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Running USA 2011:
Celebrate Running,
Celebrate Success

[8th Industry Conference](#)
February 13-15
San Antonio, TX



Running USA 2011: The
Industry Conference

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**Running
USA™ Association News**

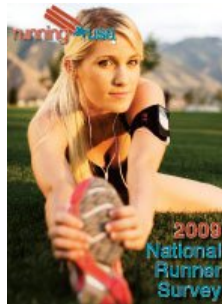
**Running USA 8th Industry Conference
- Registration
Open**



Running USA 2011: The Industry Conference, will be held in San Antonio, Texas, February 13-15.

Register at [this link](#) between **August 10 and August 20** to be entered into our drawing to receive a **Complimentary River Boat Cruise for Two** during your stay in San Antonio during the conference dates. Exhibitor Information is now available for review at [this link](#). Details on speakers, program sessions, and more will be provided in upcoming issues of Running USA Industry E-news.

**Running USA's National Runner
Survey Available**



The National Runner Survey measures: Demographics, Sports Participation, Running History & Routine, Shoes, Events, Community Resources, Sports Apparel, Sponsor Recall, Health & Diet, Technology, Sports & Fitness Products, Food &

Drink, and Travel. PLUS data is segmented by runner type including serious/competitive, frequent/fitness, and jogger/recreational. For a snapshot of the results visit [Part I](#) of Running USA's 2010 State of the Sport Report. [Click here](#) to order your copy today! Running USA members receive a discount. Questions? Contact Tracy Yoder at tracy@runningusa.org.

Running USA Expo Presence

If you would like to have your event flyers or product information distributed at expos that Running USA will attend, please contact

Marathon Foto

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Athlinks



Running USA Membership Categories include:

- * Athlete Services & Education
- * Consumer Products
- * Destination Management
- * Event
- * Media
- * National Trade Organization
- * Vendors



To Join Running USA
Click on the image above



nancy@runningusa.org. Next confirmed expos are the [Twin Cities Marathon](#) on **October 1-2**, and the [Philadelphia Marathon Expo](#), **November 19-20**.

Running USA™ "In the News"

Running USA actively promotes our sport and serves as a resource center that together support our mission to advance the growth and success of the running industry in America. This section highlights news articles where Running USA and its statistics and data are mentioned or sourced.

- Press of Atlantic City (NJ) article "Atlantic City Marathon offers \$25,000 jackpot" with 2009 National Runner Survey responses on why runners do events at [this link](#).
- Running USA's State of the Sport: Part III summary and comment in the *Houston Chronicle* at [this link](#) and in the *Providence Journal* at [this link](#).
- WSOC Charlotte (TV station website) article on running's growth with Running USA stat cited at [this link](#).

Running USA™ Member News

Chevron Houston Marathon, Aramco Houston Half Marathon Participants Announced

The [Houston Marathon Committee](#) announced the participants selected for the 2011 Chevron Houston Marathon and Aramco Houston Half Marathon. The new lottery registration system attracted more than 29,000 runners over a 16-day period vying for a spot in the 22,000-participant field. The 39th annual Chevron Houston Marathon, Aramco Houston Half Marathon and El Paso Corporation 5K will take place on Sunday, January 30, 2011.

Marine Corps Marathon's Run Amuck



Follow Running USA
on Twitter
1,000 followers as of August 2!

facebook

Join Running USA's Facebook
group

Running USA Member
Upcoming Events*
August 20-22, 2010



Ragnar Relay
Great River
Aug 20-Winona-Minneapolis, MN



Pikes Peak Ascent
Aug 21-Manitou Springs, CO



a Success

The 3.5-mile [Run Amuck](#) held on August 14, aboard Marine Corps Base Quantico, welcomed 2,130 runners who hailed from 36 states. The course featured challenging obstacles, military PT drills and giant pits of mud.

