

CANADIAN SPORT-TRADE NEWS

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EVENT CALENDAR

FEBRUARY 14-19, 2010
Forzani Group Fall/Winter
Buying Show
Laval, QC
apendneault@forzani.com

FEBRUARY 19-21, 2010
The Imprinted Sportswear Show
Orange County Convention Center
Orlando, FL
Phone: (800) 933-8735
www.ISSshows.com

MARCH 4-6, 2010
ispo China
China International
Exhibition Centre, Beijing,
China www.ispochina.com

MARCH 8-12, 2010
Forzani Group Winter
Buying Show
Laval, QC
apedneault@forzani.com

MARCH 11-15, 2010
Trends - The Apparel Show
Northlands Park, Edmonton
Email: amwa@shaw.ca
Phone: 780-455-1881
www.trendsapparel.com

MARCH 12-14, 2010
The Imprinted Sportswear
Show Atlantic City
Atlantic City Convention Center,
Atlantic City, New Jersey
Tel: 1-800-933-8735
www.ISSshows.com

MARCH 17-20, 2010
Taipei Cycle 2010
Nangang Exhibition Hall,
Taipei World Trade Center,
Taipei, Taiwan
Email: cycle@taitra.org.tw
Tel: 1-886-2-2725-1111
Ext. 626
www.taipeicycle.com.tw

NEWS

Cybex still fit despite sales decline in Q4 09

Exercise equipment manufacturer Cybex International, Inc. has reported results for its fourth quarter and year ended December 31, 2009.

Net sales for the fourth quarter of 2009 were \$34.8 million compared to \$39.3 million for the corresponding 2008 period, a 12% decrease. The company reported net income for the fourth quarter of 2009 of \$1.0 million or \$0.06 per diluted share, compared to a net loss of \$10.9 million, or \$0.62 per diluted share, for the corresponding 2008 period.

For the year ended December 31, 2009, net sales were \$120.5 million compared to \$147.9 million for 2008, a 19% decrease. The net loss for the year ended December 31, 2009 was \$2.4 million, or \$0.14 per diluted share, compared to a net loss of \$9.1 million, or \$0.52 per diluted share, for 2008.

The company said that the 2008 results include a fourth quarter non-cash non-deductible goodwill impairment charge of \$11.3 million, or \$0.64 per diluted share, principally triggered by declines in the Company's stock price in the period.

"I am pleased CYBEX achieved a profit in Q4 despite a sales decline," stated John Agliodoro, chairman and CEO. "I am optimistic that our focus on market segments in addition to our traditional fitness club customers is the best course for the future. We will continue to work hard to meet the needs of fitness clubs but I am confident that many other types of customers will value the science-backed results that CYBEX products offer. We will continue to make cost effective investments to reach these markets, which we believe will generate profitable incremental sales in the years to come."

Info: www.cybexintl.com

Windsong Brands acquires Cloudveil from Spyder

Spyder Active Sports, Inc. has sold its ownership of Cloudveil Mountain Works to Windsong Brand LLC of Westport, CT. The transition of ownership was effective February 16. Financial terms of the agreement were not disclosed.

Spyder will continue to manage the backend support, shipping, and customer service aspects of the Spring 2010 season. "We want to maintain continuity of service and brand integrity through this sale," notes Spyder CEO Tom McGann. "Cloudveil is a dedicated mountain lifestyle brand with a passionate consumer base. We wish to ensure Cloudveil retailers that the brand and its daily operations are passed off smoothly to the Windsong Brands team."

"We are excited to begin expanding Cloudveil's core business through new, and existing, premium retail channels," says Bill Sweedler, Windsong Brands CEO. "Our new Board, which includes core outdoor industry executives, has chosen Jim Reilly, an investor along with Windsong, to lead the company moving forward."

Reilly brings years of outdoor and sporting goods experience to his new post, including serving as CEO of Cloudveil, COO of The North Face and executive positions with adidas and Nike. “Windsong Brands was the perfect fit for this company,” says Reilly. “Windsong knows the space and has significant experience in growing consumer brands. I am confident that we’ve formed a great team who has deep industry experience and that we can take Cloudveil to the next level of consumer awareness and brand recognition.”

Spyder acquired Cloudveil in early 2008 and managed it as a separate brand entity, operating as a wholly owned, independent division of Spyder. The divestiture allows the company to focus all its resources on Spyder brand growth while Cloudveil benefits from the sale to an experienced private investment company that is focused exclusively on building world-class, consumer branded businesses, says McGann.

SKECHERS USA, Inc. announces record Q4 09 results

Global lifestyle footwear giant SKECHERS USA, Inc. has announced its financial results for the fourth quarter and fiscal year ended December 31, 2009 – and the news is very positive, according to David Weinberg, chief operating officer and chief financial officer.

“We ended 2009 with a record fourth quarter – a 30 percent sales increase over the fourth quarter 2008, a significant achievement in a difficult economic environment,” says Weinberg. “Our strong margins are a result of our ability to manage our expenses, the strength of our SKECHERS retail business, more in-line goods selling through and less close-out product, which was primarily liquidated in the first half of the year.”

Net sales for the fourth quarter of 2009 increased 30.4 percent to \$388.6 million as compared to \$298.1 million in the fourth quarter of 2008. Income from operations in the fourth quarter of 2009 was \$41.7 million, an increase of \$76.8 million over the operating loss of \$35.1 million in the fourth quarter of 2008. Net earnings for the fourth quarter of 2009 were \$27.9 million versus a net loss of \$20.4 million in the fourth quarter of 2008.

Gross profit for the fourth quarter of 2009 was \$189.3 million compared to \$95.0 million in the fourth quarter of 2008. Gross margin in the fourth quarter 2009 was 48.7 percent versus 31.9 percent for the fourth quarter of 2008. Fiscal year 2009 net sales were \$1.436 billion as compared to net sales of \$1.441 billion in 2008. Income from operations for 2009 was \$72.6 million versus \$57.9 million in 2008. Gross profit for 2009 was \$621.0 million compared to \$595.9 million in 2008. Gross margin for 2009 was 43.2 percent versus 41.4 percent for 2008.

“We also believe that achieving a 25 percent increase in annual operating profit on essentially flat sales is a meaningful accomplishment. While the economy remains a factor, SKECHERS experienced strong momentum in the second half of the year, and saw strong sales and gross margin improvement in the United States and in select countries around the world, with double digit growth in many markets.”

Weinberg indicated that the company expects the growth to continue in 2010. “Our infrastructure is already in place in Europe to support our continued growth, and we will be breaking ground for our new 1.8 million square foot distribution center in Rancho Belago, California, in the first or second quarter of 2010 – creating a much more efficient distribution operation. With a cash and short-term investment position of \$296 million, clean inventory, strong product that is checking well at retail and marketing to support it, we believe we are especially well-positioned to grow in 2010.”

Info: www.skechers.com.

Srixon signs sponsorship deal with Maple Leaf Junior Golf Tour

The Maple Leaf Junior Golf Tour (MJT), Canada's only national junior tour run exclusively by Canadian PGA Professionals, has entered into a three-year sponsorship deal with Srixon as the official ball of the Tour.

"We are delighted to recognize Srixon's huge increase in support of junior golf in Canada by naming them the Official Ball of the Maple Leaf Junior Golf Tour," says Murray Poje, MJT Executive Director. "We are very fortunate to have this fantastic sponsorship. Cleveland Golf/Srixon Canada has been involved with the Maple Leaf Junior Golf Tour since inception 11 years ago and their investment in growing the game of golf in the country is commendable."

