximately \$44 million,” TFL added. Sources say TFL hopes to have a deal in place by the end of the year, but any buyer will face challenges in operating the 70 stores that are operating under more than a dozen

RUNNING INSIGHT® is a registered trademark of Formula4Media, LLC. © 2016 all rights reserved. *Running Insight* is published twice each month, is edited for owners and top executives at running specialty stores and available only via email. The opinions by authors and contributors to *Running Insight* are not necessarily those of the editors or publishers. Articles appearing in *Running Insight* may not be reproduced in whole or in part without the express permission of the publisher. Formula4Media, LLC, P.O. Box 23-1318, Great Neck, NY 11023. Tel: 516-305-4709.

Advertise

Jeff Nott jnott@formula4media.com
 Jeff Gruenhut jgruenhut@formula4media.com
 Christina Henderson chenderson@formula4media.com
 Katie O'Donohue kodonohue@formula4media.com
 Sam Selvaggio sselvaggio@formula4media.com

Editor-in-Chief Mark Sullivan: msullivan@formula4media.com
 Managing Editor Cara Griffin: cgriffin@formula4media.com
 Publisher Troy Leonard: tleonard@formula4media.com

| | |
|-----------------------------------|--------------------------------------|
| BACK ISSUES runninginsight.com | SUBSCRIBE store.formula4media.com |
|-----------------------------------|--------------------------------------|



NEW!
Neo-Lite Run™



NEW!
Swift-Clip Headlight™

Light up your sales!

with specialty-exclusive visibility and race & training essentials



NEW! 360° Full-Viz Plus™
Reflective Belt



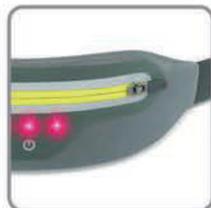
NEW! Swift-Clip Versa-Light™



NEW! Quick-Clip Plus™
Number Belt



NEW! Xinglet Illume™



NEW! Neo-Lite LED™ Pack



NEW! Swift-Clip™ Headlight

Specialty-Exclusive Innovation and Quality • UMAP Protected



Hydration | Training | Race-Day | Visibility
The widest range of premium running essentials.

30+ New Essentials &
Season Margin-Booster
Programs!

Order Now!
1-800-806-1288
order@amphipod.com

RSG on the Block (continued)

Finish Line executives never seemed to put much stock in the “community” aspects of the run business, which independents say is vital not only in driving traffic but in building long-term customer loyalty.

nameplates. RSG includes a number of stores that were once among the leaders in its individual markets such as Boulder Running Co., Run On! in Dallas, Bob Roncker’s Running Spot in Cincinnati and Garry Gribble’s Running in Kansas City. But many of these stores have seen their business fall off since they were acquired, sources say, partly because the overall market has struggled and because the owners exited the business and were not replaced by strong local managers who could drive sales and traffic by working in the individual markets.

Some of these stores also are locked into unfavorable leases that will make it difficult for any new owner to make them profitable. Sources say rent at the Manhattan RSG location at a luxury mall in Columbus Circle near Central Park is extremely high and that it will be “virtually impossible” for the store to earn a four-wall profit in that location.

Branding is also a key issue at the RSG locations. The 70 stores operate under 13 different names. Last fall, RSG announced a plan to begin to re-brand the stores under the JackRabbit name, but that has only occurred in New York area stores. And RSG’s web-based business is also a branding hodgepodge. In their original acquisition in 2011, TFL acquired the run.com name, seen as a jewel that would allow the brand to become a strong online player that could compete with Road Runner Sports and Runner’s Warehouse. Today, a Google search of run.com brings consumers to a landing page that links to JackRabbit.com, a transactional site that also showcases the 13 store names in individual markets around the country.

RSG has an executive team in place led by industry veteran Bill Kirkendall, who has built a merchandising group that has been well received in the industry. But sources are unsure of whether there are regional managers and systems in place that can successfully run a retail

business that requires educated staffers at the store level who can combine product knowledge and customer service. Sources also say RSG never mastered the regional differences in buying and inventory management. Stores in the west, such as Boulder Running Co. had large trail businesses and were also able to sell boots and street shoes, while stores in the Northeast are focused almost entirely on road running.

Finish Line executives never seemed to put much stock in the “community” aspects of the run business, which independents say is vital not only in driving traffic but in building long term customer loyalty.

Finish Line entered the run business in September 2011 when it purchased the 18 store-Run Specialty Group from Gene Mitchell for \$8.5 million and then over the next four years rolled up some of the top running stores in the country including Run On! in Dallas, Boulder Running Co., Bob Roncker’s Running Spot, Bluemile, and JackRabbit Sports in New York.

In January when it announced a loss for its fiscal third quarter, TFL said it would close 150 underperforming stores, about 25 percent of its fleet, over the next four years. At the same time, TFL said CEO Sam Sato, a former Nordstrom executive, would step up and become CEO while Glenn Lyon, a former Macy’s executive who had run the chain for years, would step aside and become executive chairman. Lyon was seen as the driving force behind the expansion into run specialty while Sato is more of a pragmatist who realizes the importance of keeping the chain’s mall and internet business strong.

The potential sale comes at a time when RSG and the entire channel may be picking up steam. Vendors who do business with RSG say the chain had a very strong October and had been recording mid-single digit gains over the past several months.

Rating the Potential Buyers

Who Will Buy RSG? Based on conversations with industry executives, *Running Insight* handicaps potential buyers.

Dick’s Sporting Goods

Dick’s has dabbled in the run specialty market with three True Runner Concepts, but may not have the appetite for an additional 70 stores. Dick’s has its hands full with its 82 Golf Galaxy stores which

are dealing with headwinds from a declining golf market. Dick’s is publicly traded and Wall Street may not react well to an acquisition of RSG even at a bargain price.

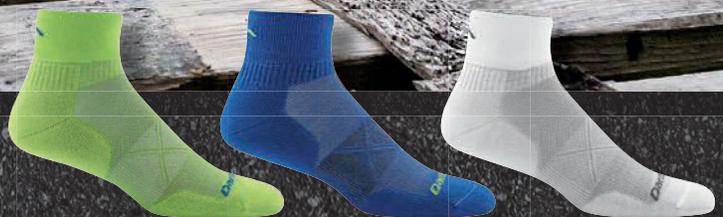
Odds: 20 to 1.

IF YOU'RE
OUT THERE,
WE'RE
WITH YOU.®



Still Made In Vermont, U.S.A.
GUARANTEED FOR LIFE

#DarnTough



THE VERTEX[®] RUNNING SERIES

RSG on the Block (continued)

FootLocker

In 2012 FootLocker bought Runner's Point Group (RPG), a chain of 200 running stores in Germany. By all accounts it has been a good acquisition. In the past, FootLocker has been successful with its acquisition of Foot Action and going back to the 1980s its purchase of Champs and Robbies from Bill Robinson, whose son Parks now owns Fit2Run. FootLocker could easily handle the run.com business through its EastBay subsidiary and CEO Dick Johnson is a big fan of the category and the run channel. FootLocker is a dark horse.

Odds: 25 to 1.

Fleet Feet, Inc.

Fleet Feet has solid financial backing from Investors Management Corporation, which bought the franchisor in 2012. But Fleet Feet would most likely not be interested for two reasons: First, they most likely perceive RSG as having too many

under-performing stores. Secondly, RSG has stores in markets, such as Cincinnati and Boulder where Fleet Feet has emerging franchisees who are doing a good job already. And Fleet Feet is said to be working on an acquisition or partnership that would move the store into another market currently served by RSG. If RSG is willing to sell pieces of its store group (for example the stores in NJ and New England where Fleet Feet doesn't have a large footprint), then it could make sense. Also, if RSG dramatically reduces the price Fleet Feet could also be interested.

Odds: 15 to 1.

Running Entrepreneurs

Gene Mitchell, who sold the original store group to RSG, is said to be interested in getting back into the business and the timing may be ideal. Mitchell is also connected in the financial community and could most likely raise the money. Brand executives say Mitchell can be heavy handed in his dealings, but he has shown the ability to empower store managers at a local level to serve their respective communities.

Odds: 12 to 1.

Other Sporting Goods Retailers

For Dunham's, MC Sports or Hibbett Sports, RSG would represent instant expansion and growth potential in a market adjacent to their core sporting goods competency. Dunham's has already expanded its geographic footprint and Hibbett has proven adept at running smaller stores with sales of \$700,000 and less and being profitable. Hibbett also has the bench strength to make a move. Highly regarded VP of Stores Cathy Pryor is an avid runner who would relish the task of managing these stores.

Odds: 30 to 1.

A Running Shoe Brand

In an environment where running shoe brands are struggling to grow share and reach new consumers, what better way to do that than buy a bunch of stores? New Balance and Nike have a branded retail presence, but would a company such as Wolverine, which owns Saucony and Merrell, or Deckers, which owns Sanuk, Hoka and Teva, make an



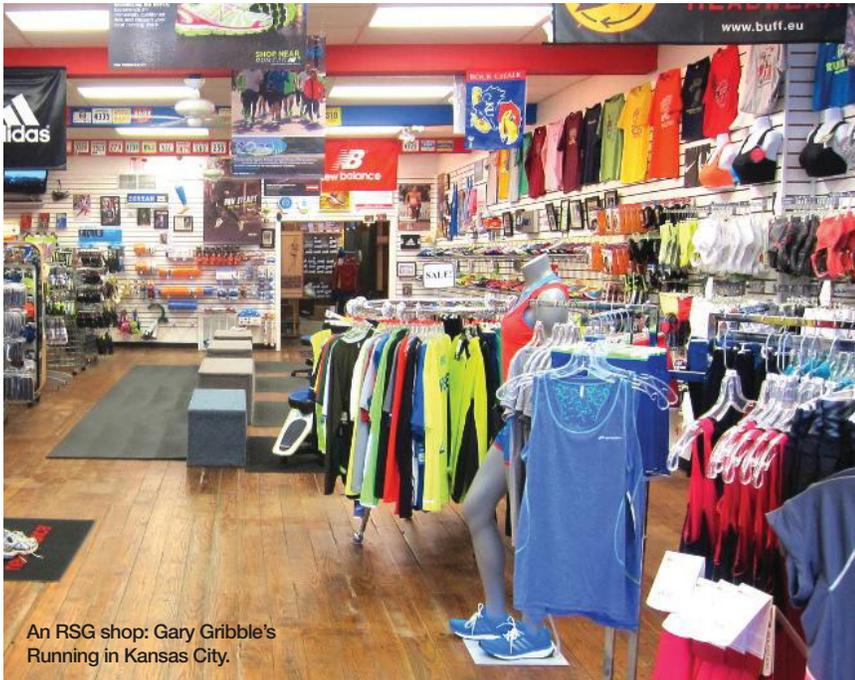


UNITED WE RUN

Visit us at: The Running Event Booth #2605



RSG on the Block (continued)



An RSG shop: Gary Gribble's Running in Kansas City.

aggressive move to increase distribution and visibility? Not Likely, but stranger things have happened.

Odds: 60 to 1.

