

MWSRA

Midwest Winter Sports
Representatives Association
2013 BUYERS GUIDE





Rab[®]

www.rabusa.com

Photo: JOSH BECKNER

For the most **extreme conditions** in the world

RAB[®] IS COMMITTED TO BUILDING SUPERIOR PRODUCT, PROVIDING EXCEPTIONAL CUSTOMER SERVICE AND BEING A LOYAL PARTNER TO THE INDEPENDENT RETAILER.

Kevin Streeter

kevin@kevinstreeter.com

41 Naniboujou Trail

Grand Marais, MN 55605

(o)218.475.2580

(c)218.370.2088

January 8, 9 & 10, 2013

Tuesday, January 8

Show Hours 9:00AM to 6:00PM
Happy Hour 6:00PM to 7:30PM
(*Exhibition Hall Lobby*)

Wednesday, January 9

Show Hours 9:00AM to 6:00PM
MWSRA Annual Party 6:00PM to 8:00PM
(*Exhibition Hall Lobby*)

Thursday, January 10

Show Hours 9:00AM to 5:00PM

(Option to schedule appointments at 8:00 a.m. every day
and until 8:00 p.m. Tuesday and Wednesday)

February 12, 13 & 14, 2013

Tuesday, February 12

Show Hours 9:00AM to 6:00PM
Happy Hour 6:00PM to 7:30PM
(*Exhibition Hall Lobby*)

Wednesday, February 13

Show Hours 9:00AM to 6:00PM
MWSRA Annual Party 6:00PM to 8:00PM
(*Exhibition Hall Lobby*)

Thursday, February 14

Show Hours 9:00AM to 5:00PM

(Option to schedule appointments at 8:00 a.m. every day
and until 8:00 p.m. Tuesday and Wednesday)

Exhibition Hall at the Alliant Energy Center
1919 Alliant Energy Center Way, Madison, WI 53713
AEC Phone: (608) 267-3976

MWSRA Show Hours Phone: (608) 266-4939

New Model Intro Dealer Demo **February 19th & 20th** *at* **Afton Alps**



9:00 AM-4:00PM
Try before you buy!

**For directions,
 information on the area
 or accommodations:**

www.aftonalps.com



REGISTER NOW @ SIASNOWSHOW.COM

SIA **SNOW** SHOW

SIA SNOW SHOW

JAN 31 - FEB 3, 2013

**COLORADO CONVENTION CENTER,
 DENVER, COLORADO**

ON-SNOW DEMO/SKI-RIDE FEST

FEB 4 - 5, 2013

**WINTER PARK RESORT
 & DEVIL'S THUMB RANCH**

snowsports.org/social



**STEP INTO THE
 SIA SNOW SHOW.**



GET SOME FACE TIME

SHOW EVERY MODEL IN EVERY COLOR

PRESENT YOUR LINES IN
 THE MOST AUTHENTIC SPACE

BOARD MEMBERS

Bruce Marsh.....President

Jeff Ludwigson.....Vice President

Chip Camillo.....Secretary

Bill Ehmke.....Treasurer

Chris Coleman

Julie Bailey Weeks

Chad “Moose” Hendricks

Nicholas Pachmayer

Pat Sipe

Visit our web site at

www.midwestwinterreps.com

Executive Director

Holly Grignon

MWSRA

1120 Hemlock Drive

Verona, WI 53593

Phone: (608) 577-9669

Fax: (866) 623-6155

E-Mail: mwsraholly@gmail.com

All correspondence to M.W.S.R.A. should be directed to the Executive Director at the above address.



SPECIAL MWSRA GROUP RATES AVAILABLE!



- Connected to the Exhibition Hall at Alliant Energy Center
- Complimentary Hot Breakfast Buffet
- Complimentary Social Hour Mon - Sat
- Complimentary Airport Shuttle from 7 a.m. - 10 p.m.
- Complimentary High-Speed Wireless Internet
- Business Center, Fitness Room and Laundry
- Indoor Pool and Whirlpool
- Extended Stay Rates Available



*"Platinum Quality Excellence Award"
and "Best of Brand Award"*

2110 Rimrock Road, Madison, WI 53713
608-284-1234 • clarionmadison.com



BY CHOICE HOTELS
At The Alliant
Energy Center

CHOICE **privileges**[®]