Junior golfers will receive a dozen Srixon golf balls at every MJT tournament in 2010 in addition to a bonus dozen at every third tournament played. This valuable gift to young golfers will help their parents out financially while benefitting their golf games with a technologically superior product. "Srixon is proud to support the future of golf in Canada via players on the Maple Leaf Junior Golf Tour's highly-regarded program," says Dan Dodman, President of Cleveland Golf/Srixon Canada.

The MJT launches its 12th season of more than 50 tournaments and clinics across Canada in 2010 on March 11th and 12th at Quilchena Golf Club in Richmond, BC. The organization also qualifies players for spots to international events in Australia, Thailand, the U.K. and the USA. Players benefit from annual awards, scholarships, and frequent player incentives to help reward performance and participation throughout each season.

MJT alumni include PGA Tour player Chris Baryla, Nationwide Tour players, Canadian Tour players, several Canadian National Champions and many Future Links and Provincial Champions.

Info: www.maplejt.com

VANCOUVER 2010 NEWS

Opening Day = open wallets for Vancouver, says Visa

According to Visa Inc., international visitors to the Vancouver 2010 Olympic Winter Games had an immediate impact on the local economy. Nearly US\$5.2 million were spent on Visa cards on the Opening Day of the Games in British Columbia. The money spent by visitors on their Visa credit, debit, and prepaid cards on Friday, February 12, 2010, showed an increase of 46 percent over the same day last year.

The biggest spenders were from the US, followed by China, the UK, South Korea, Australia, and Hong Kong. Visitors from these six countries accounted for more than 70 percent of all Visa card purchases on Opening Day

The Top Ten Visa card spenders by country/territory on Day One of the Games throughout Vancouver/Whistler were:

| Ranking | Country/Territory | Total spend (USD) |
|---------|--------------------------|-------------------|
| 1 | United States of America | \$2.3 million |
| 2 | China | \$395,000 |
| 3 | UK | \$290,000 |
| 4 | South Korea | \$220,000 |
| 5 | Australia | \$213,000 |
| 6 | Hong Kong (China) | \$209,000 |
| 7 | Russian Federation | \$180,000 |
| 8 | Japan | \$177,000 |
| 9 | Brazil | \$105,000 |
| 10 | Germany | \$98,000 |

Opening Ceremony most-watched television event in Canadian History

Canada's Olympic Broadcast Media Consortium has reported that the Opening Ceremony of the Vancouver 2010 Olympic Winter Games has made history as the most-watched television event ever in Canadian history. On average, 13.3 million Canadians were watching every single minute of the 3.5 hour ceremony. The figure eclipses the previous record-holder, the Gold Medal hockey game at Salt Lake City 2002 (10.3 million), by 29%. Airing live across 11 television networks in 11 languages, 23 million viewers, or two in every three Canadians (69%), tuned in to some part of the ceremony.

Autograph sessions on track for Pacific Central Station

VIA Rail Canada's Pacific Central Station will be the hub of several activities during the Games, including an athlete autograph signing. The signings will offer the public an opportunity to meet Olympians and are offered in partnership with Canadian Athletes Now Fund (CAN Fund). They'll take place at the station from 2-4 p.m. on the following dates:

February 19 - Katie Weatherston, Ice Hockey - 2006 Olympic Gold Medalist

February 20 - Brian Price, Rowing - Men's Eight, 2008 Olympic Gold Medalist

February 22 - Sami Jo Small, Ice Hockey - 3-time Olympian and 2-time member of Olympic gold medal winning team (2002 and 2006)

February 23 - Alexandra Orlando, Rhythmic Gymnastics, 2008 Olympian, 3 Pan American Gold Medals

February 24 - Ben Rutledge, Rowing - Men's Eight, 2008 Olympic Gold Medalist

Info: www.viarail.com

10 QUESTIONS

With Dave Rucklos, owner of Twist mountain lifestyle apparel.

I stopped in my tracks when I spotted the apparel at Twist's booth at Outdoor Retailer. Turns out, the new lifestyle apparel company is owned by Dave Rucklos, who many in the Canadian Sport-Trade industry know through his work with Tsunami, Sun Ice in Calgary, AQP in Sherbrooke, QC, and Gemini Fashions in Winnipeg, MB. We asked him how the Boise, Idaho-based company came about, and what he envisions for Twist moving forward.

1. What is Twist?

Twist can best be described as a youthful presentation of transitional outerwear targeting the mountain lifestyle category. This is its first season (F-10), and product will be delivered beginning mid-summer. Once a snowboard brand prominent in the 1990s, we chose to take a great name and give it a new home in the outdoor lifestyle market. It was thoughts of rope (twisted) and barbed wire (twisted) that gave us the association.

2. Is there a Canadian connection for you – if so, what is it?

The Canadian connection would be two-fold. I am the principal and former brand manager of Tsunami, a women's fleece and pile company prominent in the outdoor industry in the mid-'90s to mid-2000s. Tsunami was always Canadian licensed and then owned, so my Canadian experience is deep. Our manufacturer is Canadian based, with factory production in Tianjin, China.

3. What is the company's core philosophy?

To embrace functional fabrics in a new and interesting manner. We like to alter fabrics through dye and wash treatments, and in doing so, project a feel that is vintage, worn, and weathered. We incorporate a sportswear look into our outerwear garments.

4. Where does the design inspiration come from?

We drew on a number of independent influences, but our designer keyed in on undertones of western art crossed with thrift store images in an effort to achieve our retro look. The old "Powderhorn" jacket look is popular again in Europe (western yoke contrast), and articles are emerging that capture the early stories of mountain climbers from decades ago who scaled our highest peaks in what was essentially cotton outerwear. The look is, of course, vintage. Now apply a contemporary youthful look to it, and you get Twist.



5. Who is your targeted customer?

We like to use the term "psychographics" in place of demographics to define our customer. Our intent was to design a line for the 25-39 market, but in reality, we are designing for people who feel the defined age. A person in their 50s and 60s might be an appropriate customer, if they feel youthful and want to project that. Right now, we're getting equal reaction from college youth to those older than 39, so I suppose we are on to something.

6. How were your products received at Outdoor Retailer?

The reception was beyond what I could have hoped for! You never know when bringing a new line to market, what the response will be. Because the line is tight (nine men's and nine women's styles), we have been getting reaction to all elements...soft shell, bonded flannel, and bonded canvas. Now we have to convert that excitement into actual orders.

7. What makes your products different from other soft shell offerings currently on the market?

Without a doubt, it's our ability to distress soft shell through dying and wash processes has given us a very different look from others. Couple that with offering styling that is not traditional in the typical outdoor approach, and you get something new and fresh to wear. And that's what retailers are hopefully looking for in what are challenging economic times.

8. How will your products be sold and distributed in Canada?

We secured former Tsunami rep Dan Matwichyna and the Vera Agency to represent our product in Western Canada. Their office is located at the mart in Vancouver, and they cover all the way to Manitoba. We are currently looking for representation in both Ontario and Quebec. We will warehouse product in Vancouver and customer service will reside in either the U.S. or Canada. Don't be surprised if we use some of our old talent in Canada for this function.