Private Equity

There is speculation that no existing retailer will buy RSG. "Finish Line is a really good retailer and they couldn't make this work, so other big retailers will look at this and say 'if they couldn't do it, what makes me believe that we can,'" said one

major run store owner.

Many industry executives have speculated that a private equity investor could come in and purchase RSG and then invest additional capital to bring the stores and systems up to snuff and position the new company for sale three to five years down the road. A PE investor could also even put the store group into Chapter 11 to close weaker doors and vacate bad lease deals. Of course, such an investment would be predicated upon finding an executive who could execute such a plan, but our guess is that this is a likely scenario.

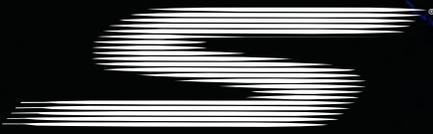
Odds: 7 to 1.

The Nuclear Option

The worst-case scenario is that RSG cannot find a suitable buyer and opts to shut the stores down and take a write off. That would result in three big short term negatives for the run specialty market at a time when it seems to be bouncing back after a challenging few years. First, it would leave big holes in key running markets, such as Boulder, Dallas and the mid-Atlantic. Secondly, it could result in the closing stores running clearance sales and dumping inventory into a market that has already absorbed clearance sales from City Sports, Sports Authority and Sport Chalet. And thirdly, it could put a crimp on the accounts receivable of major run shoe brands. We'd hate to see this happen, but if RSG can't find a buyer by Q1, it's a possibility.

Odds 14 to 1. ■

An advertisement for Balega Silver socks. The left side shows a close-up of a person's foot wearing a green and blue sock with a textured pattern. The Balega logo is visible on the sock. The right side is a dark grey background with the text "INTRODUCING Balega SILVER supercharged performance" in white and green. Below this, there is a graphic of a silver liquid drop. A circular badge on the left says "ANTIMICROBIAL Healthy Odor free Dry". At the bottom, there is a testimonial: "Experience the all Balega Silver with a super charged fit, encapsulating a compressive mid foot arch and antimicrobial silver layer. Step up to the next level in sock performance and give your feet the best they deserve."



SKECHERS
PERFORMANCE™



LIGHTNING. NOW WITH LACES.

*The next revolution in running from Skechers Performance™
Responsive, supportive, and lightning fast, GoRun 5 - it's the most advanced GO RUN ever.*

SKECHERS
GORUN
5™

GOsnechers.com



Selling Energy



Ultra Boost and “energy-return” are hot right now in the marketplace.

Beyond the Hype:
How Should Retailers
Promote Energy-
Return in Shoes?

By Jonathan Beverly

In the beginning, there was Boost. Now everybody is getting into new midsole materials that promise more than cushioning. Brand ads suggest that the shoes are a power supply: “Endless supply of light, fast energy,” says one. “Energy in. More energy out,” promises another.

Is the trend toward energy-return materials simply another marketing ploy or are there true benefits for the runner? With more companies getting on the energy-return bandwagon, customers are starting to come in asking, “What is it all about?” says Victor Ornelas, senior franchise support manager for Fleet Feet. “If there are benefits, how can we best communicate to the runner what they are getting?”

No Free Lunch

One thing is clear, marketing aside, scientists and designers from every company all agree that no one can contradict the laws of thermodynamics. No material or machine can return more energy than put in. There is always some energy lost in each footfall. As Eric Fruth, co-owner of the Columbus Running Company says, “No shoe is going to do the running for you.”

The term “energy-return” comes from measurements that show that these new foams lose less energy than equivalent materials. While they still dissipate roughly 30 percent of the energy sunk into the shoe, these materials bounce back 15–25 percent stronger than traditional EVA midsoles.

THE ULTIMATE IN FIT AND COMFORT

PERFORM

- ★ US MATERIALS
- ★ US MANUFACTURING
- ★ US WORKERS

3D ACTIVE KNIT
TECHNOLOGY™

Visit us at The Running Event
BOOTH 3311

NEW FOR SUMMER 2017

Raleigh - Sport Sock

Available in Mens & Womens colors in low, 1/4, & crew

FEATURING 3D ACTIVE KNIT TECHNOLOGY



★ **MULTI-MESH VENTILATION**

Targeted ventilation channels to maximize air flow around the foot.



★ **SCULPTED CUSHIONING**

Distinct patterning engineered to enhance ventilation and comfort on top & bottom of foot.



★ **COMFORT COMPRESSION**

Provides all day comfort and reduces foot fatigue.



★ **SEAMLESS TOE CLOSURE**

Reduces bulking in the toe box to minimize blister formation.

FARM TO FEET

100% AMERICAN

www.farmtofeet.com



Selling Energy (continued)



Ads such as these from Adidas and Puma focus in on “energy.”

That sounds good, getting back more energy, but the question remains whether it is useful once returned. Running is a complex interaction of forces, levers and moving parts. “Basically, these materials are designed to store and return elastic energy,” says Simon Bartold, podiatrist and shoe consultant, now with Salomon. “But if you’ve got a foot that’s functioning reasonably well, the structures in the foot are going to do that superbly anyway.”

Biomechanical researcher Benno Nigg says that in order for that energy to be applied to your stride, it has to be returned at the right time, the right frequency and the right location. “We have measured, and the energy dissipation is less,” Nigg says about the new foams. “But it doesn’t return at the right time.”

Good Feelings

Just because the shoe doesn’t magically propel you doesn’t mean it doesn’t work, however. Runners like how the new materials feel underfoot.

Fruth says some customers do come in, having heard the term “energy-return,” and expect something magical. “What we’re

seeing is, it doesn’t necessarily have the feel they expect,” he says. “But once they experience it, a lot of people are moving toward those materials and shoes.”

Even the scientists acknowledge this. “We don’t know why it feels right,” says Nigg. “Every test showed less energy demand than a comparison shoe. Every shoe showed more comfort than a comparison shoe. The facts are clear; this is fantastic. Why it is, nobody knows.”

We may not be able to explain it, but runners can describe it. “A lot of them are picking it because they find it combines that cushy, protective feel that so many runners enjoy, with that performance-driven, responsive feel that you used to get mostly from a lightweight trainer or racing flat,” Fruth says.

Double Duty

This combination is exactly what the shoe designers are looking for. “In the past, responsiveness usually ended up being firmness, because it allowed you to propel faster and more quickly off the midsole,” says Chris Brewer, running category director for Adidas.

But the forefoot also receives the majority of impact forces in the stride, regardless of where on the foot you land, so many runners want and need cushioning up front as well. Energy-return materials, by compressing then bouncing back, are able to provide both responsiveness and cushioning. “A lot of the initial problem is solved by having a material which does these two things that were mutually exclusive for a long, long time,” Brewer says.

Spencer White, VP of Saucony’s Human Performance & Innovation Lab, explains how the brand’s “Topsole” performs this dual feat. “Forefoot cushioning is not about absorbing energy,” White says. “Because we want you to generate force so you can move. We’re taking the force you push into the ground and trying to spread it over more of the bottom of the shoe by making it conform to the shape of your foot.” The advantage of their Everun material is that, after conforming, it bounces back quickly and allows you to push against it. And, because it keeps bouncing back reliably, over the run and the life of the shoe, they can accomplish this with a thin,



UNDER ARMOUR.



U A C H A R G E D B A N D I T 2

01

TWO-PIECE CHARGED CUSHIONING® IS DENSE IN THE HEEL AND SOFT IN THE FOREFOOT FOR EXPLOSIVE TOE-OFF.

02

LIGHTWEIGHT, STRETCHY, BREATHABLE UPPER.

03

MOLDED, SEAMLESS FOAM HEEL CUP FOR A CUSTOMIZED, LOCKED-IN FIT.



IT COMES FROM BELOW

Selling Energy (continued)



Saucony's Freedom ISO has a full-length Everun midsole. Everun "bounces back" quickly.

"Some materials are better at shock attenuation, other materials are better at vibration dampening, and other are much better at rebound or resilience."

SIMON BARTOLD

soft layer close to the foot.

One way to visualize what all energy-return materials do is to look at the pods on the outsole of On shoes. "I do not believe in energy return in running shoes," Olivier Bernhard, co-founder of On, states very clearly, citing Nigg's work. But what the shoes accomplish is the same as what the proponents of the new foams claim. "We call it energy transition," Bernhard says. "It is about absorbing energy upon landing, then making sure the runner has a swift push-off."

Note that this all happens in the forefoot. "Most people need cushioning and energy absorption in the heel, and energy return is not important," says Martyn Shorten, a shoe researcher who runs the Biomechanica lab in Portland, OR. "The forefoot is the platform for propulsion, so stiffness and resilience are more important there." Bartold and Nigg agree, pointing out that not only is the timing of the energy-return more likely to be appropriate in the forefoot, but it is where it could make a difference. "While you take off, you can lose energy," Nigg says.

You'll see a few "pure" energy-return midsoles, but most companies are putting these materials into shoes as one component among many.

Bartold thinks this might be the best solution at the moment. "Some materials are better at shock attenuation, other materials are better at vibration dampening, and other are much better at rebound or resilience," Bartold says. "You need a combination of all those things in a midsole."

Jim Monahan, president of 361 Degrees USA, whose shoes combine layers of rubber-infused Qu!ckfoam with traditional EVA, says, "It's a matter of finding a blend that does provide a feeling of being soft, but then sets back up and addresses that same feel in the next footfall. It's more about feeling and durability of that material."

Apart from physics and feel, this extra durability is one other benefit that energy-return materials appear to offer, which Ornelas points out is a particularly nice selling point given rising shoe prices.

The Differentiation Factor

All of this may be over the head and largely irrelevant to many of your customers. "Your average weekend warrior may not be as concerned with energy-return as with straight-up cushion," says Fruth. Your average person wants to know, "Is this shoe going to provide extra cushion because my shin hurts?"

Even for these runners, however, Ornelas likes having another way to talk about cushioning. "It's more a way to highlight a product," he says. You can point out that the texture is a bit different, and talk about the material. "We've got this technology, here's what makes it a bit different, how pellets interact to give you a more lively, responsive experience."

As the shoe world moves away from traditional control categories, retailers appreciate ways to differentiate between products. "It's less about, 'Here's how it will control the foot or manage the foot,'" says Ornelas. "More about, 'Here's what you'll feel: livelier, bouncier. Here's what the experience is like.' More importantly, let's get it on your foot, and you can tell what is comfortable."

That personal comfort—does it feel right for you—is not only the key to selling, but as Nigg's research has shown, the best way to find the most appropriate shoe for the customer. "Our staff will bring up the concept of energy-return, and explain it," says Fruth. "But for the most part, we're going to get it on someone's foot and let them experience it for themselves. The proof is right there." ■



the intelligent sportswear

NEW

PLANTAR FASCIITIS SLEEVES

THE LATEST CEP INNOVATION FOR PAIN AND DISCOMFORT IN THE HEEL/SOLE.