REWARDS PROGRAM

WELCOME

**Please take the time to visit the
new MWSRA exhibitors!**

Adam Bovee

Jill Brewer

Chris Gutmann

Nik Jacobson

Hans Linna

Justin Minnich

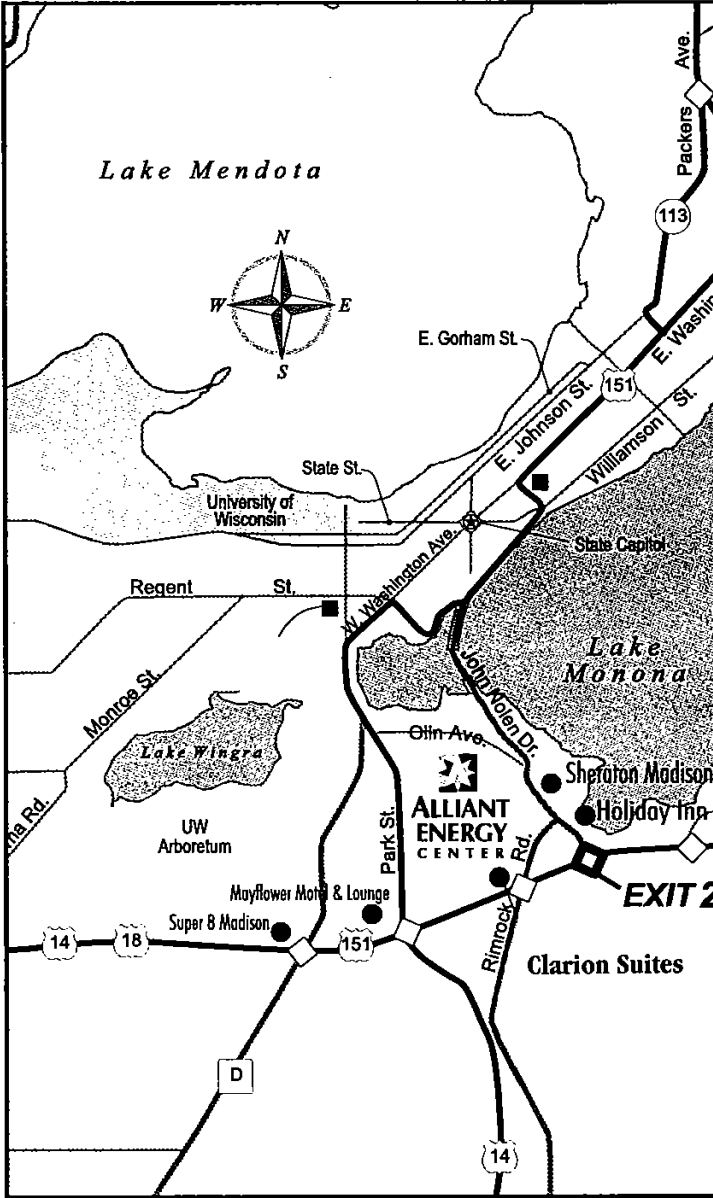
Nate Perry

Carlos Serrano

Shawn Thiele

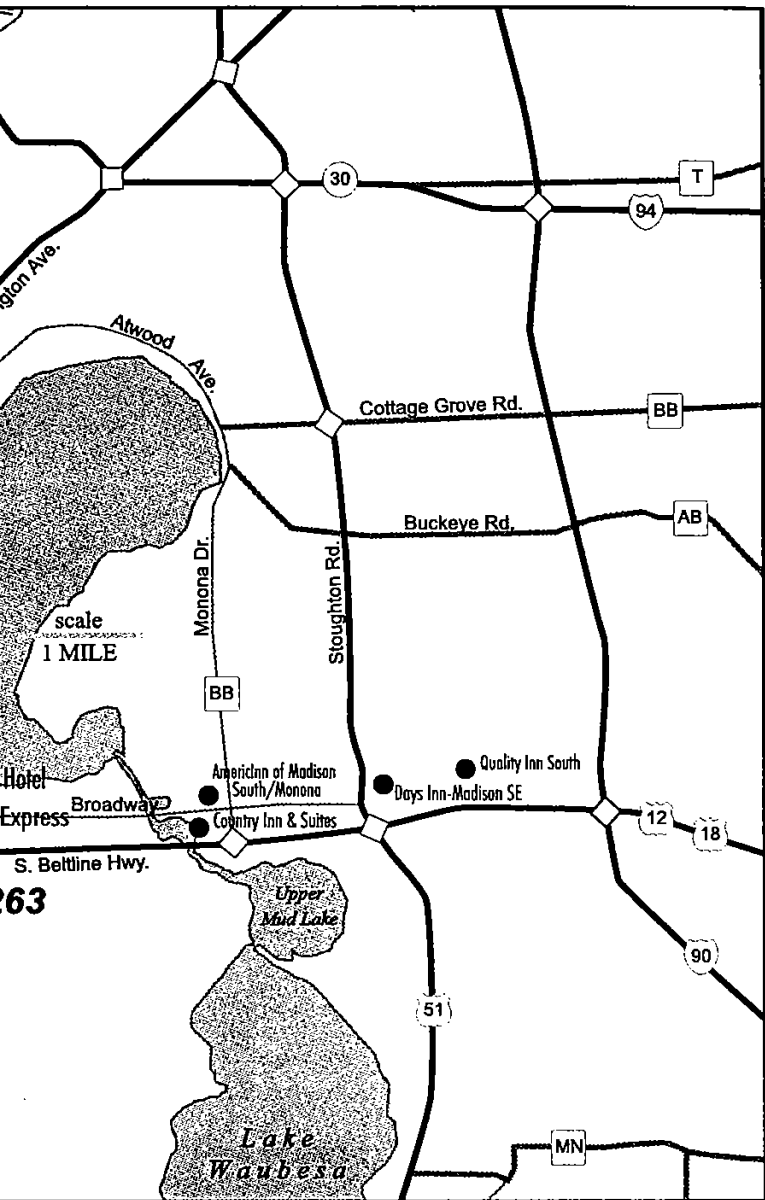
Roger Whitaker

Brooke Woodham



Clarion Suites
 (608) 284-1234
 Connected - Alliant Center

Sheraton Hotel
 (608) 251-2300
 Across from Alliant Center



Super 8 Motel
(608) 258-8882
 2 Miles West of the AEC

AmericInn South
(608) 222-8601
 2 Miles East of the AEC

Alliant Energy Center (AEC)
(608) 267-3976
 Exit 263 From Highway 12 & 18

EXHIBITING MEMBERS

BRIAN ACCOLA

Jan Show

2153 Wealthy SE #313

Grand Rapids MI 49506

Phone: (616) 246-1250 Cell: (616) 304-3807 Fax: (616) 246-1256

Email: brian@bgaccola.com

Lines: Woolrich - Mens, Womens, Lodgewear, Sleepwear, Blankets, Accessories - MI, OH, IN, IL, KY

JULIE BAILEY WEEKS

Jan Show

bailey2weeks

Associate: Mark Weeks

15509 Holdridge Road E

Wayzata MN 55391

Phone: (612) 759-6391 Cell: (612) 965-5509 Fax: (952) 400-8748

Email: julie@bailey2weeks.com

Lines: AVENTURA Clothing & Accessories, ChicoBag, FIG Clothing, Goodhew/Sockwell Socks, Haiku Bags, Krimson Klover, Minus 33, Trust Your Journey

JIM BAKER

Jan & Feb Shows

JB Sports, Inc.

Associate: Kurt Whitney

1455 S County Road 150 W

Brownstown IN 47220

Phone: (812) 358-2723 Cell: (812) 569-1166 Fax: (812) 358-4506

Email: jimbaker@hsonline.net

Lines: Bolle Goggles, Cool Gear, Hot Chillys, Seirus Innovation, Turbine Boardwear

DON BERGESON

Jan Show

Project Sales

Associate: Mike Mendoza

5205 Hodgson Road

Shoreview MN 55126

Phone: (612) 414-8102 Cell: (612) 414-8102 Fax: (651) 464-6838

Email: dbergeson66@gmail.com

Lines: Amplify, Chuck Buddies, Flow, Level Gloves, NXTZ, One Ball Jay

TAMMY BIERK

Jan Show

Outdoor Lifestyles

Associate: Meghan Bohlig

1677 Laurel Avenue

Saint Paul MN 55104

Phone: (612) 802-6856 Fax: (651) 641-4079

Email: tlbierk@msn.com

Lines: Icebreaker Nature Clothing, Lole



WHERE YOU CAN FIND...

FOR YOUR SKI
AND SNOWBOARD
ACCESSORY NEEDS

BeardSki

Edgie Wedgie

Racer Chaser

HookEase

Banana Boat

Ollie's Backside

Kryptonite

Zardoz

KnitWits

Slamdannas

Grabber

Cat Crap

DryGuy

Blistex

Vitamin LipBalm

Dermatone

Yaktrax



Bruce & Michelle Marsh
BRM Representatives
vx 612/724-2039
fx 866/594-7615
•brmreps@aol.com
•michellesmarsh@aol.com
www.brmreps.com

A	ACLI-MATE	GLOVE BUDDY	RACKS - SUNGLASS
	ADVIL	GLOVE LINERS	RAIN PONCHO
	ANKLE DONUTS	GLOVE PROTECTOR	RAXTARS
	ANTI-FOG CLOTHS, LIQUID, SPRA	GLOVES	RETRACTABLE PASS HOLDER
		GOGGLES - SCOTT	REUSABLE SHOPPING BAGS
B	BAGS - SKI/SNOWBOARD	GORE TEX REPAIR KIT	REVERSIBLE RATCHET SCREWDR
	BANANA BOAT SUNCARE	GRABBER WARMERS	REVIVEX
	BANDANNAS	GRANGERS	ROCKY MOUNTAIN SUNCARE
	BANJEES	GRASPEN	
	BASEBALL HATS - EMBROIDER	GRIPONS	S
	BATTERIES		SEX WAX
	BEAR BELL	H	SHELLCAVR
	BEARSKI	HAND WARMERS	SHEN SAVER
	BELTS	HATS - KNIT/FLEECE	SHOE CHAIRS
	BEVERAGE COOLERS	HEADBANDS - NEOPRENE	SHOPPING BAGS
	BIG PACK HAND WARMERS	HELMET COVERS	SHOVELS
	BIG PACK TOE WARMERS	HELMET FRESH	SIGNS
	BLISTEX	HELMET HAIR	SILICONE SPRAY
	BODY WARMERS	HELMET LINERS	SKI BAGS
	BOOT & GLOVE DRYER	HELMETS	SKI BONERS
	BOOT BAG	HOOKEASE	SKI CARRIERS
	BOOT BANANAS	HYDRATION PACKS	SKI GETS
	BOOT CARRIERS		SKI HARNESS
	BOOT GLOVE	I/J	SKI HIKER
	BOOT HEATERS	LD. BADGES	SKI SCRAPER
	BOOT LACES	I-CAT	SKI STRAPS
	BOOT STRAPS	ICE DROPS	SKI TIES
	BOOTS ON BUDDY	ICE SCRAPER	SKI TRAX
	BOTA BAGS	IMODIUM	SKIWOOTYS
	BOTTLE OPENERS	INSOLE WARMERS	SKIS-KIDS
	BUMPER STICKERS	INSOLES	SLAMBANNA
	BURR DOCTOR	INSULATED MUGS	SLIDS
			SNO SEAL
C	CAMERAS	K	SNOW CHUCK
	CAMD CORDZ	KAP STRAPS	SNOWBALLER
	CARBINETS	KEYCHAINS	SNOWBRUSHES
	CARIBBEAN BREEZE	KIDS WRIST GUARDS	SNOWBOARD BAGS
	CAT CRAP	KLEENEX	SNOWBOARD KEVCHAINS
	CHAIRLIFTER	KNITWITS	SNOWBOARD REPAIR PARTS
	CHEEK CHUM	KODAK - CAMERAS	SNOWBOARD SCRAPERS
	CHUMS	KRYPTONITE	SNOWBOARD WALL MOUNT
	CIRCULATOR		SOCK LINERS
	CLEAR EYES	L	SOCKS
	CLOCK-WALL	LANYARDS	STOMP PADS
	COASTERS	LEASHES - SKI & SNOWBOARD	STRAPS
	COFFEE MUGS	LEATHER PROTECTANT	STRAP PAD
	CORK - WAXING	LICENSE FRAMES & PLATES	SUITORS
	COW BELLS	LIGHTERS	SUNGLASSES
	CRAZE HEADS	LIP BALM	SUNSCREEN
	CROAKIES	LITTLE HOTTIES	SURVIVAL WHISTLE
		LOCKS	SUSPENDERS
D	DECALS & STICKERS	LUCCAGE TAGS	
	DERMATONE	M	T/U/V
	DOG TAGS	MAGIC GLOVES	TOE HEATERS
	DRUGSTORE CONVENIENCE	MAGNETS	TOOLS - SNOWBOARD
	DRY & WARM	MEDICINE CENTER	TRACTION DOTS
	DRY CHEEKS	MENTHOLATUM	TRAILER HITCH COVERS
	DRY GUY	MITTEN CLIPS	TRAVEL MUGS
	DRYSTIX	MONSTER GRIPS	TRUKID SUNCARE
		MOTRIN	TUBES
E	EARBAGS	MOUSE PADS	TYLENOL
	EARBANDS - CUSTOM		URGENT-RX
	EARMUFFS	N	VITAMIN WATER-LIP BALM
	EDGE TUNERS	NATURAL ICE	
	EDGE WEDGE	NECK WALLETS	W
	EYEGLOSS CORDS	NECKWARMERS - FLEECE	WATER BOTTLES
	EYEGLOSS REPAIR KITS	NO FOGGIN WAY	WATER REPELLANT
F			WAX - SNOWBOARD
	FABRIC CARE PRODUCT	O/P	WAXING IRON
	FACE MASKS - FLEECE	ODOR AID	WEDGEASE
	FACE MASKS - NEOPRENE	ORNAMENTS	WHISTLES - SAFETY
	FLASHERS	PASS HOLDERS	WINE OPENER
	FLASKS	PASSPORT PASS HOLDER	WIRE COIL LEASH
	FOG TECH	PATCHES	WRIST GUARDS
	FOOT WARMERS (INSOLES)	PINS	WRIST PROTECTORS
	FLUJ-CAMERAS	PLAYING CARDS	WRISTIES
		POST CARDS	
G	G-96	POSTERS	Y/Z
	GATERS	POWDER LEASH	YAKTRAX
	GLASSWARE	POWER STRAPS	ZARDOZ
		P-TEX	ZIPPER PULL THERMOMETERS
		R	
		RACER CHASER	
		RACKS - PIN	

WWW.SAAMERICA.COM

ACTION READY

Ready to rock. Out of the box. The JVC ADIXXION's simple controls, 1.5" LCD display and rubberized skin make it easy to capture Full HD video and photos anytime, anywhere. And with built-in Wi-Fi and smartphone linking, it's just as easy to share.

