

Patricia B. Smith/OnTarget Public Relations

From: OB_UPDATE-owner@sportsonesource.com on behalf of Outdoor Business UPDATE [OBUPDATE@SportsOneSource.com]
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Outdoor Business UPDATE

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TUESDAY, December 5, 2006

LEAD STORY:

[Burton Reorganizes Senior Management](#)

Burton Snowboards has reorganized its Senior Management team, including several promotions within the company. Most prominent in the company's restructure is Clark Gundlach's promotion to EVP and General Manager of Burton Snowboards. Also moving about is Greg Dacyshyn, who has been promoted to SVP and Creative Director of Product and Bryan Johnston who will be promoted to SVP of Global Marketing, amongst others... (12/5/2006)

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TOP INDUSTRY STORIES:

Click on the headline link for a story summary or scroll down to review all summaries below >>>

- > [Conservation Alliance Helps Preserve 76,000 Acres](#)
- > [DeFeet Hires New CEO](#)
- > [Camisasca Takes Over Interbike Director of Advocacy Duties](#)
- > [Crocs Completes Jibbitz Acquisition](#)
- > [The Walking Company Opens Two Pennsylvania Stores](#)
- > [CenterStone Adds Garmont, Bridgedale, & Icebug](#)
- > [Pacific Cycle Appoints New EVP & GM for IBD Business](#)
- > [PPA Hosts Second Annual National School for Paddlesports Business](#)
- > [Igloo Vikski Shareholders to Consider Takeover Bid](#)
- > [Thule Restructures Sales Team](#)

TODAY'S TOP POSITIONS AVAILABLE:

- > [Account Manager - Outside Magazine](#)
- > [Customer Operations Specialist - Mountain Hardware](#)
- > [Advertising Account Manager - SportsOneSource](#)
- > [Senior Merchandise Manager - Generator Group](#)

CenterStone Technologies

As the recognized leader in Sales Order Management solutions for specialty retailers in North America and Europe, **CenterStone Technologies** offers proven applications used by thousands of specialty retailers every day. Our battle-tested technology, wealth of experience, and customized solutions make an immediate impact on our customer's businesses.

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TOP STORY SUMMARIES:

[Conservation Alliance Helps Preserve 76,000 Acres](#)

Adding to a string of conservation success stories this year, Conservation Alliance grantees secured permanent protection for 76,000 acres of federal land in New Hampshire and Vermont. This victory is the fifth significant accomplishment for Alliance grantees in 2006... (12/5/2006) [Click for Full Story>>>](#)

[DeFeet Hires New CEO](#)

DeFeet International, Inc. hired Lynn Moretz to be the company's new president

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and CEO effective Jan. 2, 2007. Shane Cooper, President and Founder of DeFeet, has headed the company since its inception. Cooper will remain in his current position at DeFeet as Chairman... (12/5/2006) [Click for Full Story>>>](#)

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[CenterStone Adds Garmont, Bridgedale, & Icebug](#)

CenterStone Technologies, Inc., announced that Garmont NA of Williston, Vt., is "live" on the iVendix online B2B sales order management software application. It is now easier for specialty retailers and sales reps to determine available inventory, place orders, and simply do business with three more brands: Garmont footwear and ski boots, Bridgedale socks, and Icebug footwear... (12/5/2006) [Click for Full Story>>>](#)

[Pacific Cycle Appoints New EVP & GM for IBD Business](#)

Pacific Cycle Inc. promoted Steve Reeds to the position of EVP, GM of Global IBD. Reeds most recently served as VP, GM of InSTEP, Pacific Cycle's popular line of joggers, strollers and trailers, and prior to that he served as Pacific Cycle's VP, IBD Purchasing. Also, Forrest Yelverton has been promoted to VP of Engineering and Quality... (12/4/2006) [Click for Full Story>>>](#)

SR. MERCHANDISE MGR

Our client is seeking a Senior Merchandising Manager for their exclusive athletic apparel line. The Senior Merchandising Manager will manage the execution of annual/long range operating plans and business objectives for assigned businesses, and manage the development, and performance of businesses at their client retailer located in Minneapolis, Minnesota. This position must be aware of retail and fashion trends...