SINGLE OR PAIR AVAILABLE

TOP FEATURES

- Arch support thanks to medi compression knit and protection against painful strains
- Knitted massage zone in plantar fascia area for improved circulation
- Perfect fit and superior comfort for everyday use and for workouts and sports

MEDICALLY BASED.
ATHLETE DRIVEN.

cepcompression.com





Up and Running in Dayton.

The Bold and the Beautiful

5 veteran retailers detail the most daring, game-changing business decision that altered their operation's fortunes. / By Daniel P. Smith

Every day in America, running store owners make decisions that impact their operations. While some of those decisions are rather routine – hiring a new staff member or betting on a debut footwear model, for instance – others forever shape the course of one's business. *Running Insight* connected with five veteran operators from across the country and asked them about their most daring and game-changing business decision.

Getting into the events business

When Jon Hughes opened Track Shack in 1977, running existed on the Orlando area activity backburner.

"Which made it real challenging to own and operate a running store," Hughes says.

Within three months of opening his doors, Hughes decided he needed to create his customer base and Track Shack began playing event host.

Though a given in today's running retail environment, Hughes' decision to enter the race production and management game was a rather novel idea in the late 1970s. It required him to step out of his store and devote money and time – resources in short supply at his startup operation – to an out-of-the-box endeavor with no promise of success.

"Sometimes we open our doors and think, 'Here I am,' but you truly and genuinely have to be engaged and involved with your community," Hughes says. "This was pivotal and, honestly, I'm not sure we would have made it otherwise."

Offering running events not only delivered Track Shack customers and brand awareness, but also spawned a profitable sister business – Track Shack Events – that has helped Hughes



A LEGACY OF AUTHENTICITY A CULTURE OF INNOVATION

25 years ago BUFF® invented multifunctional headwear. And we've just gotten better with time. That's why we are the choice of athletes and adventurers who understand the value of exceptional gear.

BECOME AN AUTHORIZED BUFF® DEALER **707.569.9009** | **ORDERS@BUFFUSA.COM**
VIEW THE BUFF® COLLECTION AT **BUFFUSA.COM/CATALOGS**



*BUFF® is a registered trademark of Original Buff, S.A. Spain.
Photography by Fredrik Marmaster*

Bold Decisions (continued)



Varsity Sports has excelled in its Uptown location in New Orleans.

“Starting the events business is a reminder that you can never take your foot off the gas.”

JOHN HUGHES, TRACK SHACK

weather economic downturns as well as running participation’s ebbs and flows over the last 40 years.

“Starting the events business is a reminder that you can never take your foot off the gas,” Hughes says. “You need to stay in the race and find solutions to the hurdles you encounter.”

Expanding into a bigger space

Three years after opening Up and Running in 2005, Susie Stein’s landlord in Dayton, OH, offered her the opportunity to double her existing footprint by leasing the adjacent 2,500-square foot space.

Though Stein rather quickly agreed to the deal, she began second-guessing her decision as the build-out progressed and the recession trampled consumer confidence. Did Stein need this added space? Could she generate enough sales to justify the added expense?

“Ultimately, you need to trust your gut and move forward.”

SUSIE STEIN, UP AND RUNNING

Daunting as it seemed at the time, the additional 2,500 square feet sparked a more refined store: improved merchandising with a second shoe wall; mannequins to better display apparel; more seating for customers; and room to store additional product. Stein, meanwhile, received her own office, as did her bookkeeper.

Yet more, the expansion compelled Stein to think more strategically about her future and how she would grow her business. In 2011, she opened a second store 30 minutes away in Troy, OH, while she has since added another 2,500 square feet to her flagship Dayton store.

“Deep down I think we all know if we can make something work or not, but we hesitate because of uncertainty or we overthink things and focus on what could go wrong,” Stein says. “Ultimately, you need to trust your gut and move forward.”

Giving up my independent status

For nearly 30 years, Minneapolis-based Marathon Sports successfully operated as a single-store independent. That changed in 2014 when owner John Long converted the store to a Fleet Feet Sports franchise.

“Hands down, the biggest business decision I’ve ever had to make,” says Long, who became the sole owner of Marathon Sports in 2005.

Though becoming a Fleet Feet franchisee promised Long access to a collaborative system offering assistance with e-commerce, marketing, staff training and vendors, albeit at a cost, Long initially hesitated to make the move.

“We were so tied to our Marathon Sports name, which is how we built our business and how our customers knew us, that it was difficult to say goodbye to that,” he says.

After joining the Fleet Feet ranks, a decision Long admits spurred “interesting reactions” from some longtime industry colleagues, Long had to overcome misconceptions that he sold the business and that the new incarnation was some corporate monolith.

“It was difficult to hear incorrect information floating about, but we did our best to share the full story,” Long says.

More than two years after the gut-wrenching decision, Long has no regrets.

“I believed this was a necessary move to enhance our business, stay relevant and grow with new energy, especially so given the evolution I saw in the industry,” he says. “You have to keep your eyes and ears open to



Run on clouds.



+ Swiss Engineering

SHORTCUT TO RUNNER'S HIGH.

Ready, set, flow: equipped with the latest generation CloudTec® sole, the all-new Cloudflow does not waste any time. From the very first step, a record-breaking 18 Clouds have one goal: to take you to your runner's high. Experience incredibly soft landings and explosive take-offs. And forget about the Cloudflow's shockingly light Zero-Gravity foam, adaptive engineered mesh, and responsive Speedboard. Because you will simply remember one thing: flow.



Bold Decisions (continued)

“You have to become comfortable with risk, albeit risk that is intelligently thought-out.”

EDDIE JOHNSON, A SNAIL'S PACE

opportunities and potential better ways of doing business.”

Opening a second store

In the early 1990s, A Snail's Pace hummed along in southern California, so much so that early leadership – an entrepreneurial bunch that included current company owner Eddie Johnson – began investigating the addition of a second unit.

After reviewing demographics and prospective locations, leadership honed in on south Orange County. For Johnson, who had sold his truck not long before to buy into the business, everything seemed right until the lease appeared. That's when the anxiety mounted.

Johnson worried about hiring people who would maintain integrity with customers and vendors. He fretted over the unit's specific location

and questioned if – or, more accurately, how – the debut of a second store would impact the group's original store.

“Hands down, the most tense time in my business career,” Johnson admits. “I was afraid there was no way we'd be able to duplicate the success we had with our first store.”

Within a year, however, sales at the second store surpassed the group's flagship unit. That success spurred additional expansion and A Snail's Pace now claims five stores.

“Opening that second store and overcoming all that came with it made opening each subsequent store that much less nerve-racking,” Johnson says.

The experience also reminded Johnson that accepting risk remains inherent in entrepreneurship.

“You have to become comfortable with risk, albeit risk

that is intelligently thought-out,” he says. “Otherwise, it's difficult to grow.

Moving into a new market

In the late 2000s, New Orleans remained a city on the mend, recovering from both the wrath of Hurricane Katrina and economic tumult.

For Varsity Sports owner Jenni Peters, those reasons alone should have served as red flags, reason enough for her to stick to her hometown of Baton Rouge, LA, and avoid moving into the New Orleans market, which also claimed a pair of established running stores.

But Peters hungered to be a part of The Big Easy's spirited rebirth, especially so “after so many people had written the city off,” she says.

In 2010, Peters secured into a storefront in Uptown New Orleans, signing the lease on the property just as the Rock 'n' Roll Marathon series made its New Orleans debut. Though Peters faced some strong headwinds given the city's economic climate and formidable competition, she believed there was room for a Varsity Sports location in the city's running scene, one she felt was underserved for its potential.

The decision turned out to be a winning one for Peters. Varsity Sports has excelled in its Uptown location over the last six years, so much so that Peters is contemplating adding a second store in the New Orleans market.

“Numbers can guide every decision, but at some point you have to follow your business intuition,” Peters says. ■

Marathon Sports converted to a Fleet Feet store in 2014.



WINNING FELT BETTER THAN ANYTHING DAVID HAD TRIED IN COLLEGE.

THE CW-X® PATENTED EXO-WEB™ PROVIDES TARGETED MUSCLE SUPPORT FOR THE QUADS,
HAMSTRINGS AND CALVES TO MAXIMIZE EFFICIENCY AND ENDURANCE.

©2016 CW-X. CW-X is a Mascof Corp. registered trademark.



- ◀ MEN'S INSULATOR ENDURANCE PRO TIGHT
- ◀ MEN'S ENDURANCE PRO TIGHT

 CW-X.

Endurance Engineered.

CW-X.COM



Enthusiastic visitors to the Skechers booth at the NYC marathon expo included a team of firefighters from Paris.

Marathon Moments in NYC



Not all the action at the New York City Marathon earlier this month took place on the race course. ASICS ended its 25-year sponsorship of the race with a bang, hosting events throughout the week leading up to the race and on the Monday morning after.

On the Wednesday prior to the race, ASICS and Foot Locker held a reception at The Bryant Park Hotel to showcase a movie series “Real Lives. Real Runners.” The three movies told the stories of three runners and their passion and commitment to the sport. After the movies were screened, a panel of celebrity judges, including ASICS marathoner Ryan Hall (whose wife Sara finished ninth overall in NY and third among U.S. women with a time of 2:36:12) voted on which of the three videos would be shown as a commercial during the race. Other judges included New York Road Runners President and CEO Michael Capiraso and

Drymax is the Official Sock of



FINISH WHAT YOU START



Drymax Athlete
2016 Leadville Trail 100 Champion
IAN SHARMAN



TRAIL RUNNING
Crew



TRAIL RUNNING
1/4 Crew



LITE TRAIL RUNNING
Mini Crew

Marathon Moments in NYC (continued)

ESPN sports business reporter Darren Rovell.

On the Monday after the race, the shoe brand celebrated the ASICS Extra Mile campaign, which brought together athletes and runners who participated in an honorary “Extra Mile” starting at the New York City Marathon finish line in Central Park. The Extra Mile campaign is a nationwide movement to support Girls on the Run, a non-profit organization dedicated to promoting self-confidence and healthy lifestyle through running. ASICS elite athletes and Olympians Lolo Jones and first-time New York City marathoner Gwen Jorgensen as well as Girls on the Run members all ran.

Skechers was also quite active around the race. The brand hosted a meet and greet with Kara Goucher at its New York Showroom for media. And then later at the expo, Skechers celebrated the spirit of New York by allowing runners to decorate the wall of its booth with graffiti. Some of the most enthusiastic visitors to the booth were a team of firefighters from Paris, who signed the wall and then sang a rousing version of the French national anthem “La Marseillaise.” ■



1. Celeb judges for ASICS’ video contest included NYRR President and CEO Michael Capiraso and Ryan Hall. 2. ASICS Extra Mile medals. 3. Members of Girls on the Run after the ASICS Extra Mile event. 4. Formula4 Media’s Christina Henderson and Jenny Swan with Kara Goucher at a Skechers event. 5. On the run - ASICS athletes Lolo Jones, Deena Kastor, Gwen Jorgensen, Lanni Marchant, NYRR President Michael Capiraso and ASICS Americas VP of Marketing Roeya Vaughan.

currexSole®

ONE PAIR OF SHOES WON'T WORK FOR EVERY ACTIVITY.