BEACTIONREADY.COM



QUAD PROOF OUT OF THE BOX

			
WATER 5m	DUST	SHOCK 2m	FREEZE -10°C

Available through:
Tom Blair & Associates
(V) 715-386-9495
(E) tskiboy@aol.com



ADIXXION **JVC**

TOM BLAIR**Jan & Feb Shows**

Tom Blair & Associates

Associates: Gail Lund, Vince Clemens

1450 Heggen Street

Hudson WI 54016

Phone: (715) 386-9495 Cell: (612) 805-2128 Fax: (715) 386-2227

Email: Tskiboy@aol.com

Lines: Atomic Ski Co, Descente/DNA, Eria Freeride Clothing, JVC/ADIXXION CAMERA, Leki, Neve Sweaters, Ripzone Snowboard Clothing, Rocky Mountain Sunscreen, Zero Gloves

BRIAN BLOCK**Jan Show**

Ames Adventure Outfitters

Associates: Vanessa Block, Jon Jugenheimer, Kevin McNally

23790 Glenwood Circle

Adel IA 50003

Phone: (515) 451-3983 Cell: (515) 451-3983 Fax: (800) 895-3003

Email: brian@GOAAO.com Web: www.GOAAO.com

Lines: Beal, Grivel, Liberty Bottleworks, Marmot, Osprey, Scarpa, Sole, Warm Skin, ZEM Gear

ADAM BOVEE**Jan Show**

Bovee LLC

3324 35th Avenue S

Minneapolis MN 55406

Phone: (320) 493-2844 Fax: (651) 286-3145

Email: adambovee@gmail.com

Lines: Pro-Tec, Vans

JILL BREWER**Jan & Feb Shows**

Obermeyer LTD.

5901 St Johns Avenue

Edina MN 55424

Phone: (952) 240-2374

Email: jbrewer@obermeyer.com

Lines: Obermeyer

CHIP CAMILLO**Jan & Feb Shows**

Camillo & Associates

Associate: Ann Camillo

5828 Pembroke Court

Madison WI 53711

Phone: (608) 277-9421 Cell: (608) 770-6374 Fax: (608) 277-9423

Email: chip.camillo@dynastar.net

Web: www.facebook.com/profile.php?id=630880063

Lines: Dale of Norway, Dynastar Skis, Kerma Poles, Lange Ski Boots, Look Bindings, Raceservice Wax, Reichmann Tuning Machines, SporTube Hard Cases, Sun Valley Ski Tools

CHET CISEK**Jan Show**

Wild Moon LLC

Associate: Sven Hoaglund

956 Warner Avenue N

Mahtomedi MN 55115

Phone: (612) 803-8393 Fax: (270) 342-3505

Email: chet@rmi.net

Lines: Eagles Nest Hammocks, EXPED, Gregory Mountain Products, Locally Grown Clothing, Outdoor Research

CHRIS COLEMAN**Jan Show**

Outdoor Products Sales Association

1144 W Lake Street, 301

Oak Park IL 60301

Phone: (708) 948-7537 Cell: (708) 267-4997 Fax: (708) 948-7538

Email: snowfun@ameritech.net

Lines: The North Face - Action Sports

TIM COOK**Jan & Feb Shows**

Cook & Associates

10800 S Central Avenue

Chicago Ridge IL 60415

Phone: (608) 205-9222 Fax: (608) 205-9221

Email: sales@timcooksales.com Web: www.timcooksales.com

Lines: AFRC/Rawik, Bison Designs, Boulder Gear, Carsten's, Crown Cap, Snow Dragons, Swimline, Weber Leather, Wilderness Dreams

DAVE CROSSEN**Jan Show**

Outdoor Product Sales Assoc

Associate: Pam Crossen

4628 County Road A

Oregon WI 53575

Phone: (608) 835-2658 Cell: (608) 217-9589 Fax: (608) 835-2618

Email: dcrossen@opsa.biz

Lines: The North Face Footwear, The North Face Performance Apparel

TYSON DAVIS**Jan Show**

Armada Ski Co

317 Smith Drive

Clayton OH 45315

Cell: (248) 765-8680 Fax: (937) 832-4999

Email: tyson904@yahoo.com

Lines: Armada Skis & Clothing

DAN DEHLIN**Jan & Feb Shows**

Columbia Sportswear

Associate: Steve Schultz

201 E Pittsburgh Avenue Suite B

Milwaukee WI 53204

Phone: (414) 226-0283 Cell: (906) 250-9106 Fax: (503) 350-7129

Email: ddehlin@columbia.com Web: www.columbia.com or www.sorel.com

Lines: Columbia Sportswear Apparel, Outerwear, Footwear, Baselayer, Socks, Accessories, Columbia Sportswear Collegiate & Equipment, Sorel Footwear

JOE DENNE**Jan Show**

Denne Sport Sales

Associate: Kathy Bullard

7777 Palomino Avenue NE

Otsego MN 55330

Phone: (612) 889-5537 Fax: (763) 226-2330

Email: Joe.Denne@dssmw.com

Lines: Canada Goose, Crumpler, OTZ Shoes, TASC

TOM DIEDRICH**Jan Show**

5345 Williston Road

Minnetonka MN 55345

Phone: (612) 669-4552 Fax: (952) 935-0080

Email: Tsdiedrich@comcast.net Web: www.woolrich.com

Lines: Woolrich Blankets, Woolrich Accessories, Woolrich Sportswear, Outerwear (Mens, Womens) MN, WI, IA, ND, SD

BRENDAN DONARUM**Jan Show**

Bern Unlimited

20 Maple Street

Kingston MA 02364

Phone: (781) 582-8125 Cell: (203) 627-2616 Fax: (781) 582-8124

Email: bdonarum@bernunlimited.com Web: www.bernunlimited.com

Lines: Bern Unlimited

BILL EHMKE**Jan & Feb Shows**

Associates: Jane Ehmke, Mason Rickert

5391 Maple Ridge Court

Minnetonka MN 55343

Phone: (952) 936-0272 Fax: (952) 936-0279

Email: billehmke@comcast.net

Lines: Elan Skis, Hotronics, POC Helmets, Spyder Skiwear Wintersteiger

GREG FUGATE**Jan Show**

3002 Richmond
Clarkston MI 48348
Phone: (248) 705-0396 Fax: (248) 920-0308
Email: frenchmerlis@mac.com

Lines: Gnu Snowboards & Bindings, Libtech Snowboards & Skateboards, Roxy Snowboards & Bindings

BILL GANGE**Jan & Feb Shows**

Skyline Sales & Consulting

416 Saint Paul Avenue
Duluth MN 55803
Phone: (218) 349-3942 Fax: (218) 722-5290
Email: skylinesales1@gmail.com

Lines: Hydro Flask, KAVU, Pistil Designs, Powertraveller, Summit Distribution

ROB GARRETT**Feb Show**

The Foundry
Associate: Jared Ehlers
422 Lake Bluff Lane
Grafton WI 53024
Phone: (262) 387-0442 Cell: (262) 993-0409 Fax: (815) 377-2630
Email: rgarrett@wi.rr.com

Lines: Smith Optics, Forecast, Sun Cloud

MARI GAYDOS-SMITH**Jan Show**

6900 Stonewood Court
Eden Prairie MN 55346
Phone: (952) 934-1934 Fax: (952) 906-2904
Email: mari.gaydos.smith@wwwinc.com

Lines: Merrell Footwear - MN, ND, SD

MASTON GEDKO**Jan Show**

Crackerjack Sales

820 Emerson Street
Madison WI 53715
Phone: (608) 212-7433 Cell: (608) 212-7433
Email: maston72@hotmail.com

Lines: Common Appeal, Monument Snowboards

DAVE GELLATLY**Jan & Feb Shows**

Northwind Sales & Marketing

Associate: Cory Andraschko

PO Box 145

Ashland WI 54806

Phone: (715) 682-4483 Cell: (715) 209-0784 Fax: (715) 682-0394

Email: dave@northwindsales.com

Lines: Buff Headwear, Chums/Beyond Coastal, Optic Nerve, Redington, Stormy Kromer