9. Does the Canadian consumer differ in your opinion from the American consumer?

Obviously there are geographical differences that influence product weight. Our line is considered heavy outerwear to the southern US market, and would be shoulder season wear for Canada. Quebec with its European influence certainly is different from anything that exists in the U.S. I suppose that the further west you go the more similar in product tastes the two countries become. Our mountain lifestyle look is very appropriate for either market.

10. What are your plans for the company as you move forward?

We are committed to a "fall only" product line approach, at least for the foreseeable future. I like to point out that I did nearly triple the sales with Tsunami when we were only a fall line, as opposed to both fall and spring. We will look to expand our collection with a group or two in both the woven and knit outerwear categories, staying true to our vision. Obviously, retail sales will influence where we take things, but I envision "our look" to be reinforced and developed further.

Info: Dave Rucklos, (208) 863-7410; daver@twistism.com

Twist Canada customer service
(888) 688-9478

AB, BC, MB, SK
Dan Matwichyna
Vera Agency
(604) 683-3730
danmatwich@yahoo.ca

The logo for TWIST features the word "TWIST" in a bold, black, sans-serif font. The letter "I" is replaced by a red star with a black outline. The letters "T", "W", "S", and "T" are thick and blocky.

ISPO IN REVIEW

It may be 40 now, but ispo's still hip and happening. Organizers of the four-day event welcomed more than 64,000 visitors this year from 177 countries – a new visitor record. And, with 2,045 exhibitors from 45 countries, there was plenty for them to see and do. “The numbers clearly show how strong this international sports business network is,” said Klaus Dittrich, chairman of the management of Messe Munchen GmbH. “Even after four decades, ispo remains the ‘place to be’ for the global sporting goods community.”

Frieda Saleh, trade commissioner for the Canadian Consulate in Munich, told CSN that the show was also a success for Canadian exhibitors. “Canada was present with 47 exhibitors, a number of them newcomers to the show,” she said.

“Twenty were in the Canada pavilion, in a prime location in Hall B4 organized by Canada Unlimited (Toronto), Munich Fair's official representative in Canada.” The Canadian exhibitors expressed their full satisfaction with the show, she added. “They told me they achieved their purpose of making contact with existing clients, and identifying new business partners, both German and international.”



Dani Reiss, president and CEO of Canada Goose, was one of those Canadian exhibitors. The company has participated in the show for the past “11 or 12” years. “We had a great show,” he said. “It’s the hub of the European marketplace... ispo is the most important show of its kind in Europe for outdoor/sporting goods, and even fashion, as those lines are becoming more blurred these days.”

Reiss advises companies who are thinking of exhibiting at ispo to be patient when venturing into the European trade show. “If you’re never gone, and you’re thinking of going, you do need to have deep pockets,” he admitted. “You have to continue to go for a number of years before you’ll really see the results. But for us – it’s huge, and we’re definitely going back.”

Info: www.ispo.com

ANNOUNCEMENTS

Play It Again Sports Canada names Bauer Hockey Vendor of the Year

Play It Again Sports Canada has named Bauer Hockey as its 2009 Hockey Vendor of the Year. The announcement was made at the Play It Again Sports Hockey Meetings and Vendor show in Montreal.

The Annual award is presented to the vendor that contributed the most to the overall success and growth of Play It Again Sports. Criteria for the award include superior product, innovation, and service. The award is voted on by the Play It Again Sports franchisees in Canada.

“Bauer Hockey stood out this year with the best product inspiration and innovation, industry leadership, flagship customer service, and outstanding financial results in a challenging economic year,” says Todd Treml, Play It Again Sports’ Director of Buying Operations.

Fred Ciufu, director of sales for Bauer Hockey, accepted the award on behalf of Bauer Hockey.

Lambert acquires outdoor division of BMGSPORTS

Lambert, Canada’s leader in the distribution of parts and accessories for the bicycle industry, has acquired the Outdoor Division of its sister company BMGSPORTS. Lambert will now become the Canadian licensee of Sierra Designs and Ultimate Direction products as well as the Canadian distributor for CW-X Conditioning Wear and Redfeather Snowshoes.

“Lambert is a natural fit since many of the current Outdoor dealers already benefit from the great Lambert service with their cycling brands,” says Chad Smith, national sales & brand manager for the Outdoor Division.

“While we are pleased that there are so many similarities, we also recognize that our Outdoor brands and our cycling brands will have unique needs. For this reason, we will keep the same Outdoor sales team under the leadership of Chad Smith and will also have a dedicated customer service team trained specifically for the Outdoor Division,” adds Sylvain Caya, general manager at Lambert.

Any sales and marketing related inquiries should continue to be relayed to Chad Smith and the current sales team.

Effective February 23rd, 2010, all customer service, invoicing, accounts receivable, and purchasing functions will be transitioned to the Lambert office. All existing account information for current BMGSPORTS Outdoor customers will be transferred from BMGSPORTS to Lambert. The new customer service phone number will be at Lambert (1-800-463-4452). Warehousing and shipping will continue to take place out of the existing Lindsay, Ontario facility.

Lambert is Canada’s leader in distribution of a wide range of parts and accessories for the bicycle industry. As the go-to-source for the best brands from around the world, Lambert is the preferred partner for bicycle retailers to streamline their supply chain. Lambert’s mission is to offer innovative and practical solutions that positively impact retailers’ bottom line. With offices in Levis, Quebec and Burnaby, British Columbia, Lambert employs over 100 employees with cycling in their blood.

Info: www.cycleslambert.com

About Barrett Corporation

Founded in 1976, Barrett holds equity positions in several North American companies primarily in telecommunications, real estate development, and as sales, marketing and distribution service providers. Barrett owns controlling interest in both Lambert and BMGSPORTS.

Contact:

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1000 des Riveurs, Lévis, QC G6V 9G3
20 Benttree Lane, Beaver Bank, NS B4G 0A8
Tel: (902) 482-2166 Email: csmith@cycleslambert.com

Goode and Outdoor Gear Canada sign distribution agreement

GOODE Ski Technologies of Ogden, Utah and Outdoor Gear Canada (OGC) have concluded an agreement making OGC the exclusive Canadian distributor for GOODE snow products.

OGC will immediately begin taking orders for the 2010-2011 snow season.

GOODE is the worldwide leader in the design and manufacture of CARBON Composite Ski Poles, Snow and water skis. In 1990, Founder and President Dave Goode introduced the world's first patented carbon composite ski pole. GOODE ski poles are now recognized throughout the ski world for their strength, light weight, aerodynamic and shock absorbent properties.

OGC is a leading distributor of high-quality cycling, snow and outdoor products and is the exclusive distributor of Giro snow and cycling products, as well as Camelbak, in Canada. They also share distribution of Thule and SportRack products with Thule Canada.

"We've built dominant market share in the U.S.A. over the past few years and now we've found the right partner to help us fully develop the Canadian market," says Dave Goode.

"We work only with category-leading brands," says Rob White, OGC's Vice-President, Sales. "GOODE is definitely one of those and, together with our Giro helmets, goggles and glasses, Camelbak hydration, and Thule - SportRack products, gives us a very powerful snow products program for 2010-2011."

Contact:

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GOODE Ski Technologies
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(801) 621-2300
goode@goode.com
www.goode.com

Rob White
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Montréal, Québec
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(705) 444-0079
robw@ogc.ca
www.ogc.ca

Canadian THERMOS Products announces management promotions

Canadian THERMOS Products has announced the following senior management promotions, effective January 1, 2010.