Race Generates Funds for Charity

The 2nd annual 2010 [All-Star Game Charity 5K & Fun Run](#) boasted over 9,000 participants and made more than \$200,000 for charity on July 11, in Anaheim, CA, as part of the All-Star Game Festivities. Runners ran through Angel Stadium of Anaheim on a baseball themed course that included baseball legends and mascots. Each participant took home a piece of the All-Star Game, all finishers received a T-shirt and a finishers medal.

OrthoLite and the Level Field Fund Partnership

The Michael Phelps Foundation joins founding partner [OrthoLite](#), which donates \$1 to the Level Field Fund for every pair of OrthoLite insoles sold, to help support financially disadvantaged athletes. The Level Field Fund has created Level Field Fund - Swimming, anchored by the support of the Michael Phelps Foundation, which has committed \$100,000 to establish the program and to increase available funds for grants specifically for qualified swimmers.

Running USA™ Member Profile

To be featured in an upcoming issue, contact nancy@runningusa.org.

Business News

Outdoor Retailer Attendance Rebounds Strongly

[Outdoor Retailer Summer Market 2010](#) wrapped up a successful week of product demos, meetings, finalized sales, seminars and celebrations. The bounce back in business from 2009 was felt across the show's many events and was tangible in all corners of the Salt Palace Convention Center.

**Lean Horse Hundred and
Half Hundred
Aug 21-Hot Springs, SD**



**Madison Mini-Marathon &
5K
Aug 21-Madison, WI**



**Race for Research
Aug 22-Denver, CO**



**Pikes Peak Marathon
Aug 22-Manitou Springs, CO**



**Run Gloucester! 7 Mile
Aug 22 - Gloucester, MA**

*** Please send your race dates for
inclusion in this new member section to
nancy@runningusa.org. We will publish
on Tuesday the upcoming weekend
events with logo and website link.**

Running USA Industry E-News made

**Trail Running Featured in *Wall Street
Journal***

Visit [this link](#) for the article, Making Marathons Even Tougher. [USATF](#), [Pikes Peak Marathon](#), and the [American Trail Running Association](#) receive mentions.

**SGMA Study Defines Fitness Variables
Across U.S.**

While annual wholesale sales of fitness equipment have dropped off in recent years and overall health club memberships in the U.S. have been stagnant since 2007, the 'backbone' of the fitness industry has been older Americans - those 55+. Those are some of the key findings of the Sporting Goods Manufacturers Association (SGMA), following a recent analysis of its newly released [Tracking the Fitness Movement](#) (2010 edition) study.

Active at Altitude Launches Website

A recent survey to its membership by [ATRA](#) (the American Trail Running Association), found that 48% intended to embark on a trail running vacation in the next 12 months, with 43% favoring summer, and 38% favoring fall as the time to go run. In terms of location, the mountains turned out to be the overwhelming favorite, with 88% preferring to be in or near the mountains, with 27% wanting to be near the water. Not surprisingly given the majesty and beauty of the terrain, the Rocky Mountains turned out to be the favourite destination, with 38% of the votes, with the West Coast (CA, WA, OR) coming in at 25%. [Running-vacations.com](#) is a unique service that provides a complete package for the runner on vacation. From accommodations, knowledge of local trails and resources, cross training opportunities, that can also include personalized coaching plans, either remotely, or on -site, catering, and more, a complete package is created matched to the requirements for the guest or group looking for the vacation.

People in the News

Asics America Corporation has appointed **Kevin Wulff** as Chief Operating Officer, effective immediately. Wulff will join ASICS America Corporation as COO and will add President to his title beginning on February 1, 2011, when current

possible by the support of:



COO and President **Rich Bourne** will transition into retirement.

Puma North America announced the appointment of **John Trott** as Vice President of Puma Retail, who will oversee all Puma North America retail divisions, including Puma Stores, Puma Outlet Stores, and Shop.PUMA.com.

Industry Jobs

Visit www.runningusa.org for more job listings.