PAUL GERTEN**Jan & Feb Shows**

Gerten Outdoors

Associate: Charlie Anderson, ph 406-544-5897

15935 Highwood Drive

Minnetonka MN 55345

Phone: (651) 485-7087 Fax: (952) 935-5610

Email: gertenoutdoors@yahoo.com

Lines: Alpina Sports USA, Asolo USA, Double Diamond Sportswear, Lowe Alpine, Nemo Equipment, Ski Logik, Snow Peak, WSI

MARK GIACOMINO**Jan Show**

Wolverine Worldwide

665 Aspen Avenue

Verona WI 53593

Phone: (608) 845-8794 Fax: (608) 845-3394

Email: mark.giacomino@wwwinc.com

Lines: Merrell Footwear - WI

ADAM GUILLE**Jan & Feb Shows**

Project Playground

Associate: Jessica Ellinghuysen

11632 Prospect Curve

Woodbury MN 55129

Phone: (651) 528-6886 Fax: (651) 528-6887

Email: Adam.Guile@amersports.com

Lines: Salomon Apparel, Salomon Footwear

CHRIS GUTMANN**Jan & Feb Shows**

Scott Sports USA

315 8th Street NW

Milaca MN 56353

Phone: (970) 819-0832 Cell: (970) 819-0832

Email: cgutmann@scottusa.com Web: www.scott-sports.com

Lines: Scott Sports USA; Winter Hardgoods, Footwear and Summer Running

JON HANSON**Jan Show**

Mountain Hardwear

Associates: Pete Witucki, Jen Pedersen

7401 Somerset

Saint Louis MO 63105

Phone: (314) 581-0479 Cell: (314) 581-0479

Email: jhanson@mountainhardwear.com Web: www.mountainhardwear.com

Lines: Montrail, Mountain Hardwear

LARRY D HANSON**Jan & Feb Shows**

Adventure Sport Marketing

Associate: Tim Harwood's ph 847-722-1619

3960 Latoka View Lane SW

Alexandria MN 56308

Phone: (320) 762-2229 Cell: (612) 669-5594 Fax: (320) 762-1772

Email: LarryDHanson@embarqmail.com Web: www.adventuresportmarketing.com

Lines: Byer of Maine, Eagle Creek, Jetboil Personal Cooking Systems, Princeton Tec, Red Feather Snowshoes, Stanley, Steri Pen, Sunday Afternoons, Suunto Compass, Suunto Wrist Top Computers

PETER HARVIEUX**Jan Show**

5605 45th Avenue S

Minneapolis MN 55417

Phone: (612) 490-3904 Cell: (612) 490-3904 Fax: (612) 573-6566

Email: theipproject@yahoo.com Web: www.theinteriorplainproject.com

Lines: Ashbury Eyewear, Holden Outerwear, Howl, Neff Headwear, Poler Stuff, Praxis Footwear, Remind Insoles, The Interior Plain Project

CHAD (MOOSE) HENDRIKS**Jan Show**

Associates: Mike Oelkers, Ryan (Old School) Soroko

314 W Church Street

Harrisburg IL 62946

Phone: (605) 359-0997 Fax: (618) 252-5010

Email: Misfitmoose@aol.com

Lines: 5150 Snowboards, Cappel, Dakine, ION Camera, Naish SUP, Rainbow Sandals, Ride Snowboards

MATT HOFFMAN**Jan Show**

Midwest Represent

Associates: Jayson Henderson, Keith Lipski, Sara Nelson

1322 N Cleaver

Chicago IL 60642

Phone: (616) 581-9481 Cell: (616) 581-9481 Fax: (305) 574-2409

Email: matt@midwestrepresent.com

Lines: Anon Optics, Burton Snowboards

SUN  DAY[®]

AFTERNOONS

Performance Headwear and Apparel. Rain or Shine.



NEW FOR 2013
— AT —
MWSRA



ADVENTURE SPORT MARKETING

Integrity · Vision · Perseverance

Stop by Adventure Sport Marketing's booth and talk to Larry Hanson or Tim Harwood. Email LarryDHanson@adventuresportmarketing.com for an appointment or call 320-762-2229.

JAMES HOLTON**Jan & Feb Shows**

The Holton Sales Group, Ltd.

Associates: Cindy Holton, Gary Gray 414-520-5414, Leigh Miles 773-308-6935,

Allison DeRoma 763-360-6180

210 W Michigan Street Suite 250

Duluth MN 55802

Phone: (218) 525-9229 Cell: (612) 868-3336 Fax: (218) 525-9339

Email: jim@holtonsalesgroup.com Web: www.holtonsalesgroup.com

Lines: Chaco Footwear, Lilypond, PROBAR, SmartWool Socks & Apparel, Tilley Endurables, Vibram FiveFingers

JOHN HORSNELL**Jan & Feb Shows**

589 Garfield Avenue

Evansville WI 53536

Phone: (608) 882-1238 Cell: (608) 206-9242 Fax: (888) 255-1531

Email: john.horsnell@gmail.com

Lines: Bridgedale Socks, Garmont, Hyalite, Kokatat, Life Link, Movement Skis

NIK JACOBSON**Jan Show**

1356 Osauka Road NE

Sauk Rapids MN 56379

Phone: (320) 266-4527 Cell: (320) 266-4527 Fax: (320) 217-5890

Email: njoakley1@gmail.com

Lines: Jones Snowboards, Now Bindings, Oakley Dakotas, Slash Snowboards, Yes Snowboards MN, ND, SD

MIKE JOHNSEN**Jan Show**

Johnsen Enterprises LLC

Associate: Dustin Johnsen

402 Broadway

Baraboo WI 53913

Phone: (608) 347-0887 Fax: (608) 356-2124

Email: mikej5150@hotmail.com

Lines: Jones Snowboards, Now, O'Neill Outerwear, Slash Snowboards, Yes IA, IL, IN, MI, MO, OH, WI

KEVIN JOHNSON**Feb Show**

1930 Oakview Lane N

Plymouth MN 55441

Phone: (262) 707-7095 Cell: (262) 707-7095

Email: kevinj@bjorndaehlienortham.com

Lines: Bjorn Daehlie

MATT JOHNSTON**Jan Show**

Bodhi Agency
Associates: Asher Sassounes, Melissa Richter
1311 Violet Lane
Batavia IL 60510
Phone: (619) 851-5000
Email: matt@Bodhiagency.com
Lines: Ambler Hats, Ibex, PrAna, Westcomb

FRANK KAPILLA**Feb Show**

Variable Designs

3600 Kingsway Drive
Highland MI 48356
Phone: (248) 887-5862 Cell: (248) 388-2855 Fax: (248) 887-3076
Email: skikap@msn.com
Lines: Betty Rides Snowboard Apparel, Red Feather Snowshoes - (UP of MI),
Regina Boots

BILL KAPLAN**Jan & Feb Shows**

BP Associates
Associates: Emily Rach, Jeff Reimann, Pat Padden, Jim Daley
850 Cromwell Avenue
Saint Paul MN 55114
Phone: (651) 917-8100 Cell: (612) 940-6292 Fax: (651) 917-8108
Email: billk@bpassociates.com Web: www.bpassociates.com
Lines: Adidas Outdoor, Cascade Designs, Chaos Headwear, LifeStrength, Light
and Motion, MSR, Terramar, Yakima

NICK KARELS**Jan Show**

Industry Sales, Inc.
Associates: Jon Macho, Matthew Ratliff
7020 236 Street E
Lakeville MN 55044
Phone: (952) 461-4218 Fax: (952) 461-4219
Email: nick@industrysalesinc.com
Lines: AWSM, Beats By Dr. Dre, DC Shoes, Monster Headphones, Saxx
Underwear, Spy Optics

TROY KATTREH**Jan Show**

The Ascentials
Associate: Pam Schwarzbach
3741 Hillcrest Drive
Madison WI 53705
Phone: (608) 236-2888 Cell: (608) 772-2888 Fax: (866) 852-7734
Email: office@theascentials.com Web: www.theascentials.com
Lines: Arc'teryx, ExOfficio, Granger's, Horny Toad, ICEtrekkers, Little Hotties,
Nau, Yaktrax

EMMET KLOCKER**Jan Show**

Shelter Sales

Associate: Andy Conrad

71 3rd Street NE

Waite Park MN 56387

Phone: (320) 229-2140 Cell: (320) 267-7830 Fax: (320) 217-5140

Email: emmet@sheltersalesco.com

Lines: Capita Snowboards, Celtek Gloves, Coal Headwear, Electric Visual Eyewear, Union Bindings, Volcom Boardwear

MICHAEL KLUESNER**Jan & Feb Shows**

MNK Outdoor, Inc.