Barbara Bluteau-Zetchus, former marketing manager, has been promoted to the position of director of marketing.

Jeff Young, former national sales manager, has been promoted to the position of director of sales.

The appointments are the direct result of individual contributions to the continued business success, and strong growth, of the THERMOS Brand in Canada, says Hugh McDonald, executive vice president, sales and marketing. Both positions will continue to report to McDonald.

Contact:

Barbara Bluteau-Zetchus
(416) 757-6231, ext. 705
barbara.bluteau@thermos.com

Jeff Young
(416) 757-6231, ext. 708
jeff.young@thermos.com

www.thermosbrand.ca

LEF Industries moving to new digs

Christian Lefebvre, director of sales & marketing/business development for LEF Industries has announced that, effective March 1, the company will move to:

9655 Ignace, Suite B
Brossard, QC
J4Y 2P3

Phone numbers and emails will remain the same:

Contact Lefebvre at:

Toll free: (888) 999-7371 x.224
Phone: (450) 444-9831 x.224
Skype: christian.lefebvre07
Main: (514) 944-9831

Info: www.LEFindustries.com

Foundation Tremblant Auction seeks donations

Preparations are underway for the Tremblant Foundation's 14th consecutive Cocktail-Reception/Auction, its biggest annual fundraiser, to be held on Saturday, April 3, 2010 at the Fairmont Tremblant hotel.

The Foundation invites donors to provide a gift (valued at \$200 or more) to be sold in the auction.

The Tremblant Foundation helps underprivileged young people in the Mont-Tremblant area to attain a better quality of life and to develop their full potential with respect to sports, education, and artistic and cultural activities. In 13 years, it has given \$1,906,679 as bursaries and to organizations working to help young people.

Donations will be received prior to March 19, 2010. Forms and more information can be on the Foundation's website.

Info: <http://www.tremblant.ca/about/foundation-e.htm>

Promostyl announces upcoming presentation dates in Toronto, Montreal

Promostyl, the global trend forecasting agency, will offer its Fall 11/12 presentations in Toronto on February 24 and in Montreal on February 26. The seminars are complimentary for current Promostyl members; \$100 fee for guests.

TORONTO

February 24, 2010
The Richmond Centre
477 Richmond Street West,
Toronto, ON
12:00 p.m.: Fall 11 Influences
1.30 p.m. Sports and Street

MONTREAL

February 26, 2010
Saint-Sulpice
414 Rue Saint-Sulpice
Montreal, QC
12:00 p.m.: Fall 11 Influences
1.30 p.m. Sports and Street

Note: Both Montreal presentations will be in English.

Space is limited. Please RRSP to: Sonja Puse, Sonja@promostylamericas.com

NEW AND NOTABLE

Hockey: CCM's U+FIT protective gear

The stretch zone construction of CCM's U+FIT shoulder pads, elbow pads, and shin guards allows for full mobility without compromising protection, says CCM. This gear is built close to the body for a responsive fit with the right amount of protection. Strategically placed high density foams absorb energy while a low profile construction sits close to the body.

Shoulder pads:

The sternum is protected with molded EPP only, a lightweight highly impact resistant material. The unique stretch zones link the molded sternum to the re-designed rib protection allowing for an improved snug fit.

**Elbow pads:**

Exclusive to CCM, the 3-piece elbow pad features a close molded cap that wraps around the joint to help hold pad in place.

Shin guards:

EPP foams and stretch zone constructions combine with ventilated shells for the ultimate lightweight high performance protection.



The full line of U+ Protective equipment also includes the following models: U+ Fit 09, U+ Fit 07, U+ Fit 05 and U+ Fit 03 YTH. To view the entire line, go to www.ccmhockey.com

Snowsports: Nutcase helmets

Founded by former Nike creative director Michael Morrow, Nutcase Helmets entered their second year in the snow category with a booth at SIA in Denver. Their new helmets now offer the Fidlock magnetic closure system. The snap buckle uses patented European technology, namely magnetic attraction and repulsion, to provide an almost effortless and highly secure closure. No more fumbling with chin straps in the cold! In addition to their great bold graphics, Nutcase snow helmets offer high performance breathable, full-surround shock absorbing EPS liners, adjustable interior padding, integrated ear pads complete with iPod or mp3 ear phone flaps plus high durability chin and ear straps. The rear of the helmet features the company's slogan, "I Heart my Brain" and an integrated goggle strap.

Info: www.nutcasehelmets.com

Golf: Mizuno's MP-630 Fast Track Driver

The new MP-630 Fast Track driver from Mizuno offers 45 trajectory settings. Players can adjust both left-right properties of their ball flight as well as up-down trajectory by increasing or decreasing spin rate and launch angle through the use of two easily adjustable 8-gram weights. The driver also offers a Hot Metal Ti-9 Titanium face with CNC CORTECH design to help promote maximum ball speed and an increased COR AREA, which Mizuno says helps improve distance.

Info: www.mizunocda.com



CAREERS/CLASSIFIEDS**NORTHERN EXPOSURE SPORTING GROUP
INDEPENDENT SALES REPS REQUIRED**

Northern Exposure Sporting group is a full service field sales support organization for premier outdoor brands in Canada.

We are presently looking for a independent sales reps to join our group to cover Eastern Canada, B.C.& ALBERTA, MAN/SASK, NW ONTARIO, and SOUTHERN ONTARIO.

Prospective applicants will be responsible for presenting all lines to Fishing and Hunting retailers, outdoor shops, and other leaders in the outdoor business. By driving sales through your established relationships, understanding of the industry, new leads, as well as your ability to work in a dynamic performance driven environment, the Candidate will be success oriented in their given market.

The Brands currently consist of Stealth Cam Game cameras, Wildview Game cameras, Walker's Game Ear, Scent-Lok Technologies, Cyclops lighting, Winchester Boots and Footwear, Timber Ridge Furniture, Westfield Fishing, TRU-GLO optics, Team Real Tree Knives and other regional brand offerings.

The Ideal candidate will have

- Passion for the outdoors
- Minimum 2 years sales/agency experience
- No conflicting businesses or brands
- Established relationships with hunting and fishing retailers
- Effective presentation and interpersonal communication skills
- Understanding and Responsibility for all aspects of the sales cycle
- Prospective business relationships with new dealers
- Ability to travel
- Strong attention to detail
- Strong negotiating skills
- Proficiency in Microsoft Outlook, Excel, and Word

Please send resume and covering letter to: <mailto:shawn@northernsporting.com>

Please note Only those selected will be contacted.

Canadian Sporting Goods Association**Careers & Classifieds**

- Ads are posted on www.csga.ca and www.sportsindustryjobs.ca
- Ads are posted in the **Canadian Sport Trade News** Careers/Classifieds Section
- Ad headlines are emailed to all industry recipients
- To post your Career/Classified, contact: sjohnston@csga.ca

SPORTSINDUSTRYJOBS.CA

POSTING SALES MANAGER

Job Title: Sales Manager

Reports to: General Manager

Location: Montreal (St-Hubert, Quebec) Brands: Split, Insight, Nikita, Macbeth

Mobility: ability to travel abroad a must; 35% travel



C4 Distribution is looking for a dynamic sales professional to grow the sales, profitability, and subsequent market penetration by leading a team of sales agencies for the C4 Distribution brands within a broad ranging mix of Core Independent Accounts and Key Accounts. Realizing the opportunities in the sector, the successful candidate will plan and deliver an aggressive long-term growth strategy.