Company: StrideRite (Saucony)

Job Title: Director of Field Sales (West)

Saucony is looking to hire a [Director of Field Sales for the West](#). The Director of Field Sales, West will be responsible for Western U.S. accounts and independent sales representative agencies. The account base will consist of: specialty run, general sporting goods, family footwear and corporate accounts. He/she will be responsible for the management of sales goals of the brand on a daily basis. The Director will lead: advertising, educational, events, grassroots branding, and sales promotions in the western region and communicate with the marketing division, along with footwear & apparel development teams.

Company: Brooks Sports

Job Title: Senior Manager of Customer Operations

The Senior Manager of Customer Operations is responsible for overseeing the operating activities of the Brooks Global Customer Service Department. This position demands a special set of diverse qualifications in order to successfully manage a highly motivated group of individuals. This person will play a key role in the Customer Operations improvement process and will assist in carrying out initiatives designed to maximize operational effectiveness throughout the organization. Visit [this link](#).

Company: Competitor Group, Inc., San Diego, CA

Job Title: Associate Publisher/Sales

Competitor Group is looking for an experienced individual who will lead a team of eleven regional

sales representatives as they contribute to the company's double digit revenue growth. Qualified candidates will have extensive sales management experience preferably in media and/or sponsorship sales. In addition to their professional experience, an ideal candidate will be outgoing, goal-oriented and have a passion for endurance sports and the active lifestyle. In this critical management position, you will be fully responsible for all regional sales representatives, their revenue production and the team's revenue goals. Specific responsibilities include managing the team's sales of print and digital advertising for all Competitor Group media properties. If interested and qualified, please send resume or C.V., cover letter with salary history and requirements to jobs@competitorgroup.com.

Company: Pearl Izumi
Job Title: Territory Sales
Representative, MO, IA, NE, KS

The focus of this position is to sell the Pearl Izumi Run and Triathlon footwear, apparel, and accessories into specialty athletic retail stores. Position must also provide outstanding customer service to these stores. Looking for a highly motivated individual who brings solid experience in field sales, flexibility, outstanding customer service skills, and the desire to sell Pearl Izumi product. This position is the "face" of Pearl Izumi to many of the Pearl Izumi retailers. As such, Pearl Izumi Field Sales Representatives are responsible for a high level of customer service as it relates to product sell in and sell through. Must also provide excellent communication between the retailers, Pearl Izumi, and Sales Management. Apply at www.pearlizumi.com.

Company: Polar Electro Inc., Lake
Success, NY
Job Title: Territory Sales
Representative

Polar Electro Inc., seeking Territory Sales Representatives to join our retail sales team. Primary Responsibilities include: Grow sales within a distinct geographical area; Achieve objectives in the areas of merchandising, product positioning, call coverage and administration; Create effective customer business solutions and partnerships; Anticipate industry trends and apply those insights to create new business opportunities; Identify new and innovative ways to secure cross-merchandising secondary

locations; Develop and execute strategic and tactical plans designed to grow unit sales; Differentiate the company from the competition to gain a competitive advantage with accounts. Visit [this link](#).

Company: American Sporting Goods
Job Title: Sr. AVIA Product Development Manager

Looking for an individual to work as a member of the design & development team providing guidance when appropriate. This team produces styles each season for all genders in various athletic categories such as running, cross training, walking and fitness. Follow seasonal time lines and due dates to insure timely delivery of development and sales samples; Track samples as needed with both the factories and the ASG traffic dept. for the purpose of meeting established dates of reviews, pre-lines, customer sales calls, sales meetings, trade shows, and seasonal catalogs; Responsible to review final confirmations, customs requirements and tech samples in a timely manner to secure production time lines; Assist, when requested, in other non-assigned areas of footwear development for the purpose of meetings seasonal time deadlines; Communicate and work closely on a regular basis with our development teams in the All Asia offices; Travel, when necessary, to Asia to insure timely completion of all the above duties. (Normal travel time required is approx. 2 to 4 times per year for 2 to 3 weeks. May be slightly more or less depending on the situations); Travel when necessary to trade shows. Send resumes and salary requirements to recruiting@asg-avia.com.