Associate: Nancy Kluesner

13260 51st Street N

Stillwater MN 55082

Phone: (651) 430-2171 Fax: (651) 430-2228

Email: mkluesner@gmail.com

Lines: Acorn Products

CHRISTIE KNAPP**Feb Show**

Herland Group LLC

PO Box 108

Viroqua WI 54665

Phone: (224) 678-4831 Cell: (224) 678-4831 Fax: (866) 679-1986

Email: cknapp4@me.com Web: www.herlandgroup.com

Lines: CEP Compression Sportswear, Drymax Socks, Hickory Brands, Illuminite, Lola Getts, Nutcase Helmets, PoCampo, Shebeest, Skirt Sports

MEGAN KRESS**Jan Show**

Northstar Outdoor

535 Glenwood Street

Duluth MN 55803

Phone: (218) 340-4911 Cell: (218) 340-4911 Fax: (866) 844-0571

Email: megan@northstaroutdoor.com Web: www.northstaroutdoor.com

Lines: Hinano Tahiti, Kialoa Paddles, Merrell Apparel, Silverwaves Jewelry

GARY LADD**Feb Show**

Rossignol

633 Reed Road

Three Lakes WI 54562

Phone: (715) 546-2812 Cell: (715) 617-2130 Fax: (715) 546-8199

Email: gary.ladd@rossignol.com

Lines: Briko/Maplus Ski Wax, Montana Sport North America, Rossignol Alpine Ski Equipment, Rossignol Nordic Ski Equipment

SCOTT LADWIG**Jan Show**

The Empire Collective

Associate: Corrie McNeil

1710 Sachtjen Street

Madison WI 53704

Phone: (608) 243-1453 Cell: (262) 424-6395

Email: theempireco@gmail.com

Lines: 686 Outerwear, Paul Frank Snow, StepChild Snowboards

CATE LAMKIN**Jan & Feb Shows**

Cate Lamkin & Associates

422 Lake Bluff Lane

Grafton WI 53024

Phone: (262) 993-9594 Cell: (262) 993-9594 Fax: (815) 377-2625

Email: catelamkin@wi.rr.com

Lines: Capix, M3, Sunice

KARI LAWLER**Jan & Feb Shows**

Scott USA - Softgoods

137 Northlawn Street

East Lansing MI 48823

Phone: (231) 631-3792 Fax: (517) 203-5153

Email: klawler@scottusa.com

Lines: Scott Sports USA Softgoods - Apparel, Gloves & Socks

RICK LEIER**Jan Show**

Fitzpatrick, Leier & Associates

7771 Lake Drive, Suite 2

Lino Lakes MN 55014

Phone: (763) 783-7338 Cell: (612) 308-1302 Fax: (763) 783-1106

Email: RTL71@aol.com

Lines: Injinji, inov-8, PowerSox, Pyour, Sigvaris, Snow Angel, Spibelt

PETER LEUGERS**Jan & Feb Shows**

RP Active Sports

Associates: John Sherwin, Chris Newlin, Cody Prudoehl, Dan Copeland

3508 Harriet Avenue S

Minneapolis MN 55408

Phone: (612) 865-0636 Fax: (612) 465-4490

Email: peter@rpactivesports.com

Lines: AirBlaster, Banjo Brothers, Banshee Bungee, Bell Helmets, Blackburn, Chrome Bags & Shoes, Craft, FogShield, Go Pro Cameras, GV, Nitro L1, Northwave/Drake, Sessions, Space Craft, Tifosi, U Clear

MICHAEL A. LILLY
Great Lakes Sports Marketing

Feb Show

5773 Dawley Drive
Fitchburg WI 53711
Phone: (608) 661-0512 Fax: (608) 661-0517
Email: mike.lilly@att.net

Lines: Fox River Mills, Hope Hoisery, John Deere Belts and Wallets, John Deere Socks, John Deere Sportswear

HANS LINNA
The Hanson Group

Jan Show

606 S Third Street
Marquette MI 49855
Phone: (906) 250-9782 Cell: (906) 250-9782 Fax: (952) 946-1502
Email: hlinna@hansongroup.net

Lines: 32 North, Darn Tough Vermont, Hammer Nutrition, Katadyn, Vasque

JEFF LUDWIGSON
Ludwigson & Associates

Jan & Feb Shows

469 Lake Street
Birchwood MN 55110
Phone: (612) 819-1127 Fax: (651) 332-7551
Email: jeludwi@comcast.net

Lines: Athalon Bags, Dry Guy Boot & Glove Dryers, Dalbello Ski Boots, Marker Bindings, Helmets, Goggles & Luggage, Volkl Skis & Snowboards, Volkl Skiwear

MIKE LUNDEEN

Feb Show

818 N Hamilton Street
Saint Croix Falls WI 54024
Phone: (715) 371-0290 Fax: (952) 400-3236
Email: mike@tokous.com

Lines: Bellwether, Northern Lites Snowshoes, Profile Design, Swagman, TOKO

BRUCE MARSH
BRM Representatives
Associate: Michelle Marsh
3721 47th Avenue S
Minneapolis MN 55406-2914

Jan & Feb Shows

Phone: (612) 724-2039 Fax: (866) 594-7615
Email: brmreps@aol.com Web: www.brmreps.com

Lines: Carve Designs, Fera Skiwear, Grandoe Gloves, Lowa Boots LLC, Meister Sweaters, Mountainsmith, Overland Equipment, Screamer Hats, Sports Accessories/America, Superfeet Worldwide LLC, Tubbs Snowshoes

SCREAMER[®]

**FASHIONABLE, DURABLE, AND FUN
HEADWEAR**



**CONTACT
BRUCE MARSH
BRM REPRESENTATIVES**

**612.724.2039
BRMREPS@AOL.COM**

JUSTIN MINNICH

Apex Ski Boots

Feb Show

8080 County Road 50

Rockford MN 55373

Phone: (612) 309-9846 Cell: (612) 309-9846

Email: justin@apexskiiboots.com Web: www.apexskiiboots.com

Lines: Apex Ski Boots

TORRY MOORE**Feb Show**

1633 Gilmore Avenue

Winona MN 55987

Phone: (507) 474-5713 Cell: (507) 261-2407 Fax: (507) 474-1915

Email: torrym@hbc.com

Lines: Big Agnes, Doyle SUP, Granite Gear, Wenonah Canoe, Yak Grips

TERRY MULLINS**Jan & Feb Shows**

Mullins Outdoors

13920 Fernando Avenue

Apple Valley MN 55124

Phone: (952) 432-6074 Cell: (320) 339-6313

Email: termullins@aol.com

Lines: Bergans of Norway

WILLIAM NELLIGAN**Jan Show**

Nelligan Marketing Group Inc.

4003 W Freistadt Road

Mequon WI 53092

Phone: (262) 238-8885 Fax: (262) 238-8895

Email: wnelligan@wi.rr.com

Lines: Alegria, Baffin, Slippers International, Taos, Toe Warmers

DOUG NELSON**Jan & Feb Shows**

Doug Nelson & Associates, Inc.

Associates: T.J. Barnes, Cindy Davenport

308 Stoneheath End

Cottage Grove WI 53527

Phone: (608) 239-8935 Fax: (608) 839-5127

Email: dougnelson.sockman@gmail.com

Lines: Bogs Footwear, Buck Knives, Hotfingers Gloves, Jupa (Children's Skiwear), Klean Kanteen, Native Eyewear, PolarMAX, Rafters Footwear, Sperry Topsider Footwear, Sport Hill, Swany Gloves, Wigwam Mills, Woolrich Footwear

REACH FOR MORE

THIS GLOVE GOES THE DISTANCE WITH YOU



SWANY
SWANYAMERICA.COM

THE SX-72 X-PLODE
LEATHER
HEAT REFLECTIVE TRI-PLEX INSULATION
WATERPROOF
AQUAGUARD LOCK DOWN ZIPPER
SAFETY LEASH

TIM NELSON

Jan & Feb Shows

Nelson Associates, Inc.

Associates: Jean Nelson, Caroline Nelson

1601 Wexford Way

Woodbury MN 55125

Phone: (612) 810-2479 Cell: (612) 810-2479 Fax: (413) 541-8144

Email: nelsonco@comcast.net

Lines: Ansai Mobile Warming, F-UR Headwear, Hestra Gloves, Incrediwear Performance/Recovery Apparel, Marker Apparel, Sloggers Footwear, Turtle Fur Co.

MIKE NEVILLE

Jan Show

Associate: Brad Steuer

2262 Hopf Lane

DePere WI 54115

Phone: (920) 330-0114 Fax: (920) 330-0128

Email: nevilles @new.rr.com

Lines: 32 Snowboard Boots, Emerica, Etnies, Under Armour

FITS[®]
sock co.

**Official Sock of the
Central Cross Country
Ski Association**



Sponsor of the Elite Sprints[®]

SEE US AT THE BIRKIE EXPO!

David Olson • 612-801-3457

DavidOlson@fitssock.com

www.fitssock.com

DAVID OLSON**Jan & Feb Shows**

Vision Merchandising Inc.