Needs to Do:

- Responsible for the preparation and delivery of sales budgets and growth strategies.
- Build and maintain strong commercial relationships with existing Key / National Accounts and identify potential new business opportunities in new areas of the sector.
- Accountable for the efficient and effective execution of all sales programs.
- Provide feedback and input into the range building process to ensure that the product presented to each Account is relevant.
- Assess each brand to determine business potential and develop strategies to expand the C4 Distribution brands business within each relevant category, in line with the brands' strategic business plan and segmentation policy.
- Complete market visits ensuring detailed awareness of sector and customer activity, in order to have a complete understanding and awareness of retailer and competitor brand penetration.

Needs to Know:**Essential**

- Candidate must be a skilled sales professional, within a branded environment.
- Strong financial understanding (e.g. margins, discounts, growth incentives)

Desirable

- General footwear / apparel product knowledge of the Action Sports market desirable but not essential
- Bachelor's Degree in Business or related field

Needs to have:

- Excellent verbal and written English communication skills are a must.
- High level proficiency and efficiency in PC skills, including MS Word, Excel, PowerPoint etc
- Product passion and brand and market empathy
- Outstanding presentation skills and strong organization skills are required.
- A "hands on", autonomous style, and capable of working independently with remote support together with the ability and willingness to adapt quickly to change and to manage multiple priorities.
- High energy, integrity, presence, strength of personality, and a good sense of humor.

Needs to be:

- Exceptional relationship builder, with both customers and internal colleagues/peers.
- Creative enough to introduce new initiatives that will develop short, medium and long term opportunities for the business.
- Must be diplomatic, entrepreneurial and a team player.
- Must be flexible in order to travel extensively within Canada, USA and abroad, on occasion at short notice when required.

SEND APPLICATIONS BY EMAIL ONLY: HR@C4distribution.com



ROCKPORT CANADA SALES REP REQUIRED

Rockport Canada constantly strives to recruit talented individuals. Situated in Ville St-Laurent, our organization is the head office for the Rockport Canada division. We also have a sales office in Markham, Ontario.

Rockport Canada is currently looking for a Sales Representative to manage, sell to, and service independents accounts by providing information, support materials, and presenting Rockport products. The candidate will have to provide detailed seasonal plans & monitor results. This role also involves sales associate training, education and merchandising duties at the point of sale. He or she will also have to achieve sales and profitability goals by quarter as defined by Head of Sales, develop & maintain strong customer relationships at Buyer and sales associate levels and with all internal partners as well as proactively identify issues and business opportunities, evaluate options, and provide potential solutions.

The selected candidate should have a Bachelor's degree or college diploma in business, marketing, advertising, or a related field, a minimum of 3 years of field sales experience (footwear / apparel industry preferred), 2 years of experience with "key accounts", previous experience managing a sales territory and must possess and apply strong business skills (retail math, budget management, and analytical skills).

To learn more about this position or to send your candidacy, please visit our web site at www.reebokhockey.com under the corporate/career section.



SURFTECH REPS REQUIRED FOR SASKATCHEWAN MANITOBA, ONTARIO, QUEBEC & MARITIMES

"SURFTECH - the world's largest manufacturer of surfboards, stand up paddleboards and accessories is seeking energetic passionate sales reps for Sask, Man, Ont, Quebec and the Maritimes.

Contact Bodie Shandro bodie@surftech.com



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**Brandurance Inc. HAS RELEASED AN
INCREDIBLE NEW PATENT PENDING
PRODUCT!**

- No competing product comes close in terms of features, ease of use and price point.
- Learn more at www.elastiball.com
- We are interested in exploring strategic alliances and desire your comments regarding mutual beneficial opportunities.
- Please email John F. Kennedy at jfk@elastiball.com



THORLO SOCKS

Requires experienced separate sales agencies to represent its High quality socks for Running, Tennis, Walking, Outdoor, Ski, Lifestyle for the following territories:

#1 Eastern Quebec

2 Atlantic Canada

Email resume to hero@bellnet.ca

Sales Reps/Agencies Wanted for Canada - Entrix Sports

Entrix Sports is a, fast-paced, dynamic, growing distribution company established in 1995. We are currently looking for experienced sales agencies with proven success to represent our newest product line CEP across the country:

CEP

· The #1 compression sock in Europe now available in Canada

Primary Responsibilities

- Ability to strategically manage existing accounts
- Target and open new accounts that align with brand strategy
- Submit feedback regarding trends in the territory and competitors product
- Attend trade shows and running expos

Position Requirements

- Ideal candidate will carry product lines that compliment the CEP brand
- Solid existing account base with great relationships
- Dynamic personality that quickly connects and develops new relationships
- Great communication skills, follow through and organizational skills
- Likes challenges and is self motivated

If you fit these requirements and want to join the Entrix Sports team, please email your resume and agency details to Frankie O'Brien at frankie@entrixsports.com.

Sales Rep/Agency Wanted for the Maritimes - Entrix Sports

Entrix Sports is a, fast-paced, dynamic, growing distribution company established in 1995. We are currently looking for an experienced sales agency with proven success to represent the following product lines in the Maritime region:

Cutters · The #1 glove in football and growing in Soccer and Baseball

Douglas · The shoulder pads of choice for 85% of NCAA football teams

ADI · The hockey helmet decal used by pros and now approved for everyone

SportStar · A high end accessory line featuring the most protective chinstrap ever

Passback · The only training football you can throw and catch by yourself

Primary Responsibilities

- Ability to strategically manage existing accounts
- Target and open new accounts that align with brand strategy
- Strong product knowledge in sporting goods category
- Submit feedback regarding trends in the territory and competitors product
- Attend trade shows

Position Requirements

- Ideal candidate will carry product lines that compliment the brands carried by Entrix Sports Inc
- Solid existing account base with great relationships
- Dynamic personality that quickly connects and develops new relationships
- Great communication skills, follow through and organizational skills
- Likes challenges and is self motivated

If you fit these requirements and want to join the Entrix Sports team, please email your resume and agency details to Frankie O'Brien at frankie@entrixsports.com.



Sales Manager Sporting Goods Division

Gentec International is a Canadian owned manufacturer and distributor based in Markham, Ontario. For 20 years we have been supplying Sporting Goods, Electronics, Imaging, Wireless and 12V products to retailers nationally. Recently we were awarded the honour of being one of Canada's 50 Best Managed Companies for the third year in a row. To learn more about Gentec please visit our website at www.gentec-intl.com

We are currently looking for a Sales Manager for our Sporting Goods Division. See below for a general outline of the newly created role reporting to the Managing Director, Sporting Goods Division.

- Service and Develop Programs for Retailers in Ontario for Zeiss Sport Optics, Remington Hunting Clothing, Puma Knives and Safari Gun Cases
- Develop New Accounts – Independent and Major Retailers
- Manage Dealer Training, Dealer Events and Trade Events as Required
- Develop Local, Regional and National Marketing Promotions & Events
- Some Out-of-Province Travel required on periodic basis
- Knowledge of the outdoor and hunting market an asset
- Minimum 5 years Sales Experience
- Must be self-starter

Candidates interested should send their resume and salary expectations to egalic@gentec-intl.com

ICON OF CANADA INC is currently seeking **service technicians** for in home service in the following cities:

Swift Current, Saskatchewan
 Medicine Hat, Alberta
 Winnipeg, Manitoba
 Melfort, Saskatchewan
 Cornerbrook, Newfoundland
 St-Louis, New Brunswick
 Petawawa, Ontario

Repairs and diagnostics are to be made on our brand name treadmills, ellipticals and exercise bikes.