NEITHER WILL ONE PAIR OF INSOLES. **TUNE YOUR SHOE!**



RUN / WALK



BIKE



OUTDOOR



SPIKE/CLEAT



WORK



HOCKEY

Enhance comfort and performance based on sport specific movement patterns. Multiple profiles for perfect support. Available in three different profile heights.



German Design Award
SPECIAL MENTION



PLUS X AWARD
Design
Functionality
Ergonomics



TAIPEI CYCLE
award 2013
Gold

Europe's most awarded insole brand.
Already in 750+ Stores in North America.
Developed by German Sports Scientists and
Biomechanical Engineers.

www.currexSole.com
info@currexSole.com
[@currexSole](https://twitter.com/currexSole)

Stop by at our booth at
TRE Orlando or contact us
via info@currexsole.com

**BOOTH
#2822**

- Gesture controlling
- Foot determination
- Pressure distribution
- Shoe data base



currex® **MONOLITH**

The UP-TO-DATE Fitting for Running Specialty.



Brooklyn Running Company hosts a “Boycott Valentine’s Day” Fun Run.

America’s Coolest Running Store Fun Runs

Fun runs remain a hallmark of the run specialty channel, a central piece of the marketing mix designed to help retailers deepen engagement with customers, spotlight their store’s place as a prominent local running hub and, hopefully, propel future purchases.

Running Insight trots around the country to identify some of America’s most unique and creative fun runs:

The Runaway Bride Fun Run

**Fleet Feet Sports
Ridgeland, MS**

With a creative assist from her ASICS rep, Lesley Holleman turned her typical Wednesday night gathering into the inaugural Runaway Bride Fun Run this past June.

Participants donned their tackiest bridesmaids dresses and other wedding-related gear, while the store’s male ASICS rep dressed up as a bride and promised a prize to

anyone who could catch him. (Conveniently, he ran about 11-minute pace.) Wedding cupcakes and champagne awaited at the finish line for about 75 participants – double the store’s normal Wednesday night fun run attendance – as did a prize for the best dressed. “As corny as I might think something like this is, people like something that mixes up their routine,” Holleman says, adding that the run produced plenty of curious looks, car honks and whistles.

First Thursday Urban Adventure Run

**Fleet Feet Sports
Portland, OR**

Nearly a decade ago, in its previous retail incarnation as Fit Right, Fleet Feet Sports PDX launched its Urban Adventure Run, a hyper-local monthly event that now attracts about 500 attendees April-September.

At each fun run, the Fleet Feet crew unveils a giant map featuring some 25 scattered checkpoints around its

Proudly Introducing

LYNCO[®] SPEED, TRAIN & COMPETE ORTHOTICS.



Come visit us at The Running Event. Booth #3211





Fun Runs (continued)



Fleet Feet PDX Urban Adventure Run.

Pearl District neighborhood, primarily local businesses. With no defined route, the challenge for participants is to be exact and efficient by visiting as many checkpoints – and earning as many raffle tickets – as possible in one hour. The event concludes with complimentary beer and a raffle for dozens of prizes donated by local businesses and Fleet Feet vendors.

“Local and community are really important in Portland and this helps us tap into that,” Fleet Feet PDX brand and event manager Kate Cornelius says.

**The Holiday Lights Run
Big River Running
Company
St. Louis**

A few Decembers ago, Matt Helbig and his crew at Big River Running hatched the plan to redesign their typical Monday night fun run route so that it would trek through nearby “Candy Cane Lane” where, as Helbig puts it, “every house goes Clark Griswold.”

After the third iteration of the event attracted some 1,000 runners – and the city’s ire – Helbig altered the event.

Now, the store hosts the

three-mile evening fun run with complimentary hot cocoa and cookies on December weeknights leading up to Christmas. Upwards of 50 people attend each night, many from across metropolitan St. Louis. The event also carries a charitable aspect with guests encouraged to bring children’s toys, books and clothing for the local Santa’s Helpers charity.

**The Love Greenville Run
Fleet Feet Sports
Greenville, SC**

Sheila McCullough loves Greenville and knows

others do as well. That reality spurred McCullough to create the Love Greenville Run at her Fleet Feet Sports outpost.

Held annually around Valentine’s Day, participants contribute a tangible gift to one of four local charities before tackling a 5k route. Following the run, McCullough then dishes up homemade pancakes – last year, nearly 100 runners devoured some 400 flapjacks – alongside a build-your-own-pancake bar featuring nuts, chocolate chips, fruit and other toppings.



Left to right: Candy Cane Lane; The Love Greenville Run includes pancakes!

Photo: Candy Cane Lane by Paula Herdin



EXPERIENCE THE
SALMING.

RunLAB™
POWERED BY QUALISYS

———— **BOOTH 1403** ————



Fun Runs (continued)



The "Runaway Bride" Fun Run.



The "Hot Dog Mile" at Durango Running Company.

McCullough says people appreciate the low-key nature of the event and the happy energy it creates toward Greenville, a proud town of 60,000.

"Sometimes the simplest event is the most well received, so don't try to overthink it too much," McCullough says.

The Boycott Valentine's Day Fun Run

Brooklyn Running Company
Brooklyn, NY

On an 11-degree night in Brooklyn last February, more than 80 people gathered at the Brooklyn Running Company for the shop's now-annual Boycott Valentine's Day Fun Run, "a rather amazing feat given the competitive pressure New Yorkers face on Valentine's Day," Brooklyn Running Company co-founder Matt Rosetti says.

Participants in the tongue-in-cheek fun run hit bars along the route – the same bars that advance promoted the fun run event on their own social media channels – before returning to the Brooklyn Running Company storefront for drinks, treats and a photo booth with Valentine's Day props.

"The social element is key, especially as we live in a rather disconnected world," Rosetti says. "With a good hook, running stores can break through and deliver the physical interaction people crave."

The Hot Dog Mile Durango Running Company

Durango, CO

As the sun peaked above Durango last July 4th, more than 60 runners – and an additional 100 or so observers – gathered outside the Durango Running Company for the debut of the Hot Dog Mile, a family-friendly take on the popular "beer mile."

Just hours after the famed Coney Island hot dog-eating contest ran live on ESPN and minutes after the Durango crowd sang the "Star-Spangled Banner" in unison, participants took off and downed a frankfurter every quarter-mile. An "All-American Division," meanwhile, tasked participants to chug a beer alongside their hot dog.

"It was unbelievably satisfying to hit a home run on our first swing," Durango Running Company owner Brett Sublett says. "Events like this show that we don't take ourselves too seriously and I think people appreciate that."

The Triple R Fun Run RunningCo. of Haddonfield

Haddonfield, NJ

While the RunningCo. of Haddonfield hosts plenty of packet pickups for local races, owner Dave Welsh wondered how he might increase advance hype for the events. His answer? The Triple R (Race Raffle Run).

Launched this past June on National Running



ROCK YOUR LIMITS



Integrating sports biomechanics, kinesiology and injury analyses with ergonomic technology, LP Compression Gear enables athletes to unlock unlimited potential for athletic performance!



233Z



292Z



235Z



280Z



203Z



270Z



Follow us



For more information

LA POINTIQUE INT'L LTD.
sales@lp-support-usa.com
1-800-979-1932

www.LP-support.com

LP is a registered trademark of LA POINTIQUE INT'L LTD. ©2016



Fun Runs (continued)



The Triple R Fun Run in Haddonfield.

Day, race directors were stationed at each mile marker throughout the six-mile course. More than 200 participants – double Haddonfield’s typical fun run attendance figure – could stop at each “race station” for free swag and the opportunity to submit one of their two raffle tickets for a free race entry.

“This shows race directors that we support them and further establishes us as the local hub for the sport,” says Welsh, who looks to make National Running Day’s Triple R Fun Run an annual event.

The Historic Run Series Fleet Feet Sports Chicago

Inspired by owner Dave Zimmer’s own runs with a Chicago historian pal, Fleet Feet Sports Chicagoland has been taking runners to the Windy City’s historic treasures for 15 years. The Great Chicago Fire Run, for instance, traces the course of the legendary 1871 blaze that decimated the city.

Each year, Zimmer’s Chicago enterprise hosts 4-6 runs, most originating from one of Fleet Feet’s seven Chicago area stores. The four-mile routes often include about a dozen stopping points, a civic pride-building adventure that mixes athletics with new perspectives of Chicago.

“Runners feed their minds and their bodies at the same time,” Zimmer says of the historic runs, which average about 60 attendees. ■



The Historic Series Fun Run in Chicago.

#1 CLINICALLY RECOMMENDED

*By chiropractors, physical therapists, massage therapists and pharmacists



BIOFREEZE®

COLD THERAPY PAIN RELIEF

PAIN RELIEF THAT WORKS®



NOW AVAILABLE FOR RETAIL

Visit us in Booth 3403



Performance Health®, and Biofreeze® trademarks are property of Performance Health and/or its subsidiaries and may be registered in the United States and other countries. Unauthorized use is strictly prohibited. ©2016 Performance Health. All rights reserved.

Changes Afoot:

Reebok Looks to Re-invigorate in Beantown



The Adidas Group is shaking things up at Reebok.

Reebok is relocating its North American headquarters to Boston, slashing its number of U.S. factory stores in half and doubling down on its focus as a pure fitness brand in 2017. With the moves, parent adidas Group intends to put Reebok's current corporate headquarters in Canton,

Massachusetts on the block and take an estimated \$33 million in charges to its financial results. One-third of those costs were taken by the parent in the third quarter.

"Reebok is an important member of our group. But it's clear, like in sports, every member has to contribute to the success, and that is also

our expectation at Reebok. And we'll be further focused to ensure that will take place," said Kasper Rorsted, in his first conference call as Adidas Group CEO.

Adidas's plan for Reebok is to move 68 percent of Reebok's 950 positions in Canton to the yet unspecified Boston location. Of the remaining

300 positions, half will be relocated to Adidas facilities in Portland, OR and the other half will be eliminated. By the end of 2016, an additional 20 Reebok factory outlets stores and nearly half of the brand's FitHub concept retail locations will be shuttered.

The Reebok brand generated 3.6 percent revenue growth in the third quarter to about \$549 million and a 2 percent sales gain in North America on an increase in wholesale revenues from Dick's and Academy Sports + Outdoors and from new customers in Champs, Macy's and Journeys. Nine-month revenues are up 1 percent to the equivalent of \$1.46 billion.

Rorsted says the changes will give a more focused Reebok "more freedom to operate globally and more responsibility in the U.S." He is complimentary about the company's ability to expand its topline for last 14 quarters but frank about the current situation.

"Reebok is growing slower than Adidas and our competition, and we have seen no growth in North America in the past three years. And lastly, the profitability (there) is significantly below the group average."

Reebok, before it was acquired by Adidas in August 2006 for \$3.8 billion, reported, in public filings, \$1.62 billion in U.S. revenues in FY04 revenues and more than 9,100 full-time employees. ■



YOUR JOURNEY IS NOW

TOTALSUPPORT® THE SHAPE THAT FEELS GREAT®



www.teamspenco.com
Dedicated athletes pursue their passion with Spenco products.