Associate: Mike Krejcarek

4523 Heritage Hills Circle

Bloomington MN 55437

Phone: (612) 801-3457 Cell: (612) 801-3457 Fax: (877) 320-2792

Email: davidolsonfits@gmail.com, Email: davidolson@fitssock.com

Web: www.fitssock.com

Lines: FITS Sock Co.

NICHOLAS PACHMAYER**Jan & Feb Shows**

NJP & Associates

Associate: Wenda Danduran's ph 952-457-6636

5655 Star Circle

Shorewood MN 55331

Phone: (952) 926-5000 Cell: (612) 868-8688 Fax: (952) 926-8000

Email: npachmayer@aol.com, Email: npachmayer@nordicausa.com

Web: www.njpandassociates.com

Lines: Eurosock, Kombi Gloves, Knitwear, Headwear - IA, MN, WI, UP-MI, N&SD, Lazer Ski Helmets, Mountain Khakis, Nordica Skis, Boots, Accessories, Orange Clothing, Select Sport Bags

TIM PARKER**Jan & Feb Shows**

Associate: Chris Thomas

8301 31st Avenue North

Crystal MN 55427

Phone: (763) 535-8260 Cell: (612) 308-1388 Fax: (763) 535-8511

Email: tim.parker@rossignol.com

Lines: Giro Snow, Montana Sport NA, Rossignol Alpine Ski Equipment, Rossignol Apparel, Rossignol Nordic Ski Equipment, Rossignol Snowboards, Boots, Bindings

CAREY PEACOCK**Jan Show**

Associate: Jessica Huseboe

1920 Dupont Avenue S

Minneapolis MN 55403

Cell: (574) 339-5229 Fax: (631) 850-5346

Email: careyspeacock@gmail.com

Lines: Gramicci, Roxy/Quiksilver Snow, Quiksilver Mountain Division, Teva Footwear

NATE PERRY**Jan Show**

Born Footwear

4905 Wakonda Drive

Norwalk IA 50211

Phone: (203) 921-8115 Fax: (319) 538-0392

Email: perry@hhbrown.com Web: www.bornshoes.com

Lines: Born Crown Footwear, Born Footwear

KENNETH PORTEN

Voyageur Sales

Feb Show

PO Box 120462

New Brighton MN 55112

Phone: (651) 639-1380 Cell: (651) 470-9939 Fax: (651) 639-8414

Email: k.porten@usjet.net

Lines: Crazy Creek, GSI Outdoors, Lewis & Clark, Lost Horizons, Rome Industries

FRANK RORVICK

Rorvick Agency

Associate: Linda Rorvick

PO Box 251

Hudson WI 54016

Phone: (715) 377-8274 Cell: (715) 377-8274 Fax: (715) 377-8275

Email: frorvick@spacestar.net

Lines: Borne, Fly Shacker, Gordini Gloves & Goggles, Liquid Boardwear, Mental Headgear, PlumFlower, Trespass

Jan & Feb Shows

THE ART OF CATCHING COLD AND STAYING WARM

NEED WE SAY MORE **hotfingers**



SANDRA ROWE**Jan & Feb Shows**

Buy Design! Sales Group LLC

Associates: Joe Horan, Lynn Rowe, Tanner Rowe, Scott Warmus

N2315 Foster Road N

Oostburg WI 53070

Phone: (800) 564-7158 Cell: (920) 564-2993 Fax: (920) 564-2910

Email: lynn@buydesignsalesgroup.com

Lines: EK accessories, Geigerrig, Keen Footwear, Socks & Bags, Manzella
Gloves, Peppers Eyewear, Ski Bones, Storm Creek Apparel

STEVE SCHERCK**Jan Show**

1684 Lakeshore Drive

Menasha WI 54952

Phone: (920) 205-8129 Fax: (866) 402-3481

Email: midwestreps@gmail.com

Lines: Fox Bike, Fox Clothing (Mens, Boys, Jrs.), Fox Snow, Redbull Clothing, Sol
Republic

JOHN SCHMOOCK**Jan & Feb Shows**

Schmokin' Sports LLC

Associate: Brian Reichel

2340 Interlachen Drive

Stillwater MN 55082

Phone: (651) 439-3255 Cell: (612) 850-0628 Fax: (651) 439-3273

Email: Johnschmoock@gmail.com

Lines: Exquisite Base Layer, Full Tilt Ski Boots, K2 Alpine Skis, Poles, Helmets,
K2 Goggles, K2 Packs & Bags, K2 Ski Boots, K2 Snowboards, Line Skis, Morrow
Snowboards, Slick Willy's Banana Wax

CARLOS SERRANO**Jan & Feb Shows**

Cushe Footwear - Wolverine Worldwide

445 East Ohio Street

Chicago IL 60611

Phone: (206) 200-4176 Cell: (206) 200-4176 Fax: (800) 852-9258

Email: carlos.serrano@wwwinc.com Web: www.cushe.com

Lines: Cushe Footwear

ANDY SHAPIN**Jan & Feb Shows**

JSC

Associate: Jerry Shapin

PO Box 5108

Buffalo Grove IL 60089

Phone: (847) 459-6778 Cell: (847) 514-5195 Fax: (847) 464-8062

Email: andy@jsc-inc.com

Lines: 180's Innovative Performance Wear, Icebox Knitting, KUHL Clothing

DANIEL SHERIDAN**Feb Show**

Wagner/Sheridan Marketing

Associate: Lisa Sheridan

8279 N 35th Street

Richland MI 49083

Phone: (269) 629-0061 Cell: (269) 203-6631 Fax: (269) 629-0062

Email: d.sheridan7053@sbcglobal.net

Lines: Bula Headwear - MI, WI, MN, KS, N&SD, Kombi Gloves, Knitwear - IL

PAT SIPE**Jan & Feb Shows**

6266 Fernbrook Lane N

Maple Grove MN 55311

Phone: (763) 550-0277 Cell: (612) 867-0172 Fax: (763) 550-0277

Email: psipe1@comcast.net

Lines: Blizzard Skis & Accessories, Helly Hansen, Tecnica Moon Boots, Winter Footwear & Outdoor Footwear, Tecnica Ski Boots & Accessories

KEVIN STREETER**Jan & Feb Shows**

Streeter Design, Inc.

41 Naniboujou Trail

Grand Marais MN 55604

Phone: (218) 475-2580 Cell: (218) 370-2088 Fax: (218) 475-2588

Email: kevin@kevinstreeter.com

Lines: BÜBI Bottles, Deuter USA, Point 6, Rab, Timbuk 2

JANIE SWANSON**Jan Show**

JR Sales, Inc.

Associate: Gina Hall

29 Summit View

North Oaks MN 55127

Phone: (651) 483-2635 Cell: (612) 867-0561 Fax: (866) 596-4112

Email: janieswan@aol.com

Lines: Eisbar Austrian Headwear, Elan Blanc, Escape Sportif, Glass America, Gorski LTD, Pea Pack Mittens, Sauce Headwear, SKEA of Vail, Storm Creek Apparel, TGT Stickers

JON THEIS**Feb Show**

Associate: Heidi Theis

PO Box 107

Ixonia WI 53036

Phone: (920) 474-4872 Fax: (920) 474-7615

Email: teamjt@earthlink.net

Lines: Dermatone Skin Protection, Fischer Skis US, Phenix Ski Apparel, Shred Goggles & Helmets, Ski Sundries, Slytech Sports Protection, Swenor Roller Skis, Swix Apparel, Swix Sport USA

Need More Cowbell?



**CARVE
DESIGNS**



**FERA
MEISTER**

grandoe

LOWA

Handcrafted in Europe



**OverLand
EQUIPMENT**
SINCE 1981



SUPERfeet
THE PREMIUM INSOLE



TUBBS
SNOWSHOES



Fever?
Prescription:
**More
Cowbell!**



Bruce & Michelle Marsh
BRM Representatives
vx 612/724-2039
fx 866/594-7615
•brmreps@aol.com
•michellesmarsh@aol.com
www.brmreps.com

SHAWN THIELE

American Rec

Jan Show

312 N Carpenter Street #302

Chicago IL 60607

Phone: (312) 725-3310 Fax: (303) 262-3342

Email: shawn.thiele@americanrec.com Web: www.americanrec.com

Lines: Kelty, Sierra Designs, Slumberjack, Ultimate Direction, Wenzel

RICK TICE**Jan & Feb Shows**

Associate: Judi Tice

15505 Morraine Way

Eden Prairie MN 55347

Phone: (612) 237-8965 Cell: (612) 237-8965 Fax: (952) 931-0511

Email: jtice027@aol.com

Lines: White Sierra

SHANNON TURNER**Jan Show**

PO Box 45

Kilbourne OH 43032

Phone: (614) 530-6054 Cell: (614) 530-6054 Fax: (740) 524-6016

Email: ridetheflow@hotmail.com

Lines: Beaver Wax, Candy Grind, Celsius, Dye Snow, Glide SUP, INI Cooperative, Nomis, Smokin Snowboards, TechNine

JOHN ULVILDEN**Jan Show**

Maelstrom Sports

5555 Polo Ridge Street

Waunakee WI 53597

Phone: (608) 209-0239 Fax: (608) 849-7358

Email: ulvilden@aol.com

Lines: Biofeet, Go Lite Footwear, Haflinger, Wolky

LAUREN VAN PROOSDY**Jan Show**

25313 W Glen Oaks Lane

Shorewood IL 60404

Phone: (608) 469-8396 Fax: (630) 364-5878

Email: lauren.vanproosdy@wwwinc.com

Lines: Merrell Outdoor Footwear - IL, IA

JAMES WALTHOUR

Jan Show

J. V. Walthour Associates
Associate: Judy Walthour
1515 Waldorth Court
Wheaton IL 60189
Phone: (630) 240-7209 Fax: (866) 453-1061
Email: jwalthour@earthlink.net
Lines: Royal Robbins, True Grit

TIM WEBSTER

Feb Show

T&D Sales

7651 N Conway Road
Alanson MI 49706
Phone: (231) 881-4044 Fax: (231) 347-0658
Email: webspewer@yahoo.com
Lines: CoPilot Ski Trainer, EC3D Compression Wear, Snowjam Snowboards, Spice, Zuma

REDFEATHER
SNOWSHOES

The American Snowshoe Legend

Represented by:

Get With Red.
Watch your sales and profit climb.