Please contact Luc Dupuis at (450) 565-2955 extension 7229 or by email at

ldupuis@iconcanada.ca

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25% OFF all new searches started before Feb 28th
* some conditions may apply

WELCOME TO THE GREATER OUTDOORS



Position: National Sales Manager - Apparel

Location: Strathroy, Ontario

At Columbia Sportswear we're known for our innovation, quality and value. Last time we checked, you don't get that kind of reputation without the right kind of people making it happen. That's where you come into the picture.

Does the possibility of representing a Global leader in outdoor, active apparel and footwear get you excited? What about being part of making the "Great Outdoors" even greater?

Columbia Sportswear Canada LP is seeking a National Sales Manager - Apparel.

Reporting to the General Manager, the National Sales Manager - Apparel will be responsible for the creation and implementation of the sales and go-to-market strategy for Columbia Apparel in the Canadian marketplace. This includes analyzing the performance of Columbia's offering, dealers and competitors, identifying new business opportunities, developing sales, segmentation and pricing strategies for various apparel product categories, actively managing the sales team, developing relationships with key accounts and participating in long term strategic planning in conjunction with the General Manager.

The successful candidate must possess a thorough knowledge of marketing, sales theory, strategy, sales prospecting, territory planning, forecasting, use of sales tools, negotiating and closing techniques. Must possess thorough knowledge of product lines/services and sportswear/outerwear industry. Have excellent oral and written communication skills. The ability to organize work and motivate employees. Ability to analyze market conditions and respond with appropriate strategies and direction. Must be able to multi-task and quickly adapt, operating in a fast growing and continuously changing environment. Requires a high degree of flexibility & adaptability.

This position requires a Bachelor's degree in Business Administration, or Marketing or equivalent work experience, and 8-10 years direct sales experience in the apparel industry.

Industry experience strongly preferred.

If you are as innovative as our products, we want to hear from you. Apply now. Please submit resumes to the attention of the Human Resources Department by **March 5, 2010**

Please note National Sales Manager – Apparel in the subject line.

Email: kismith@columbia.com Fax: 519-245-9589

Mail: Columbia Sportswear Canada LP, 456 Albert Street, Strathroy, Ontario N7G 1W7

This job posting is not meant to be an all inclusive list of duties and responsibilities, but constitutes a general definition of the position's scope and function in the Company. We thank all applicants; however, only those being considered for an interview will be contacted. Please note that no telephone calls will be accepted.

AGENT SERVICE À LA CLIENTÈLE

(LÉVIS : 1 POSTE PERMANENT / 2 POSTES ÉTUDIANTS - BURNABY (C-B) / 1 POSTE PERMANENT)

Lambert est à la recherche de candidats passionnés de vélo pour rejoindre son équipe du service à la clientèle. Sous la supervision du directeur du service à la clientèle, l'agent comblera les demandes des marchands Canadiens. Le candidat aura comme tâches :

RESPONSABILITÉS

Communications téléphoniques quotidiennes avec nos clients • Construire une relation positive entre nos marchands & Lambert
Répondre aux questions et donner des conseils techniques sur les produits et les marques distribués par Lambert;
Procéder et faire le suivi sur les commandes générées par le téléphone, le télécopieur ou notre site web;
Répondre et faire le suivi sur les différentes demandes faites au service à la clientèle.

COMPÉTENCES RECHERCHÉES

Le candidat choisi doit : Être bilingue (Français / Anglais) • Être passionné par le vélo et l'industrie du vélo;
Avoir 1 à 3 années d'expérience dans un environnement de service à la clientèle;
Avoir de l'expérience dans la vente au détail dans le sport, préférablement dans une boutique de vélos;
Avoir des connaissances techniques approfondies des pièces et accessoires de vélos;
Avoir une formation en ventes ou expériences pertinentes dans le commerce au détail serait un atout.

Qualifications recherchées : Capacité à gérer et maintenir une clientèle établie;

Connaissance informatique (Ms-Office, Word, Excel et Outlook) • Sens de l'organisation, autonomie, leadership et initiative

Capacité de bien structurer son temps et gérer plusieurs dossiers à la fois, spécialement pendant la forte saison.

CE QUE NOUS OFFRONS

Lambert offre une rémunération ainsi que des avantages sociaux compétitifs dans un environnement de travail sain et stimulant avec des employés passionnés par le vélo. Veuillez appliquer en ligne avant le 28 février au <http://www.cycleslambert.com>.

CUSTOMER SERVICE REPRESENTATIVE

(LÉVIS, QC : 1 PERMANENT / 2 TEMPORARY (6 MONTHS) - BURNABY, B-C : 1 PERMANENT)

Lambert is looking for passionate cyclists to join our customer service team. Under the supervision of the Customer Service Director, the customer service representative will provide support to Canadian dealers. His/her main duties will be the following:

RESPONSIBILITIES

Main duties: Daily communication with key customers; • Build positive relationships between customers & Lambert
Answer questions and give advice on products and brands distributed by Lambert, including technical service
Process and follow up sales orders generated by phone, fax or web
Answer and follow up on other various requests handled by the customer service department.

REQUIREMENTS

The successful candidate will have the following asset:

Fully Bilingual, both written and spoken (French / English)

Passionate about bicycles & cycling culture • Have 1 to 3 years experience in a customer service environment;

Have experience in sporting goods retail, preferably in a bike shop environment

Solid technical knowledge of bicycles and bike parts • Sales training and developed sales skills are an asset

Job requirements:

Ability to manage and maintain a well established clientele

Computer knowledge (MS-Office, Word, Excel and Outlook)

Must be well organized & self motivated & show strong leaderships skills

Must have the ability to manage multiple tasks, especially during peak season.

ADDITIONAL INFORMATION

Lambert is offering a competitive salary and a great benefits package. In addition Lambert offers an excellent work environment with employee support for cycling endeavours.

Please apply online before **February 28th** at <http://www.cycleslambert.com>.

At Warrior Hockey we pride ourselves on our innovation, creativity, and rapid growth. All of these things are achieved by having the right team in place. That's where you come into the picture.

Warrior Hockey has an opening for a Product Line Manager.

General Position Summary:

As a Product Line Manager you will work with the Director of Marketing to establish the vision, strategies and concepts for your segment of the global hockey business. You will use your knowledge of the core target consumer, brand values, lifestyle and sport trends, and competition to introduce innovative new products that meet revenue and initial margin targets that entice our target consumer. You'll be responsible for identifying long-term trends and opportunities based on analysis of product, consumer and competitive trends in the market. You will construct long-term business plans and partner with the operations, marketing and sales teams to bring the plans to market. You will utilize market knowledge to provide clear product direction to the Design team and work cross-functionally with the sales and operations teams to develop product lines, meet key dates, and achieve net sales, net margin, and corporate objectives.

You will be the company expert in all facets of your product categories. You will be well versed on the elite hockey player and drive the creation of on-trend, market-right and brand-right product lines. You will develop assortment strategies that drive the revenue plan across all distribution channels (international, wholesale, retail). You will partner with the operations and sales teams in developing revenue and margin goals.