Thin

3-POD™

3-POD™ MODULATION SYSTEM

MULTI-DENSITY PODS PISTON THROUGH THE FLEXIBLE CRADLE TO MODULATE GROUND FORCES. STIFFER RED POD COUNTERS OVER-PRONATION, SOFTER BLUE PODS GUIDE THE STRIDE

SEMI-FLEXIBLE CRADLE

ORTHOTIC-GRADE CRADLE FLEXES WITH YOUR FOOT TO PROVIDE SUPPORT WITHOUT AGGRAVATION. PROMOTES SUPPORT AT HEEL STRIKE

FIRST RAY DROP ZONE

MORE EFFICIENT TOE-OFF. RELIEVES PRESSURE AT FIRST MET HEAD. PROMOTES NATURAL STRIDE

TECHNICAL TOPCLOTH

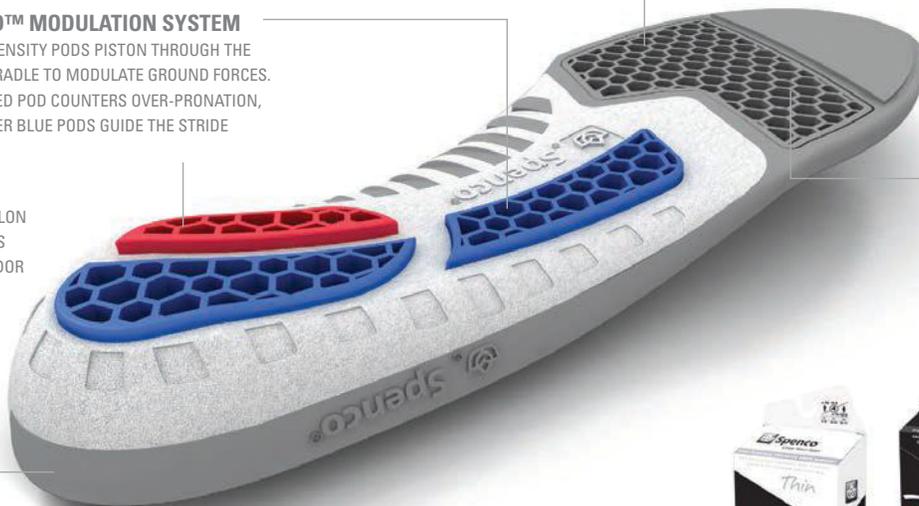
FULL-MOTION FOUR-WAY STRETCH NYLON REDUCES FRICTION AND HOT SPOTS. SILPURE ANTIMICROBIAL REDUCES ODOR

DEEP HEEL CUP

DEEP HEEL CUP OFFERS GREATER STABILITY AND REDUCES OVER-PRONATION

AIR GRID FOREFOOT PAD

CUSHIONS FOREFOOT IMPACT WITHOUT ADDING UNNECESSARY WEIGHT



TOTALSUPPORT®

TOTAL SUPPORT® THIN IS SPENCO'S PREMIUM REPLACEMENT INSOLE FOR RUNNING. SEE THE WHOLE LINE OF TOTAL SUPPORT® INSOLES AT SPENCO.COM



Changes Afoot (continued)



Fashion Industry Vet Joins Reebok

In a move that will be integral to the brand’s future direction, Reebok has hired German-American designer and lifestyle brand strategist Thomas Steinbruck as creative director.

Steinbruck, whose background includes senior creative roles at Porsche Design, Elie Saab and Kenneth Cole, will oversee creative direction for Reebok’s footwear and apparel collections. The company says he and his team will be charged with “setting trends, creating themes and providing inspiration and guidance to the design teams, in order to deliver innovative, style-led fitness products for today’s fitness consumers.”

Steinbruck said, “Reebok is an amazing brand – it offers both forward-thinking fitness products alongside iconic footwear silhouettes that have marked the last few decades. This heritage, along with the tremendous potential I feel the brand has right now, really appealed to me. I’m excited to help continue to grow Reebok into a global leader in fitness and to focus on areas I’m passionate about, such as sustainability and creating products for women that are at once fashionable and functional.

“The convergence of the fashion and athletic performance worlds is exciting for an individual like myself, a sports and fitness devotee from a fashion background. I am confident that my experience will bring something truly unique to Reebok.”

Steinbruck is a fitness enthusiast, participating in yoga and CrossFit regularly, as well as cycling and swimming. ■



No more smelly shoes

SmellWell is a simple and stylish solution that effectively removes odors from all kinds of shoes and sports equipment. Place SmellWell in the shoes or equipment and they’ll remove moisture and unpleasant smells.

Benefits of SmellWell

- Solves a common problem
- Easy and simple to use
- Looks great and appeals to everyone
- Prevents bacterial growth
- Durability of 3-4 months
- Nothing to be embarrassed about using SmellWell
- Contains no biocides and conforms to REACH regulations
- Non-Toxic: All natural minerals and other natural components
- Works on all types of shoes and sports equipment
- Works constantly 24/7
- Removes odor and leaves a fresh scent
- ECO friendly
- Guaranteed satisfaction

Works for

- Shoes
- Boots
- Ski boots
- Golf shoes
- Gym bags
- Prosthetic limbs
- Hockey gloves
- Lockers, closets, cars, trunks, boats, RV’s...
- Running shoes and sneakers
- Skates
- Wading boots
- Work boots
- Sports equipment
- Lacrosse gloves



**COME SEE US
AT THE
RUNNING
EVENT!**

Distributed by: Bluechip USA LLC | Phone: (603) 766-8111
www.bluechip-usa.com | info@bluechip-usa.com



MAKE ALL TRAILS YOUR PLAYGROUND

The Speedcross range is engineered to break the speed limit. Working with our athletes and design team, we have created a revolutionary grip that allows you to tickle every terrain from rocky escarpments, through wild forest to water-logged lowland trails. Rip up the rulebook and forge new trails.

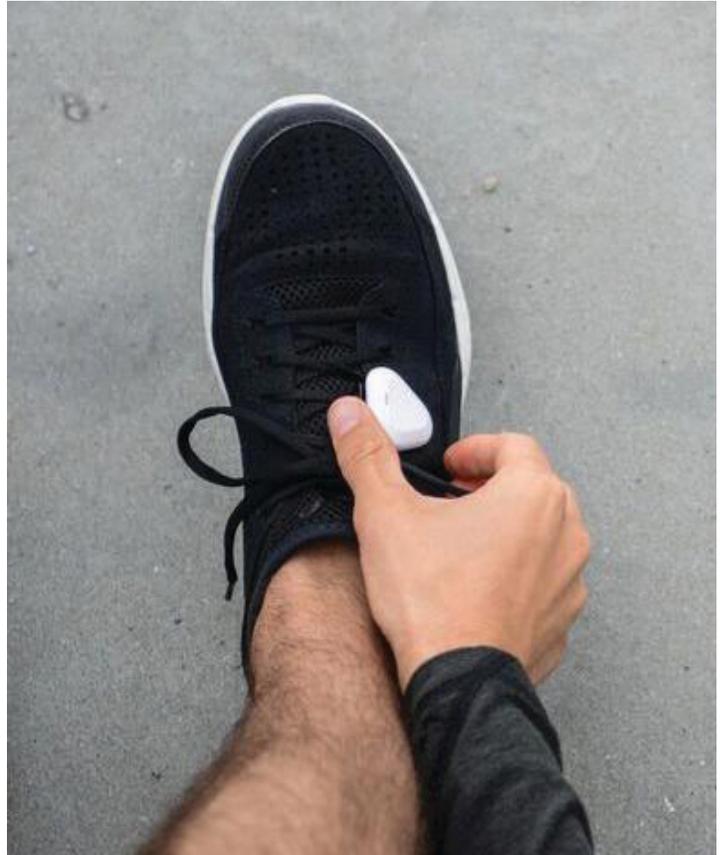
It's your time to play the great adventurer.



salomon

TIME TO PLAY

In Gear with SHFT



SHFT technology includes two pods and an app.

SHFT, a Danish technology company that bills itself as “the world’s most intelligent virtual running coach,” will be exhibiting at The Running Event for the first time this year.

Jacob Gliese, a former Danish national 800-meter champion who is SHFT’s global sales manager, says the technology is all about making runners move in a more efficient way. “We believe we can help runners eliminate unnecessary and inappropriate movements and focus on how every movement can be more efficient.”

The SHFT technology

consists of two pods and a mobile phone app. One pod is clipped on the right shoe and the other pod is strapped on the runner’s chest. The two pods collect data during a run and based on an initial screening run, SHFT puts together a thorough analysis, which then becomes the foundation for the technical runs guided by SHFT. During each coached run, the runner gets real-time voice coaching commands on how to optimize his or her current running pattern. The coach instructions are based on a number of “Running Metrics” such as Steps Per Minute, Body Angle, Ground Contact

Time, Body Bounce, Brake Effect, Landing Position and other metrics that can streamline technique.

There are plenty of wearables and running apps on the market today with the purpose of collecting data and providing post workout feedback. But the company says its combination of intelligent hardware and sophisticated software will enable every runner to “gain access to his or her very own private running coach on a daily basis.”

The SHFT pod kit will retail for about \$199. Running Industry Mike McGrane is heading up U.S. sales. ■