ADVENTURE SPORT MARKETING
Integrity • Vision • Perseverance

Larry Hanson And Tim Harwood: (320) 762- 2229



**RED
LEDGE™**

*Your local year-round
outerwear provider.*



WWW.REDLIDGEOUTERWEAR.COM

WSR Marketing Inc.

John Wilkins

Email: wsmark1@aol.com

20560 Huntington Way
Prior Lake, MN 55372

Phone: (952) 440-5097

Fax: (952) 440-6291

MN, IA, IL, ND, SD, WI

BRAD J. WEIDT**Feb Show**

S.S.R. Inc.

Associate: Tony Reding

508 Bucher Avenue

Shoreview MN 55126

Phone: (651) 481-8700 Cell: (612) 963-1539 Fax: (651) 305-1108

Email: bradweidt@msn.com

Lines: Empire Attire, Goode Ski Poles, Head Wintersports

ROGER WHITAKER**Jan Show**

Ramjet Sports Group

Associate: Barbara Whitaker, barbara.whitaker@aol.com

17386 Ionia Path

Lakeville MN 55044

Phone: (651) 346-8380 Cell: (949) 633-8386

Email: roger.whitaker@aol.com

Lines: Karbon

JOHN WILKINS**Jan & Feb Shows**

WSR Marketing, Inc.

20560 Huntington Way

Prior Lake MN 55372

Phone: (952) 440-5097 Cell: (612) 670-2848 Fax: (952) 440-6291

Email: wsrmark1@aol.com Web: www.wsrmarketing@gmail.com

Lines: Artesania, Inc., Dakota Watch Co., JGS Outfitters, Kenyon Consumer Products, Life Line, Red Ledge, Sherpa Adventure Gear

MARK WILLIAMS**Jan Show**

Prestige Worldwide Sales

Associate: Bill Adams

401 South Fork Drive

Hudson WI 54016

Phone: (612) 309-9165 Fax: (715) 377-0316

Email: wisnobrdr@hotmail.com Web: www.prestigeworldwidesales.com

Lines: Contour Cameras, Dragon Optics, Dwindle, FK/SKS Tools, Flux Bindings Globe, Grenade Gloves, Signal Snowboards

HENRY WISNEWSKI**Feb Show**

4040 Virginia Avenue

Shoreview MN 55126

Phone: (651) 415-9952 Cell: (651) 315-6112 Fax: (651) 415-9952

Email: h.p.wisnewski@q.com

Lines: Atomic XC Skis, Lill Sport XC Gloves/Mitts, Star Wax

BROOKE WOODHAM

Brooke Woodham

Jan Show

314 E 17th Street

Chicago IL 60616

Phone: (312) 265-1286 Cell: (312) 493-7349

Email: midwestoutdoorrep@gmail.com

Lines: Hari Mari, MeCo DESIGNS, Sperry Top-Sider Accessories

PETER ZELLER

Salomon

Jan & Feb Shows

1784 Camarillo Court

De Pere WI 54115

Phone: (920) 339-3216 Fax: (920) 339-0453

Email: pete.zeller@salomon.com

Lines: Bonfire Snowboard Clothing, Salomon Head Rep for Alpine, Nordic, Snowboards



**MWSRA Thanks All Advertisers
And Sponsors For Their Support!**

INDEX OF LINES ON DISPLAY

COMPANY	REP	COMPANY	REP
180s Innov.	Shapin	Beats By Dr.	Karels
Perform. Wr.		Dre	
32 North	Linna	Beaver Wax	Turner
32 Snowboard	Neville	Bell Helmets	Leugers
Boots		Bellwether	Lundeen
5150	Hendriks		
Snowboards		Bergans of	Mullins
686 Outerwear	Ladwig	Norway	
A		Bern Unlimited	Donarum
Acorn Products	Kluesner	Betty Rides	Kapilla
Adidas Outdoor	Kaplan	Snowboard	
AFRC/Rawik	Cook	Apparel	
AirBlaster	Leugers	Big Agnes	Moore
Alegria	Nelligan	Biofeet	Ulvilden
Alpina Sports	Gerten	Bison Designs	Cook
Ambler Hats	Johnston	Bjorn Daehlie	Johnson
Amplify	Bergeson	Blackburn	Leugers
Anon Optics	Hoffman	Blizzard Skis &	Sipe
Ansai Mobile	Nelson, T	Accessories	
Warming		Bogs Footwear	Nelson, D
Apex Ski Boots	Minnich	Bolle Goggles	Baker
Arc'teryx	Kattreh	Bonfire	Zeller
Armada Skis &	Davis	Snowbrd.	
Clothing		Clothing	
Artesania, Inc.	Wilkins	Born Crown	Perry
Ashbury	Harvieux	Footwear	
Eyewear		Born Footwear	Perry
Asolo USA	Gerten	Borne	Rorvick
Athalon	Ludwigson	Boulder Gear	Cook
Bags		Bridgedale	Horsnell
Atomic Ski Co	Blair	Socks	
Atomic XC Skis	Wisnewski	Briko/Maplus	Ladd
Aventura	Bailey	Ski Wax	
Clothing &	Weeks	BÜBI Bottles	Streeter
Accessories		Buck Knives	Nelson, D
AWSM	Karels	Buff Headwear	Gellatly
B		Bula	Sheridan
Baffin	Nelligan	Headwear-MI,	
Banjo Bros	Leugers	WI, MN, KS,	
Banshee	Leugers	ND, SD	
Bungee		Burton	Hoffman
Beal	Block	Snowboards	
		Byer of Maine	Hanson, L

COMPANY	REP	COMPANY	REP
C		D	
Canada Goose	Denne	Dakine	Hendriks
Candy Grind	Turner	Dakota Watch	Wilkins
Capita	Klocker	Dale of Norway	Camillo
Snowboards		Dalbello Ski	Ludwigson
Capix	Lamkin	Boots	
Cappel	Hendriks	Darn Tough	Linna
Carsten's	Cook	Vermont	
Carve Designs	Marsh	DC Shoes	Karels
Cascade	Kaplan	Dermatone	Theis
Designs		Skin Protec	
Celsius	Turner	Descente/DNA	Blair
Celtek Gloves	Klocker	Deuter USA	Streeter
CEP	Knapp	Double Diamond	Gerten
Compression		Sportswear	
Sportwear		Doyle SUP	Moore
Chaco	Holton	Dragon Optics	Williams
Footwear		Dry Guy Boot &	Ludwigson
Chaos	Kaplan	Glove Dryers	
Headwear		Drymax Socks	Knapp
ChicoBag	Bailey	Dwindle	Williams
	Weeks	Dye Snow	Turner
Chrome	Leugers	Dynastar Skis	Camillo
Bags/Shoes		E	
Chuck Buddies	Bergeson	Eagle Creek	Hanson, L
Chums/Beyond	Gellatly	Eagles Nest	Cisek
Coastal		Hammocks	
Coal Headwear	Klocker	EC3D	Webster
Columbia	Dehlin	Compress. Wr.	
Sportswear		Eisbar Austrian	Swanson
Common	Gedko	Headwear	
Appeal		EK ekcessories	Rowe
Contour	Williams	Elan Blanc	Swanson
Cameras		Elan Skis	Ehmke
Cool Gear	Baker	Electric Visual	Klocker
CoPilot Ski	Webster	Eyewear	
Trainer		Emerica	Neville
Craft	Leugers	Empire Attire	Weidt
Crazy Creek	Porten	Eria Freeride	Blair
Crown Cap	Cook	Clothing	
Crumpler	Denne	Escape Sportif	Swanson
Cushe	Serrano	Etnies	Neville
Footwear		Eurosock	Pachmayer
		ExOfficio	Kattreh