Specific Job Skills:

Posses an in depth knowledge of the global hockey consumer. Thorough understanding of key drivers of sales in specific distribution channels. Must have excellent written and verbal communications skills and very strong presentation skills. Must have the mental capability to troubleshoot and solve complex problems. Ability to lead and influence others and to champion significant projects using demonstrated creativity and ingenuity. Must possess demonstrated ability to work effectively with internal and external customers both domestically and on an international scope.

Qualifications:

Bachelor's degree in business, marketing, or related discipline. Equivalent work experience may be substituted in place of a degree. Requires minimum of 5 years product line management experience, preferably in the hockey or team sports categories. Playing experience is a plus.

Interested candidates please respond to: carey.berchulc@warriorsports.com

Sales agents For Maritimes, Manitoba/Saskatchewan, Ontario Lakehead

SUMMARY: Bearpaw boots and slippers distributed exclusively in Canada by The Olde Shoe House Ltd. (TOSH) seek agencies to represent our Bearpaw line. Our Classic, Dri-Hide and Boutique product lines are very unique, with excellent growth potential in the short term and sustained income for the long term. We are seeking strong independent sales agents with proven success to represent us in their respective territories. Our products can be viewed on our website at www.tosh.ca. Preferably, your agency will have complimentary product lines.

CONTACT: If you are a passionate individual looking for a rewarding position with a growing firm, send agency details in strictest confidence to rhunt@tosh.ca. Please be advised that only candidates being considered for representation will be contacted.



National Account Manager – Columbia and Sorel Footwear

Location: Territory - Western Canada.

Position can be based from Vancouver, Calgary or Ontario

At Columbia Sportswear we're known for our innovation, quality and value. Last time we checked, you didn't get that kind of reputation without the right people making it happen. That's where you come into the picture.

Does the possibility of representing the hottest outdoor fashion footwear brand in Canada get you excited? What about the potential of representing a leader in outdoor, active footwear? What about being part of making the 'Great Outdoors' even Greater? If you have a passion for selling and a love for the outdoors then this could be the opportunity for you.

Columbia Sportswear Canada LP is seeking an ambitious National Account Manager for Footwear.

Reporting to the National Footwear Sales Manager, the National Account Manager will be responsible for driving sales growth of the Columbia and Sorel footwear brands at designated key accounts. As a member of the sales team, this person will manage all sales functions for the assigned key accounts including; planning seasonal assortments, developing and implementing sales plans, and working closely with account buyers and analysts in season to monitor sales and identify opportunities for enhanced growth. This person will work closely with the National Footwear Sales Manager to set seasonal targets and establish segmentation strategies. This person will also work with our Marketing experts to plan and execute seasonal footwear initiatives for their accounts. Finally, this person will work with our Customer Service department to ensure sales order issues are resolved in a timely manner.

The successful candidate must have a thorough knowledge of footwear, footwear components, and different footwear manufacturing methods. A sound understanding of the biomechanical qualities of footwear will be necessary. The successful candidate must be a self-starter with excellent sales and sales presentation skills, excellent oral and written communication skills, exceptional interpersonal skills and excellent sales negotiation and problem solving skills.

A Post Secondary diploma/degree or equivalent experience is required. Also, a minimum of 5 years footwear selling experience within the outdoor, athletic or fashion arena is required.

If you're as innovative as our products, we want to hear from you. Apply now. Please submit resumes to the, Human Resources department by no later than **March 5, 2010**. Please note National Account Manager – Footwear in the subject line.

Email: kismith@columbia.com Fax: (519) 245-9589

Mail: Columbia Sportswear Canada LP, 456 Albert Street, Strathroy, Ontario N7G 1W7

This job posting is not meant to be an all inclusive list of duties and responsibilities, but constitutes a general definition of the position's scope and function in the Company. We thank all applicants; however, only those being considered for an interview will be contacted. Please note that phone calls will not be accepted.

Sales Opportunity – Technical Performance Sportswear – Langley BC

Goals – The applicant will be trained to help support and develop existing and emerging market sectors in technical sportswear for cycling, running, paddling, and many team sports. The position will encompass both sales and customer retention.

Valued Qualities – The candidate should excel at attention to detail and have an ability to cope with the time sensitive needs of clients. Familiarity with common computer software and internet potential are preferred. An interest in sales, with a team approach, along with experience in wholesale sales will be considered an asset. Successful candidate will be expected to follow up proactively through direct contact with diverse customers.

Work Outline – This entry level sales position offers tremendous growth potential for an enthusiastic team player. Our unique marketing strategy produces many rough leads that require contact, final qualification, closing and follow up attention for reorders. The successful applicant will be included and exposed to all facets of sales, promotion and customer service relating to sporting goods manufacturing and distribution.

Please forward resume and cover letter to careers@atacsportswear.com. No phone calls will be accepted. Short listed candidates will be contacted via telephone to schedule an appointment.



FLETCHER LEISURE - PRODUCT COORDINATOR

As a leader in the sportswear industry, Fletcher Leisure Group is seeking an energetic, positive, well-organized bilingual person to join our team as a Product Coordinator.

Responsibilities include

- Work with the team to prepare presentation boards and line sheets.
- Follow up on new product development with vendors. Ensure sample development line is complete for line reviews.
- Inventory management and purchasing
- International partners' liaison
- Follow up on development timelines to ensure all product deadlines are achieved and adhere to Brand direction.
- Produce and update brand price lists, order forms and line sheets
- Strong knowledge of Microsoft Excel

This role requires the successful candidate to have excellent organizational and planning skills, able to work under time constraints, have a strong fashion sense and a feel for trends. A minimum of 3 years experience in the sportswear / textile industry is required.

Please e-mail your curriculum vitae to hr@fletcherlg.com

We thank all candidates however only those considered for an interview will be contacted.

Let's Play 21st Annual
HOCKEY
EXPO

Let's Play Hockey Expo
March 12-13, 2010
RiverCentre
St. Paul, Minnesota

The 21st annual Let's Play Hockey Expo will be held March 12-13, 2010 at the RiverCentre in St. Paul, Minn. The world's largest consumer hockey trade show normally attracts over 30,000 hockey fans to this free event.

Over 200 exhibit booths feature the latest in hockey equipment, merchandise, schools and camps.

For Exhibit information,
contact Doug Johnson at
letsplay@letsplayhockey.com
or call 612-729-0023

www.letsplayhockey.com



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416-449-3100

E-mail: colin@colintex.com, www.colintex.com
SERVING THE INDUSTRY FOR OVER 25 YEARS

MAURICE SPORTING GOODS - TERRITORY MANAGER – MANITOBA

Maurice Sporting Goods, established in 1923, is the largest distributor of outdoor sporting goods to mass retail customers throughout North America. Our product categories include fishing, hunting, marine, camping and fitness. Our customers include most of the mass retail and sporting goods chains throughout Canada and the United States, as well as a network of more than 1,000 independent retailers. Maurice has an extensive Asian import supply chain and very active product development and marketing departments. With four distribution centers, approximately 600 employees and some of the most advanced merchandising, supply chain management, and retail sales analysis technology in the industry, our account management teams and field sales personnel deliver exceptional retail performance through comprehensive category management and distribution solutions.