STAY IN THE RACE

Worlds fastest marathon twins
Anna & Lisa Hahner



**Sports Knee
Support**



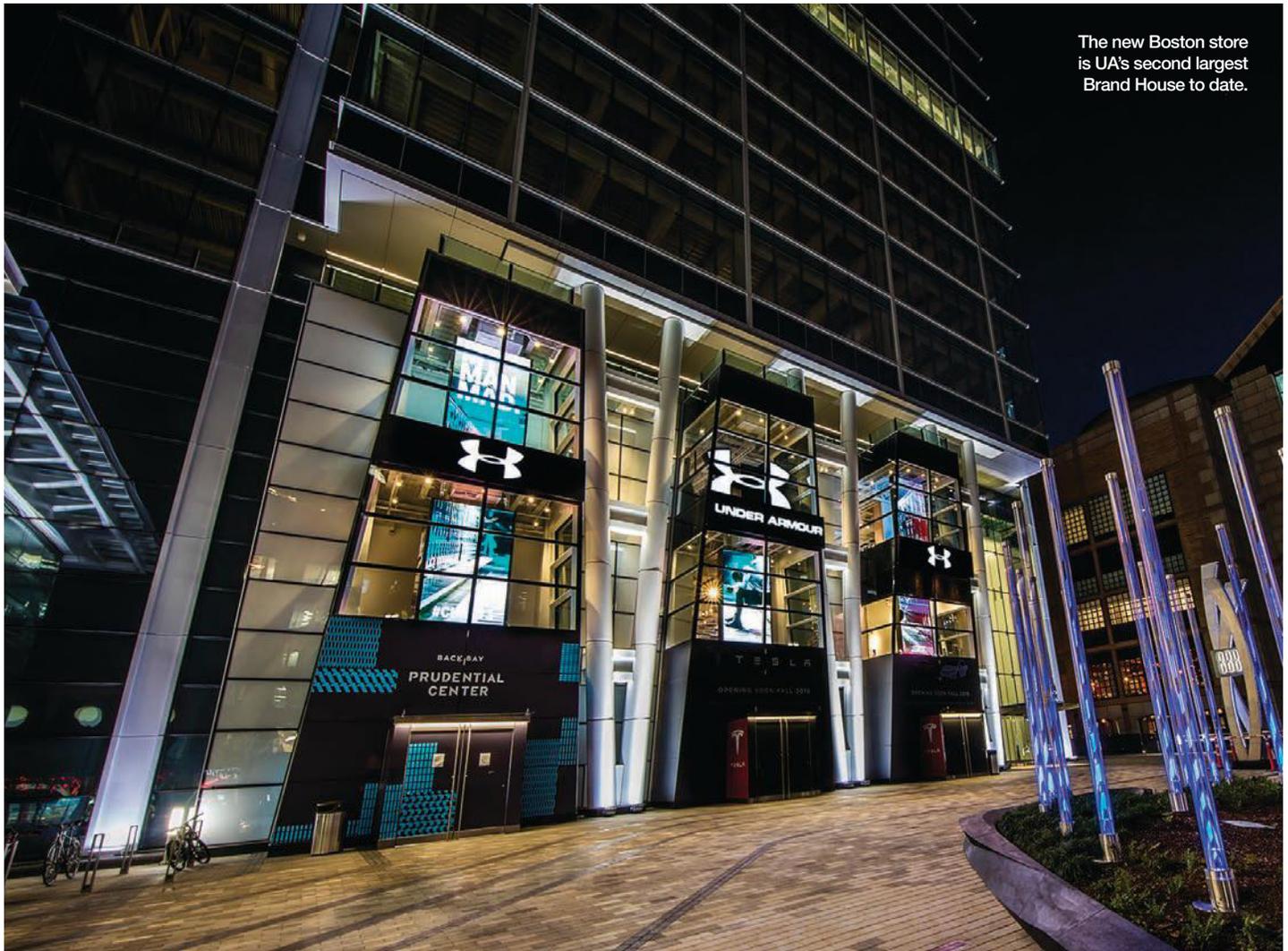
**Sports Ankle
Support**

SUPPORT YOUR BODY *with Sports Line Products*

- 3D Airknit Technology for lightweight, breathable support
- Added gripping zones for secure fit during rigorous activity
- Medical-grade compression for increased oxygen transfer and maximum muscle performance

**The Result: Better endurance,
less fatigue and faster recovery times**

Under Armour Opens Boston Brand House



The new Boston store is UA's second largest Brand House to date.

In early November, Under Armour opened the doors of its newest specialty retail location. Located in The Shops at The Prudential Center in Boston's Back Bay, the new location is UA's second largest brand house to date. The landlord is Boston Properties, which is also working with Under Armour to redevelop the former FAO Schwartz space in New York City for a 2019 opening.

The 19,000-square foot, two-level Boston store, not far from a two-level Nike store on nearby Newbury Street, is an interactive experience that showcases all of the brand's product categories, including two footwear walls and a 1,100 square feet dedicated to showcasing UAS modern sportswear products. There are five large LED screens outside the store and two inside, including a 24- by 24-foot over a

staircase that updates with fresh brand social media posts from consumers every 20 minutes. Additional design touches include four fitting rooms plastered with huge visuals of local landmarks along a 4.3-mile Freedom Trail Run that are reversed enabling the customer to take a local selfie after trying on some UA garb.

The retail location is across from a lululemon store in the mid-city mall and across

Boylston Street from the Adidas RunBase store that opened two years ago. The Brand House in Boston puts an emphasis on the hometown teams and the brand's marquee endorsers in Steph Curry, Jordan Speith and four-time Super Bowl champion Tom Brady.

Brady and supermodel wife Gisele Bundchen joined Speith and Under Armour CEO Kevin Plank at the store's launch party. ■



FEEL PERFORMANCE
LIKE
NEVER BEFORE

A breakthrough fiber innovation you have to feel to believe.
Eastman Avra performance fibers wick better, dry faster, and
keep you at your coolest and most comfortable.

AVRAfromEastman.com

AVRA[™]
PERFORMANCE FIBERS

©2016 Eastman Chemical Company. Eastman brands referenced herein are trademarks of Eastman Chemical Company or one of its subsidiaries. The © used on Eastman brands denotes registered trademark status in the U.S.; marks may also be registered internationally.

Saucony Takes Another Step to Help Runners

At right: Saucony has a new chief marketing officer in Amanda Reiss. She is a former VP/group director of strategy and analysis for Digitas in New York. More recently, she was the chief marketing officer for UNREAL Candy in Boston since May 2014.



Saucony has launched its new Stride Lab app on iOS. The company says the app will put a personal biomechanics lab in the palm of every runner’s hand. Saucony intends to begin promoting it to consumers through social media channels in January after introducing it to The Running Event attendees (Nov. 29-Dec. 2) in Orlando.

Download and use of the iTunes-available app, which will require about 30 minutes setting up the first time around, does not suggest or require a purchase of Saucony running shoes.

The Stride Lab was developed jointly by Saucony’s Human Performance & Innovation Lab, headed by Spencer White, and Jay Dicharry, MPT and author

of “Anatomy for Runners.” Its intent is to help an individual build a better running body from his or her personal device. The interface guides the user through a personal evaluation of stance, mobility and stability before interpreting the data and delivering a set of running-specific exercises and drills to optimize the running experience.

“It’s critical that runners

first assess their stance, mobility, stability and stride to determine the best way for them to run,” says Dicharry.

The Stride Lab app provides the user with up to five BodyWork exercises to perform 3x weekly. Just like a personal coach, the app keeps track of all your workouts and indicates a higher BodyWorks score as you complete the tasks. ■

THE RUNNING EVENT

Orange County Convention Center, Orlando FL

November 29th - December 2nd

BOOTH #2129



To schedule an appointment contact:

Jenny Perry

847-814-2148

jenniferperry835@gmail.com

Corina Biton

305-720-6505

cbiton@bloquv.com



Outdoor Retailer Show Dates to Move in 2018

The Outdoor Retailer trade show, held twice annually in Salt Lake City, has changes on its horizon.

The show, along with Outdoor Industry Association (OIA) and Grassroots Outdoor Alliance announced new show dates that will go in effect in 2018.

Outdoor Retailer Summer Market moves to June 11–14, 2018, and Winter Market moves to November 12–15, 2018. Additionally, Grassroots Outdoor Alliance’s Connect co-locates with Outdoor Retailer Summer and

Winter Markets in Utah, and stages June 6–9, 2018, and November 7–10, 2018.

Also, Outdoor Retailer is partnering with Surf Expo to develop an expo serving market segments and product categories that have later-season summer order deadlines. Outdoor Retailer will continue to provide a Winter Expo in January 2019 to serve market segments and product categories that have later-season winter order deadlines.

Show execs say the date changes came after “extensive industry wide research.” Input came from key spe-

cialty retailers, cornerstone brands and segment leaders who participated in advisory panels to discuss show cycles and best practices. The input from these discussions shaped the new Outdoor Retailer strategy.

Marisa Nicholson, VP and Outdoor Retailer show director, noted that the show recognizes its “responsibility to produce a platform giving specialty retailers and exhibitors the best opportunity to achieve their business objectives. This agreement gives credence to that goal and showcases that we are all in

this together.”

The goal of moving Outdoor Retailer’s shows to early dates is to keep pace with the evolution of the order/buy cycles and ensure that it serves “as the industry’s launch event – introducing the full breadth of product offerings, marketing initiatives and educational offerings at the top of the buying season. The co-located Grassroots Outdoor Alliance Connect focuses on integration between a curated selection of key outdoor brands and sales representatives.” ■

**More Grip.
Less Slip.**

Check out the **STABILicers™ Run** at stabilgear.com

STABIL FOR **25** YEARS
THE TRACTION AUTHORITY
SINCE 1991

STABIL
MADE IN MAINE, USA & CANADA



Future Outdoor Retailer Trade Show Dates:

2017

Outdoor Retailer Winter Market January 10-12
All Mountain Demo January 9
Outdoor Retailer Summer Market July 26-29
Open Air Demo July 25

2018

Outdoor Retailer Winter Market January 9-11
Grassroots Outdoor Alliance Connect June 6-9
Specialty Retailer Education Day June 10
Outdoor Retailer Summer Market June 11-14
Outdoor Retailer Expo @ Surf Expo September 6-8
Grassroots Outdoor Alliance Connect November 7-10
Specialty Retailer Education Day November 11
Outdoor Retailer Winter Market November 12-15

2019

Outdoor Retailer Winter Expo January

Early Morning or Late Evening Walking, Running or Riding?

REFLECTIVE = SAFETY

NEW
Reflective Laces
HOUNDSTOOTH

Visit Booth #2003
at The Running Event
To See Our Complete
Selection
of High Visibility
Laces & Gear!



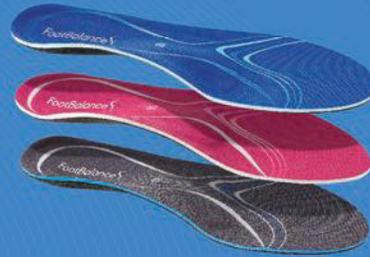
www.hickorybrands.com • www.tenseconds.com
Sales@tenseconds.com • 800.420.2600



Visit us at
FootBalance

FitZone

100% CUSTOM FIT



THE RUNNING EVENT
Booth #2003
Hyatt Regency Orlando
Orange County Convention Center

Reserve your time slot today to receive your
complimentary 100% Custom Fit Insoles

\$90
Retail Value

Kim: tel: 252.230.9251 Bryan: tel: 303.981.3999
e:kscheuermann@hickorybrands.com e:bacheson@hickorybrands.com



GEAR UP

WITH NEW BALANCE SPORTS RECOVERY



Hickory Brands Inc. is a licensee of New Balance Athletics, Inc.
Call 800.321.4145 for more information and to place your order.



SecondWind Compression Sleeve



The graduated **Compression Sleeve**
helps reduce muscle fatigue while
increasing stamina to allow for
longer distances and faster
recovery after workouts.

With a high needle count,
double welt turned top,
and mesh venting they are
made for comfort and durability.

Graduated Compression
moving from ankle to calf



www.hickorybrands.com • www.2ndwind.com
• [sales@2ndwind.com] • 800.523.4371



Running Shorts



Balega
Crazy Crews

Balega Launches Limited Edition Crew-Length Socks

Balega has introduced a fun, new limited-edition crew-length sock called Crazy Crews, which showcase subtle geometric designs and vibrant colors, woven in with Balega's standard comfort and durability.

Crazy Crews feature Balega's trademark hand-linked toe box for seamless comfort and U.S. made Drynamix moisture management fibers to keep feet cool and dry. The socks' compression bands and extra deep heel pocket provide a secure fit while eliminating pressure points and hot spots for the risk of sheer friction blisters.