Company: Garmin International
Job Title: Regional Product Trainer - Colorado Front Range

Provide technical and sales support to Garmin marine, automotive, fitness, and outdoor dealers, distributors, and end-users. Develop, coordinate, present and implement product training programs and materials for key Garmin customers. Provide support for dealers at special events, grand openings, and trade shows. Visit [this link](#).

Company: Salomon, Ogden, UT
Job Title: National Sales Mgr. - Salomon Apparel & Gear

Reports to the Director of Soft Goods, Salomon

USA. According to the brand strategy and overall sales objectives, responsible for the implementation of the US sales policy for Salomon Apparel and Gear. Responsible for the development of sales plans, market analysis, account forecasts, and sales goals; Manage sales budgets, including T&E and discretionary funds to agreed upon levels; Select, manage, train, and set sales and distribution targets for regional sales representatives; Create and implement innovative and effective sales and distribution programs to meet sales revenue and profit targets; Develop annual/seasonal strategic plans for key accounts and categories. To apply, visit [this link](#) and select Amer Sports Winter & Outdoor Americas, located under Amer Sports Sales and Channel Management.

Company: *Women's Running* magazine, St. Petersburg, FL
Job Title: Editor

Full time position, salary based on experience. Benefits include dental, and health. The editor will lead the creation of the six-times-per-year national magazine. The Editor will plan the editorial calendar; manage a budget; lead a team of freelance writers; edit all content of the magazine; write articles and blog posts; source photos; and collaborate with the art director on design. The job requires expert editing, proofing, writing and time-management skills as well as the ability to work within a tight budget and with a small, but talented staff. Must be highly organized, creative, passionate about running and living a healthy active lifestyle and a team player. This position is based in St. Petersburg, Florida. No relocation assistance available, nor is the option to work remotely. No phone calls please. To apply, send a cover letter, resume and three relevant writing samples to jobs@womensrunning.com.

Company: Pearl Izumi, USA
Job Title: Digital and Interactive Production Specialist

Department: Marketing, reporting to the Creative Services Manager. The Digital and Interactive Production Specialist is responsible for Pearl Izumi digital asset, inventory and image management which includes: all product photography for the web and catalogs, all lifestyle photography and the ongoing management and updating of the Pearl Izumi Global website. This

position will be responsible for organizing, distributing and updating all of these assets throughout the organization: PI Europe, Distributors, Sales Force and all Pearl Izumi departments. Design and content support of the U.S. E-commerce site and creation of outgoing marketing communications for pearlizumi.com is also a critical role. Please apply at www.pearlizumi.com.

Company: The Timberland Company
Job Title: Global Brand Manager - Men's

Global Brand Management leader for helping drive growth of men's business with vertical (Men's Footwear and Apparel category) and horizontal (cross-category) responsibilities.

Manage seasonal storytelling plans, by combining knowledge of the consumer, the product line, regional needs, and global/regional marketing plans; Own the global marketing plan, understanding regional plans, share best practices and partnering with regional marketing to ensure strategies "get through the pipe;" Identify any issues/capitalize on opportunities, ie: consumer insights, product, forecasting/operations, regional planning, process or communication issues, marketing, competition. Visit [this link](#).

Upcoming Events

[S.P.O.R.T.S. 2010](#)

(August 30-September 1) Branson, MO

[National Run@Work Day](#)

(September 17, 2010) Various

[R.A.C.E Conference](#)

(October 2-3, 2010) Broomfield, CO

[20th Portland Marathon Event Director's College](#)

(October 7-9, 2010) Portland, OR

[TEAMS '10](#)

(October 18-22, 2010) Charlotte, NC

[Road Race Management Race Directors' Meeting](#)

(November 11-13, 2010) Coral Gables, FL

[Running
USA
Annual
Conference](#)

(February
13-15, 2011)

San
Antonio,
TX



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