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[Camisasca Takes Over Interbike Director of Advocacy Duties](#)

Interbike's director of advocacy, Mike Greehan, has left Interbike to focus his efforts on his company, Cue Ball Media. Lance Camisasca, Interbike's show director, who has worked together with Greehan and guided Interbike's advocacy program, will assume Interbike's day-to-day advocacy efforts... (12/4/2006)

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[Crocs Completes Jibbitz Acquisition](#)

Crocs, Inc. has successfully completed its previously announced acquisition of the membership interest of Jibbitz, LLC, a family operated business that specializes in the customization of Crocs footwear. The purchase price was \$10 million in cash at closing, and is subject to a potential earn-out of up to an additional \$10 million based on Jibbitz hitting certain earnings targets in the future... (12/5/2006) [Click for Full Story>>>](#)

ACCOUNT MANAGER

Outside's GO Magazine seeks ideal sales professional for an aggressive telemarketing/sales position, handling upscale Travel/Real Estate accounts. Outside's GO is the only resource for men who thrive on active, high-end travel and a commitment to personal style. Outside's GO will be distributed quarterly. This position is a great introduction for anyone interested in Publishing, Advertising, or Sales...

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[PPA Hosts Second Annual National School for Paddlesports Business](#)

The Professional Paddlesports Association (PPA) will host the second session of the National School for Paddlesports Business in Loudonville, Ohio from March 19 to 21, 2007. The school is designed to improve business management knowledge, skills, and abilities for paddlesports industry professionals... (12/5/2006) [Click for Full Story>>>](#)

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[Igloo Vikski Shareholders to Consider Takeover Bid](#)

Lanctôt Licensing Inc., a private company based out of Montreal, Quebec, has made an offer to acquire Igloo Vikski Inc. by way of a takeover bid through the TSX Venture Exchange for all of the issued and outstanding common shares of Igloo at a price of \$1.10 per Share for a total purchase price of \$3.97 million to be paid in cash. The Board had appointed a special committee of independent directors to review the Offer... (12/5/2006) [Click for Full Story>>>](#)

ADVERTISING ACCT MGR

SportsOneSource, the leading sporting goods trade resource, is looking for a seasoned advertising sales professionals to sell print and online advertising in the industry's premier trade publications: Sporting Goods Business, Sporting Goods Dealer, Outdoor Business, Hunting Business and Performance Sports Retailer. Must be a highly motivated self-starter with excellent communication skills and at least two years of media experience (print and online)...

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[The Walking Company Opens Two New Pennsylvania Stores](#)

The Walking Company will open new stores in Ardmore and Langhorne, PA on Friday, December 15. The Walking Company currently has Pennsylvania locations in King of Prussia, Willow Grove and South Hills... (12/5/2006)

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[Thule Restructures Sales Team](#)

Thule, Inc. is restructuring its sales and service organization to help meet Thule's worldwide growth objective, set in 2004, to double the company size to over \$875 million by 2007. As part of the restructuring, the company also announced the hiring of Schuyler Horton as Director of National Account Sales and Service and a number of promotions within the sales organization... (12/5/2006)

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[U.S. Supreme Court Hears Mass. v. EPA Arguments](#)

The U.S. Supreme Court heard oral arguments in Massachusetts v. EPA, a landmark global warming case. The High Court's decision is likely to have a far-reaching impact on future action to fight global warming at both the state and federal levels. James Milkey, Assistant Attorney General for Massachusetts, argued for the petitioners, including the Sierra Club, Natural Resources Defense Council, and numerous other environmental groups...(11/29/2006)