Crazy Crews will be available at local run specialty retail stores as of December, 2016 and also will be sold online at Balega.com. Crazy Crews will retail for a suggested price of \$15.

Balega and Achilles International

Performance sock brand Balega partnered with Achilles International to help disabled athletes compete in the 2016 TCS New York City Marathon.

Achilles International is a non-profit foundation that supports individuals with all types of disabilities who attain personal achievement and conquer physical limitations through participation in mainstream running events. Balega provided financial

and product support to the Achilles International runners in the NYC Marathon earlier this month.

Community is a central pillar of Balega's code of corporate social responsibility, and the performance sock brand proudly gives back to its South African community by supporting the Ethembeni School, a South African school for physically disabled and visually impaired learners.

Since 1983, Achilles International has been pair-

ing volunteers with disabled athletes to help them run, walk, cycle or swim. Founded in New York City, Achilles provides training, encouragement, technical expertise, logistical support and race entry fees to individuals who otherwise would not be able to compete in such experiences. The nonprofit has expanded to over 60 countries with 40 chapters in the United States alone. In 2000, Achilles International created its South African branch in recognition of the Ethembeni School.

Piccola to Retire

Puma North America will lose a 20-year company veteran in mid-2017 with the retirement of Jay Piccola, president and general manager since 1999. Market sources are suggesting Bob Phillion, president of Cobra-Puma Golf since April 2010, could be in line for Piccola's position, especially if the German brand decided to exit the golf equipment business.

COMPRESS IT RIGHT, NOT TIGHT™

LEGENDARY Performance
requires the RIGHT support



- Easy on. Easy off. Moderate graduated compression for improved performance during a run
- Arch support and clencher to prevent hot spots
- Open toe box for increased wiggle room
- Cushioned sole for greater comfort mile after mile



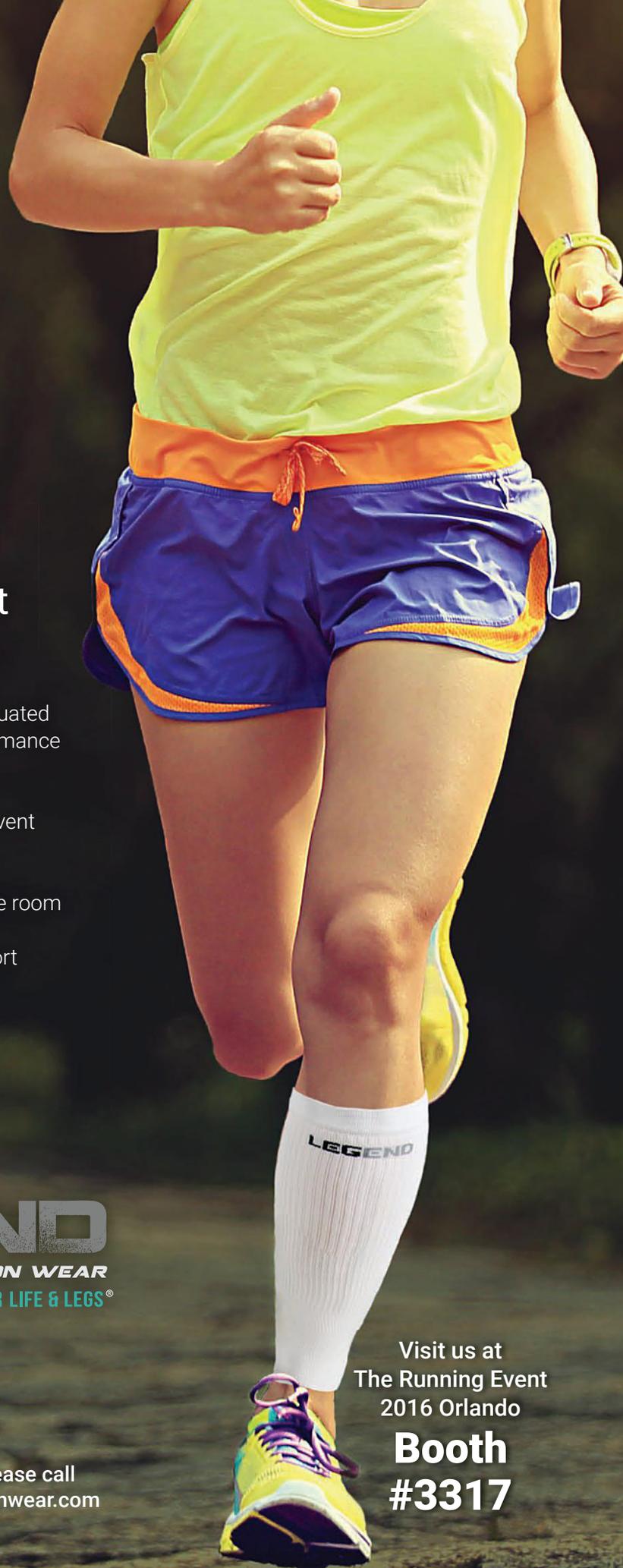
LEGEND
COMPRESSION WEAR
FOR YOUR LIFE & LEGS®

legendcompressionwear.com

For wholesale pricing and ordering information please call
(336) 859-0226 or email john@legendcompressionwear.com

Visit us at
The Running Event
2016 Orlando

**Booth
#3317**



Running Shorts (continued)

Adidas Accelerates Parley Ocean Project

An April 2015 partnership between Adidas and Parley for the Oceans takes another step forward this month with the introduction of 7,000 pairs of the UltraBOOST Uncaged Parley running shoes (\$200 retail), the first mass-produced footwear using Parley Ocean Plastic.

The Uncaged Parley was created with new technologies engineered to upcycle marine plastic debris into technical yarn fibers. Each new running shoe re-uses 11 plastic bottles in production of its Primeknit upper mixed with plastic waste retrieved



in the Maldives and 5 percent recycled polyester. With a design inspired by ocean waves, the style also has shoe laces, heel cap base mate-

rial, webbing, lining and a sock-liner cover made with recycled materials.

Adidas senior executives say the company is commit-

ted to scaling its initiatives with Parley Ocean Plastic and will make one million pairs of shoes in 2017 using materials collected by the group that wants widespread implementation of policy that aims to end the cycle of marine plastic pollution long-term.

Adidas Content with U.S. Growth Trajectory

Senior management says it's "very satisfied" with overall growth within all its segments in the U.S. at the moment, reminding investors last week that it's running a (business) marathon in the region, not a sprint.

"We want solid, sustainable

WANT SOME FREE WEED!*

STOP BY BOOTH 1006 TO GET A FREE PAIR OF OUR

BAMBOO BOXER BRIEFS

Moisture Wicking

Anti-Microbial

Anti-Odor

Eco Friendly



Very Lightweight

Comfort Pouch

Won't Ride Up

No Pinch Waistband

A PORTION OF ALL PROCEEDS
BENEFITS
back on my feet!

*FIRST 100 BUYERS

EnduraFit

INFO/ORDER: SALES@ENDURAFIT.COM

OS1st[®]

BRACE LAYER SYSTEM™

Comprehensive Solutions from the
#1 selling brand for Plantar Fasciitis

FS6 Pairs

Active &
Performance



FS6 Single

Rehab &
Recovery



**NOW
AVAILABLE**



New!

DS6

Decompression
Sleeve

Overnight
PF Device



FS6+

Active, Recovery
& Prevention

FEEL THE DIFFERENCE OF

THE FS6 SYSTEM

OS1st, the most effective bracing system for runners



www.OS1st.com // (844) 413-5457

Running Shorts (continued)

growth, and that's exactly what we're getting," reminded Robin Stalker, Adidas Group CFO.

New Group CEO Kasper Rorsted, while declining to disclose the company's plans for the brand in the U.S. in 2017, said the German company does need a bigger contribution from the region to its bottom line and that will emerge as the business becomes larger.

Adidas North American revenues grew 20 percent to the equivalent of \$1.03 billion in the third quarter ended September 30. Nine-month regional revenues were up

21.5 percent to \$2.7 billion. Overall, Adidas Group profitability jumped 24 percent to slightly more than \$427 million on 14 percent top line improvement to about \$6.0 billion. Adidas generated double-digit growth in its sport performance, Originals and neo businesses and double-digit increases in every global geography with the exception of Russia/CIS.

Looking ahead, Adidas intends to continue investing in digital and infrastructure to help drive its long-term profitability. On the product side, an effort to reduce total SKUs by 25 percent

and tightly manage "brand franchises" in the lifestyle and performance area will continue. In the fourth quarter, the company will have a 2,500-store introduction globally of its Harden Vol. 1 signature basketball shoe and the brand's first global effort behind its EQT franchise. On December 1, Adidas will open its largest flagship store worldwide, 46,000 square feet, on Fifth Avenue in New York City.

Sales Dip at ASICS

ASICS' running sales fell 8.1 percent in Japanese yen in the Americas' region to

approximately \$757.0 million for the period ended September 30. Running shoe sales were up 1 percent on a currency neutral basis to the equivalent of \$1.58 billion; regional apparel sales were essentially flat on a currency neutral basis at \$111.8 million. Total third quarter Americas' sales, negatively impacted by sluggish sales of running and lifestyle shoes in the U.S., came in at \$845.0 million. Japanese parent ASICS Corp. is forecasting an 18 percent drop (-10 percent in US\$) in fiscal year 2016 revenues in the Americas to \$1.08 billion.



Is Your Runner's HIGH caused by BAD ODOR?

