

## AN EXCELLENT YEAR!

"We've had an excellent year." "Sales are up healthy double digits." "Still rolling right along." "Our business is up dramatically across the board." "It's growing nicely; we're really pleased." That's the way marketing executives from multi-brand conglomerates to entrepreneurial independents are describing the 2006 paddlesports market.

Eric Jackson, Jackson Kayaks summarizes that point of view. "Overall, the market is super healthy. Manufacturers and retailers have done a good job of increasing the overall market by expanding into fishing and recreation. It will continue to grow as long as that is where the emphasis is."

The paddlesports market is really a collection of smaller, application driven segments. Examining the status of canoeing, sea kayaking, whitewater, fishing, sit-on tops, and fishing provides a more accurate picture of where the market stands.

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## OUTDOOR RETAILER SUMMER MARKET CELEBRATES 25TH BIRTHDAY

On September 16th, 1982, the first Outdoor Retailer Summer Market opened in Las Vegas, Nevada with 92 exhibitors. Twenty-five years later, the outdoor industry has flourished and prospered. In 2006, more than 1,000 brands will be presented across 217,000 square feet of exhibit space in the Salt Palace Convention Center. Retailers have seen new products introduced, new product categories created, companies founded, folded, and merged. Companies like Kelty, Outdoor Research, Buck Knives, and Jansport have made 25 consecutive appearances, their product lines evolving to reflect the consumers desire for something new.

In 1999, a tornado roared through Salt Lake City, destroying two pavilion tents next to the Convention Center. More than 300 companies, most of them small and coming to the show with high hopes, found months of work wiped out by twisting winds. When the storm passed, an outpouring of compassion reached from company to company, buyer to buyer, retailer to retailer. Inside the hall, displaced exhibitors found space to tell their stories and the true spirit of human kindness. Specialty Market Retailer honors the hosts of the Outdoor Retailer Summer Market, hundreds of manufacturers and thousands of retailers who have taken this journey and share a passion for the outdoors.

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