Our Canadian Sales team is searching for a Field Territory Representative in the Winnipeg area to service our retail customers in Manitoba. Based out of your home, you will travel to our customers' retail locations on a daily basis. In this role, your primary objective will be to impact top line sales & profitability via direct selling, utilization of customer POS systems to enhance category performance, leveraging relationships in the field, as well as, providing replenishment, inventory management and merchandising support. Additional responsibilities include:

- Promotional planning, executing account direction and managing inventories accordingly.
- Communicating with Maurice Sales Management & Account Executives regarding account activity, directional changes, customer feedback, & business enhancement opportunities.
- Building and maintaining strong relationships at all levels of each account including Market Managers, District Managers, and Regional Vice Presidents.
- Establishing and maintaining business relationships with new and existing independent retailers to increase sales and diversify Maurice's market channels.
- Planning and adhering to itineraries, as well as, completing call reports and related documentation.

Requirements:

- High school or equivalent secondary education diploma (Associates Degree preferred).
- In depth knowledge of the fishing category and strong merchandising skills; knowledge of hunting and marine categories a plus.
- 3 years recent retail sales and/or management within the mass market segment.
- Proficient in leveraging technology to drive the business and in learning new software applications.
- Strong customer focus, a professional demeanor, and high-degree of flexibility, responsiveness and self-direction.
- An assertive team player who excels in developing strong internal and external working relationships.
- Business savvy, creativity, and the ability to influence and negotiate in a professional manner.
- Willingness and ability to sustain a daily travel schedule to effectively manage the territory with periodic overnights as required
- Strong attention to detail including accurate data entry and mathematical computation skills.
- Physical capabilities associated with setting stores and stocking shelves, and the ability to lift up to 50 pounds.

In return for your contributions, we offer a generous total rewards package including competitive compensation, medical, dental and life insurance, RRSP, vacation/sick pay, as well as a wide range of voluntary benefits. In addition, Maurice encourages the continued development of all our associates and provides an entrepreneurial, team-focused business environment in which to grow your career.

If you are looking for a rewarding, professional opportunity with a rapidly expanding industry leader and meet the stated qualifications, please forward your resume as a MS Word attachment along with a cover letter that details your salary requirements to careers@maurice.net

Don't forget to visit our web site at www.maurice.net!

Energetic, Innovative, Success/Victory Focused, Friendly and Fast

Do these characteristics strike a chord with you? These are the 'Big 5' at Entrix Sports; we live it, we breath it. We are a young dynamic team in Calgary, Alberta that is looking for someone who passionately believes in these same ideals, while operating with both passion and integrity. We're offering a great way to further your career with an award winning, dynamic, steadily growing company specializing in innovative, technically-advanced sporting goods. Entrix Sports has changed the sporting goods industry and wants people that can help us continue on that path. We have recently acquired the Canadian rights to CEP Sportswear, a cutting-edge compression technology company which has literally 'blown people away' at various marathons and triathlons in 2009. Do you love racing, either triathlons or running events? Even better, we can pay your way to events across the country. You work the expo before the event and stay to race the next day.

Responsibilities

Working in a small team environment, your main responsibilities will include:

- Marketing and Promotions
 - o Race Expos and promotions lead: 10-15 events per year
 - o Marketing Planning and Execution for CEP, Cutters, Douglas and ADI
 - o Communications lead on SMM platforms
 - o Lead on newsletter generation
 - o Managing customer experience
- Marketing Research
- Customer Service and General Sales Enquiries.
- Be willing to help where help is needed as this is a small business with only 5 team members.

Qualifications

We are looking for a self-motivated, fitness enthusiast to work in a dynamic, fast paced environment with the ability to multi-task. We need someone who loves to talk with athletes in a trade show environment and enjoys travelling 10-20 times per year. We need an individual who is primed to help build two brands from the ground up and push others to the next level. This person should be able to work independently with minimal supervision as well as in a team environment. Great work ethics and discretion with confidential information is a must. Requirements: minimum 1-3 years marketing experience, strong SMM platform experience, strong organizational and communication skills accompanied with proficient skills in Word and Excel.

- Sports enthusiast or sporting goods background is essential.
- Post-secondary education.
- You respond quickly to changing priorities, believe in win-win, long-term relationships, and have an optimistic "can-do" attitude.

Other

We offer a flexible health plan, 2 weeks holidays and the potential for profit sharing within one year. See www.entrixsports.com to learn more. Please email cover letter and resume to: cj@entrixsports.com with 'Entrix Marketing and Promotions' as the subject.

Application Deadline is February 9th.

PART-TIME MERCHANDISER – SOUTH MONTREAL

Maurice Sporting Goods, established in 1923, is the largest distributor of outdoor sporting goods to mass retail customers throughout North America. Our product categories include fishing, hunting, marine, camping and fitness. Our customers include most of the mass retail and sporting goods chains throughout Canada and the United States, as well as a network of more than 1,000 independent retailers. With four distribution centers, approximately 600 employees and some of the most advanced merchandising, supply chain management, and retail sales analysis technology in the industry, our account management teams and field sales personnel deliver exceptional retail performance through comprehensive category management and distribution solutions.

Our Canadian Field Sales Team is looking for a part-time Retail Merchandiser to service our retail customers in the South Montreal area. Merchandisers are responsible for maximizing POS category performance through in-store merchandising activities within an assigned store, account and/or geographic territory. Merchandisers report directly to either a Territory Manager or to the District Manager who will supply them with account direction and weekly itineraries.

Responsibilities:

- Manage all levels of business in an assigned territory to aggressively maximize retail productivity.
- Execute account directives as communicated by the Supervisor, District Manager and/or Account Team via direct contact, email, voice mail or web-based communications.
- Set and maintain plan-o-gram integrity in accordance with account specifications.
- Communicate current product and advertising promotions to store personnel.
- Develop and maintain knowledge of products, as well as, store systems/processes and replenishment systems.
- Deliver product training that includes features, benefits and uses to store personnel.
- Provide product information to store customers, as needed, to ensure they make informed purchasing decisions.
- Work with store personnel to optimize display inventories and minimize back stock.
- Build and maintain product displays that highlight key items and maximize sales.
- Provide seasonal/national/promotional support and perform feature implementation duties.
- Recover side counter to ensure peg hook integrity and shelving is neat, clean and organized.
- Communicate retail conditions as appropriate and immediately relay store concerns and customer service issues to Supervisor via phone.
- Perform zero peg audits, physical inventories and special project as required.
- Maintain appropriate inventory levels and replenish product in accordance with account directives.
- Maintain call cycles, as well as, complete and submit detailed/accurate reports as required.
- Approve defective merchandise returns per the guidelines established by Maurice Sporting Goods.
- Perform data entry into the Merchandiser Web Site for all required information as prescribed.

Requirements:

- High School Diploma and two years retail experience or equivalent.
- Daily Internet, fax and printer access; basic proficiency with Word, Excel, email and Internet applications, as well as related retail technologies (handheld, inventory and replenishment).
- Strong customer focus coupled with professional written and interpersonal communication skills.
- Attention to detail and quality, as well as the ability to manage competing priorities in a deadline-driven environment.
- An assertive team player who excels in developing strong internal and external working relationships.
- Ability to execute directions, as well as, manage and organize assignments with minimal direct supervision.
- Physical abilities associated with setting stores and stocking shelves, including the ability to perform work at various heights – work may involve frequent bending at the waist, reaching, squatting and lifting items that weigh up to 50 pounds.

If you meet the stated qualifications and are looking for a position with flexible hours, please forward your resume as an MS Word attachment along with a cover letter that details your salary requirements to careers@maurice.net. Please reference the Job Code noted below in the subject line of your email.

Job Code: RMSMQ

Don't forget to visit our web site at www.maurice.net!