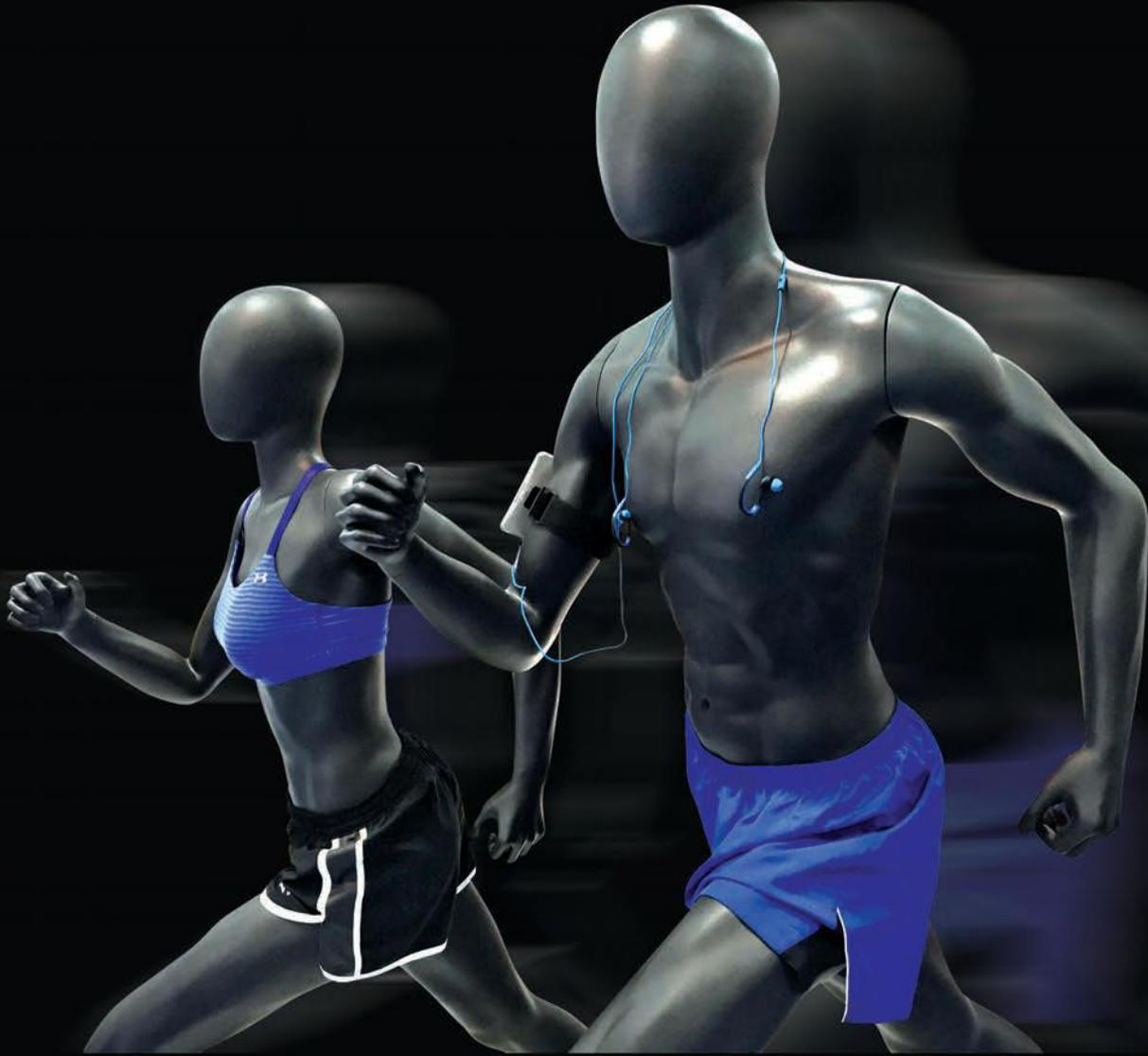
2Toms
Stink Free[®]
 The Odor Eliminator

Your athletic gear is high-tech and deserves a high-tech detergent. 2Toms StinkFree Detergent is designed to treat and maintain the high performance of today's technical fabrics. It is safe for apparel, sports gear and athletic bags.
 2Toms.com

Member of the **MEDI-DYNE** Family of brands

GRENEKER

Mannequins



Active Mannequins for Active Lifestyles.

Designed and produced in Los Angeles.

Choose from our large catalog of bodies or custom sculpt to your specifications.

Running Shorts (continued)

Hoka Partners with NJNY Track Club

Hoka One One is the new exclusive sponsor of New Jersey New York Track Club, the elite middle-distance team led by coaching legend Frank Gagliano.

The sponsorship extends through 2020, encompassing the next summer Olympics. Sixteen members of the team qualified for this year's U.S. Olympic Track & Field Trials, with one athlete competing in Rio. The club is coached by Head Coach Francis Gagliano, Assistant Coach John Trautmann, and Assistant Coach Tom Nohilly. Twenty-two athletes currently

Hoka's Speed Instinct trail running shoe.



train with the club.

“Hoka One One’s sponsorship will enable us to continue to develop and strengthen our elite athlete

roster,” said Head Coach Gagliano. “With Hoka athletes already in our ranks, including Colby Alexander, Kyle Merber and Nicole

Tully, the transition to Hoka One One running shoes and gear will be seamless. We’re excited to take on the world’s best with Hoka.”

RECOVERY WITHIN REACH

NEW COUNTER DISPLAY!
*Available for Kinesiology Tape &
All Natural Pain Relief Spray/Roll*



8.5W"x7L" x10.5"H
Durable, lightweight cardboard



Contact your rep or call 1-800-779-3372 to hear about special discount!



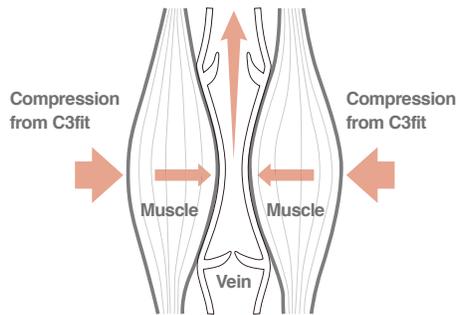
Simply perfect fit

Inspiration Long Tights



Smart seam

A special tape is used to create a flat surface against the skin to avoid rubbing and chafing that often occur during exercise.



Promoting blood flow

Graduated compression gradually relaxes the compression from the ankle up to the calf, knee and thigh; supporting muscle pumping action to facilitate healthy blood flow.



3D design

Unique 3D design reduces bunching of fabric behind the knee and offers a comfortable fit, ideal for any type of activities allowing for smoother movements.

Running Shorts (continued)

Mizuno Hit by Retail Bankruptcies, Inventory Glut

Japanese-based Mizuno generated improved operating income in the second quarter but realized a 20 percent drop in Americas' revenues to about \$121.6 million for the period ended September 30. Mizuno attributed the 13 billion yen fall-off in sales across the region to increased competition, an over-supply of inventory and retail bankruptcies in North America and a sluggish economy and soft currency in Brazil.

Mizuno, which is forecasting annual global sales of approximately \$1.81 billion for the 12 months ended March

Mizuno's Wave Rider 20



31, 2017, reported a 3.9 percent overall decline in second quarter revenues to \$873.8 million. Global footwear revenues came in at \$283.2 million, down 5.5 percent year-over-year; apparel sales were off 2.2 percent to \$257.1 million in the period.

Shefit Honored by By Entrepreneur Magazine

Michigan-based sports bra

brand Shefit has been was recognized by *Entrepreneur Magazine* as one of the "Best Entrepreneurial Companies In America" on the magazine's Entrepreneur 360 list. The Entrepreneur 360 Ranking offers a comprehensive analysis of private companies in America.

"Knowing that Entrepreneur magazine took a look at

thousands of companies and selected Shefit as one of the best in America is truly an honor," said Sara Marie Moylan, founder of Shefit.

The Shefit sports bra is designed for any woman, especially those who have struggled with excessive bounce or back and shoulder strain. The patented technology of the Shefit sports bra was designed to give women the ability to securely adjust both their bust band and shoulder straps for the most personalized and comfortable fit, with the level of support they choose.

For more information on Shefit go to www.shefit.com. ■

MADE IN USA

CHASE ADVENTURE

it fits you.™

BORN TO WICK AWAY MOISTURE.
CLICK HERE TO CONTACT YOUR REP TODAY.

swiftwick

Athlete Mackenzie Madison wearing the ASPIRE ZERO.



You are invited to join our exclusive panel of independent running retailers.

How does it work?

You confidentially provide us with data from your POS system.

We provide you with market insights, quarterly brand/model reports
and a monthly price check report for your own store.

In partnership
with the RIA

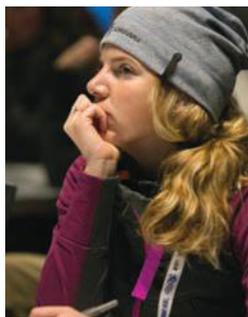


TO GET STARTED CALL OR EMAIL:

Keith Storey, VP Sports Marketing Surveys USA / 561 427 0647 / keith.storey@sportsmarketingsurveysusa.com

Experience The Running Event

With two weeks to go, *Running Insight* sat down with TRE Show Director Troy Leonard for an update.



The Running Event will take place November 29-December 2, 2016 at the Orange County Convention Center and the Hyatt Regency Orlando in Florida.



Troy Leonard
 VP Show Director, TRE
 tleonard@formula4media.com
 352-624-1561

How is The Running Event shaping up?

We're very pleased with how everything is coming together. Orlando is a big change from Austin and we've had to spend a great deal of time working on logistics because everything is new. But the plans are coming together and everyone who comes to Orlando will have a great experience. With two weeks to go, we're almost at last year's levels in terms of exhibitor space and retail registrations and considering that it's been a challenging year in run specialty, we're thrilled with that.

How is retail attendance looking?

We have been pleasantly surprised by the number of international stores who will be joining us. Orlando is an easy destination for Europeans. The Canadians will have their usual strong contingent. We have stores coming from China, Japan and New Zealand. Overall, we'll have our largest International retail attendance ever.

What are some new things attendees will experience at TRE?

Starting on Monday night, November 28, we'll host a VIP reception at Track Shack, one of the most iconic running stores in the country. It will be great for all our retailers to see the store and get a sense for how Jon and Betsy Hughes, the owners, serve the market and run an extremely successful business. Secondly, it wouldn't be Orlando if we didn't serve up at least a little Disney, so we have two great events scheduled at Epcot. On Thursday morning December 1, we'll run the Indie 5K through Epcot. This will give our attendees a chance to see that theme park as few have seen it. We'll bring all

the runners in through the back gate, so they'll get a look backstage that very few people ever get to see. They'll be able to run through Epcot without being surrounded by crowds, which will be an incredible experience. The post-race Indie 5K Expo will take place at The World Showplace Pavilion at Epcot and then that night we'll go back to Epcot for The 50 Best Store Awards dinner and the famous Disney fireworks.

What's new with the conference?

We have some great speakers lined up. Our attendees will really enjoy David Meerman Scott, a writer and consultant who has worked in several small business channels. He wrote the book "Marketing Lessons from The Grateful Dead," and has some great insights on marketing and public relations that should be extremely applicable to the running market. Another highlight should be Gene Zelek, an attorney who will speak about UMAP pricing policies. This is a big issue in the running business right now for both retailers and brands, so I expect his talk will be informative and a real topic of conversation throughout TRE.

And the trade show?

All the big brands will be back and a few of them have special booth set ups in the works. We'll have a total of 269 exhibitors, including 74 new exhibitors.

Are there still hotels available?

Yes, Orlando has tons of great hotel rooms and there are plenty available at a range of prices. You can also still get affordable flights, so if you haven't made your plans yet, come and join us. ■

To register for The Running Event, visit: www.therunningevent.com

PERFORMANCE AT ITS BEST.

 new balance



©2016 New Balance Shoe, Inc.

N686-3 Performance Tab

BDRY

BFRESH

Engineered arch for support
Seamless toe

Newbalance.com/socks

855.655.8136

For information about New Balance Socks

**ALWAYS
IN BETA**



GET A GRIP

REINVENTION AT ITS FINEST. THE TRAILROC HAS UNDERGONE A COMPLETE REDESIGN AND IS NOW BACK IN INOV-8'S TRAIL RUNNING RANGE FOR AW17. MORE PROTECTION, MORE SUPPORT, MORE COMFORT.

Ask your inov-8 rep for more information about introductory sales programs.

INOV-8.COM

INOV 