[Planned Holiday Spending is Flat in 2006](#)

Despite a solid turnout of shoppers on Black Friday and Thanksgiving weekend, most Americans plan to spend less or the same amount they spent last year on gifts, according to CNBC's exclusive Holiday Central Survey. Overall falling gas and energy prices had little or no effect on overall expenditures, according to the survey...(11/28/2006)

[Centerstone Adds Fidra to Escape Client List](#) **[PREM]**

CenterStone Technologies, Inc. has added Fidra as a client of its Escape software application for business-to-business (B2B) ordering for Fidra's sales reps. Escape integrates seamlessly with a client's back office ERP system to completely automate order entry and tracking functions... (11/27/2006)

[RSN to be Sold to Private Group of Investors](#) **[PREM]**

Resort Sports Network, RSN, will be sold to private investors. The sale is subject to FCC approval of the transfer of RSN's broadcast licenses, expected in early 2007. After

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the closing of the sale, RSN will implement a new strategic plan to expand into additional markets and offer more resort based marketing opportunities to advertisers...(11/14/2006)

[SAFE Ports Act Becomes Law](#) [PREM]

The Security and Accountability for Every (SAFE) Port Act was signed into law at a White House ceremony last week. Congress passed the legislation on September 30, 2006 by a vote of 409 to 2 in the House of Representatives and by Unanimous Consent in the Senate after months of work by both chambers of Congress to develop legislation that effectively enhances the multi-layered, risk-based cargo security system the U.S. government has developed since 9/11...(10/16/2006)

[EAT with Timmy O'Neill Sets Dates & Times](#) [PREM]

Climber and performance artist Timmy O'Neill unveiled the dates and venues for the first Environmental Action Tour (EAT), a 3-city eTown-style event that will bring together leading characters of the alternative environmental community and share their stories, films, songs, and insight into why it's so damn important to care about our relationship with the earth...(10/12/2006)

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CenterStone Adds Garmont, Bridgedale, & Icebug

SportsOneSource Media Posted: 12/5/2006

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"One of Garmont's key business values is to be easy for our customers to do business with us," said Bill Hill, Garmont's chief financial officer. "We believe that it is important to be able to provide our customers as many access points to our product as possible. B-to-B e-commerce solutions are an integral part of that. CenterStone's solution is going to allow Garmont to provide 24/7 access to product information, inventory availability and ordering capabilities for our specialty retailers. Garmont will be leveraging CenterStone's experience with a host of other clients, and it will be particularly valuable for Garmont footwear and Bridgedale socks to be showcased alongside such well-known brands as The North Face, Pearl Izumi, Marmot, Helly Hansen and others. This vertical trade show environment that is offered through the CenterStone solution will make it that much easier for our customers—the specialty retailers—to do business with us."

Now more than 60 brands use iVendix. "It's great to have Garmont, Bridgedale and Icebug bring our rapidly expanding list to more than 60 brands. Garmont's decision to provide the CenterStone solution to their specialty dealers will allow all three brands to take advantage of the thousands of specialty retailers already using CenterStone's sales order management solution. Dealers and sales reps have been very quick to adopt iVendix, and we expect that Garmont's choice of CenterStone will have a significant, positive impact on their business," said Tom Detmer, president and CEO of CenterStone Technologies, Inc. "Currently more than 5,400 retailers in North America are actively using our on-line B2B solution, and this extensive dealer base should be a great benefit to Garmont as they continue to grow."

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“During our busy times of the year we do not have any extra time, so when we reorder product we will order from our suppliers that make it easy for us. With CenterStone it doesn't get any easier than 1! One web site, 1 password, 1 order process & 1 way for me to save time in my busy schedule. The addition of Garmont to the CenterStone family will make my job easier in 1 more way,” said Jeff Milbauer, the owner of Valley Bike & Ski Shop in Apple Valley, Minn., who has used CenterStone's online solution for several years for a variety of vendors.

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