COMPANY	REP	COMPANY	REP
EXPED	Cisek	Granger's	Kattreh
Exquisite Base Layer	Schmoock	Granite Gear	Moore
F		Gregory Mtn. Products	Cisek
FK/SKS Tools	Williams	Grenade	Williams
Fera Skiwear	Marsh	Gloves	
Fig Clothing	Bailey	Grivel	Block
	Weeks	GSI Outdoors	Porten
Fischer Skis	Theis	GV	Leugers
FITS Sock Co.	Olson, D	H	
Flow	Bergeson	Haflinger	Ulvilden
Flux Bindings	Williams	Haiku Bags	Bailey
Fly Shacker	Rorvick		Weeks
FogShield	Leugers	Hammer	Linna
Forecast	Garrett	Nutrition	
Fox Bike	Scherck	Hari Mari	Woodham
Fox Clothing	Scherck	Head	Weidt
Fox River Mills	Lilly	Wintersports	
Fox Snow	Scherck	Helly Hansen	Sipe
Full Tilt Ski Boots	Schmoock	Hestra Gloves	Nelson, T
F-UR	Nelson, T	Hickory Brands	Knapp
Headwear		Hinano Tahiti	Kress
G		Holden	Harvieux
Garmont	Horsnell	Outerwear	
Geigerrig	Rowe	Hope Hosiery	Lilly
Glass America	Swanson	Horny Toad	Kattreh
Glide SUP	Turner	Hot Chillys	Baker
Globe	Williams	Hotfingers	Nelson, D
GNU	Fugate	Gloves	
Snowboards & Bindings		Hotronics	Ehmke
Go Lite Footwr.	Ulvilden	Howl	Harvieux
Go Pro Cameras	Leugers	Hyalite	Horsnell
Goode Ski Poles	Weidt	Hydro Flask	Gange
Goodhew/		I	
Sockwell Socks	Bailey	Ibex	Johnston
Gordini Gloves & Goggles	Weeks	Icebox Knitting	Shapin
Gorski LTD	Rorvick	Icebreaker	Bierk
Gramicci		Nature Clothing	
Grandoe	Swanson	ICEtrekkers	Kattreh
Gloves	Peacock	Illuminite	Knapp
	Marsh	Incrediwear	Nelson, T
		INI Cooperative	Turner
		Injinji	Leier
		Inov-8	Leier

COMPANY	REP	COMPANY	REP
ION Camera	Hendriks	Level Gloves	Bergeson
J		Lewis & Clark	Porten
Jetboil	Hanson, L	Liberty	Block
JGS Outfitters	Wilkins	Bottlewks	
John Deere	Lilly	Libtech	Fugate
Belts & Wallets		Snowboards & Skateboards	
Socks, Sprtswr		Life Line	Wilkins
Jones	Johnsen	Life Link	Horsnell
Snowboards -		LifeStrength	Kaplan
IA, IL, IN, MI,		Light and	Kaplan
MO, OH, WI		Motion	
Jones	Jacobson	Lill Sport	Wisnewski
Snowboards -		Lilypond	Holton
MN, ND, SD		Line Skis	Schmoock
Jupa	Nelson, D	Liquid	Rorvick
JVC/ADIXXION	Blair	Boardwear	
Camera		Little Hotties	Kattreh
K		Locally Grown	Cisek
K2	Schmoock	Clothing	
Karbon	Whitaker	Lola Getts	Knapp
Katadyn	Linna	Lole	Bierk
KAVU	Gange	Look Bindings	Camillo
Keen Footwear,	Rowe	Lost Horizons	Porten
Socks & Bags		Lowa Boots	Marsh
Kelty	Thiele	Lowe Alpine	Gerten
Kenyon	Wilkins	M	
Consumer		M3	Lamkin
Kerma Poles	Camillo	Manzella	Rowe
Kialoa Paddles	Kress	Gloves	
Klean Kanteen	Nelson, D	Marker Apparel	Nelson, T
Kokatat	Horsnell	Marker	Ludwigson
Kombi Gloves,	Pachmayer	Bindings,	
Knitwear,		Helmets,	
Headwear	Sheridan	Goggles &	
Kombi Gloves,		Luggage	
Knitwear-IL		Marmot	Block
Krimson Klover	Bailey	MeCo DESIGNS	Woodham
	Weeks	Meister	Marsh
KUHL Clothing	Shapin	Sweaters	
L		Mental	Rorvick
Lange Ski Bts	Camillo	Headgear	
Lazer Ski	Pachmayer	Merrell Apparel	Kress
Helmets			
Leki	Blair		

COMPANY	REP	COMPANY	REP
Merrell Footwear	Gaydos- Smith, Giacomino, Van Proosdy	Now Bindings – MN, ND, SD Nutcase Helmets	Jacobson Knapp
Minus 33	Bailey Weeks Karels	O O'Neill Outerwear	Johnsen
Monster Headphones	Ladd, Parker	Oakley Dakotas Obermeyer	Jacobson Brewer
Montana Sport NA	Hanson, J Gedko	One Ball Jay Optic Nerve	Bergeson Gellatly
Montrail Monument Snowboards	Schmoock	Orage Clothing Osprey	Pachmayer Block
Morrow Snowboards	Hanson, J	OTZ Shoes	Denne
Mountain Hardwear	Pachmayer	Outdoor Researc	Cisek
Mountain Khakis	Marsh Horsnell Kaplan	Overland Equipment	Marsh
Mountainsmith Movement Skis	Bergeson	P Paul Frank Snow	Ladwig
MSR	Hendriks	Pea Pack Mittens	Swanson
N NXTZ	Nelson, D Kattreh	Peppers Eyewear	Rowe
Naish SUP	Harvieux Gerten	Eyewear	Theis
Native Eyewear	Blair	Phenix Ski Appri	Gange
Nau	Leugers	Pistil Designs PlumFlower	Rorvick
Neff Headwear	Turner Pachmayer	POC Helmets PoCampo	Ehmke Knapp
Nemo Equipment	Lundeen	PoCampo Point 6	Knapp Streeter
Neve Sweaters	Leugers	PolarMAX Poler Stuff	Nelson, D Harvieux
Nitro L1	Turner Pachmayer	PowerSox Powertraveller	Leier Gange
Nomis	Lundeen	PrAna Praxis Footwr.	Johnston Harvieux
Nordica Skis, Boots, Access.	Leugers	Princeton Tec PROBAR	Hanson, L Holton
Northern Lites Snowshoes	Johnsen	Profile Design Pro-Tec	Lundeen Bovee
Northwave/ Drake		Pyour	Leier
Now Bindings – IA, IL, IN, MI, MO, OH, WI			

COMPANY	REP	COMPANY	REP
Q		Roxy/Quiksilver	Peacock
Quiksilver Mtn.	Peacock	Snow	
R		Royal Robbins	Walthour
RAB	Streeter	S	
Raceservice	Camillo	Salomon	Zeller
Wax		Alpine, Nordic,	
Rafters	Nelson, D	Snowboards	
Footwear		Salomon	Guile
Rainbow	Hendriks	Apprl & Ftwr.	
Sandals		Sauce	Swanson
Red Feather	Hanson, L	Headwear	
Snowshoes		Saxx	Karels
Red Feather	Kapilla	Underwear	
Snowshoes –		Scarpa	Block
UP of MI		Scott Sports	Gutmann
Red Ledge	Wilkins	USA Hardgoods	
Redbull	Scherck	Scott Sports	Lawler
Clothing		USA Softgoods	
Redington	Gellatly	Screamer	Marsh
Regina Boots	Kapilla	Hats	
Reichmann	Camillo	Seirus	Baker
Tuning		Innovation	
Machines		Select Sport	Pachmayer
Remind Insoles	Harvieux	Bags	
Ride	Hendriks	Sessions	Leugers
Snowboards		Shebeest	Knapp
Ripzone SB	Blair	Sherpa Adv. Gr.	Wilkins
Clothing		Shred Goggles	Theis
Rocky Mt. Sun	Blair	& Helmets	
Screen		Sierra Designs	Thiele
Rome	Porten	Sigvaris	Leier
Industries		Silverwaves	Kress
Rossignol	Ladd,	Jewelry	
Alpine/Nordic	Parker	SKEA of Vail	Swanson
Ski Eq.		Ski Bones	Rowe
Rossignol	Parker	Ski Logik	Gerten
Apparel		Ski Sundries	Theis
Rossignol	Parker	Skirt Sports	Knapp
Snowboards,		Slash	Johnsen
Boots,		Snowboards –	
Bindings		IA, IL, IN, MI,	
Roxy	Fugate	MO, OH, WI	
Snowboards &			
Bindings			

COMPANY	REP	COMPANY	REP
Slash	Jacobson	StepChild	Ladwig
Snowboards – MN, ND, SD		Snowboards	
Slick Willy's	Schmoock	Steri Pen	Hanson, L
Banana Wax		Storm Creek	Rowe,
Slippers	Nelligan	Apparel	Swanson
International		Stormy Kromer	Gellatly
Sloggers	Nelson, T	Summit	Gange
Footwear		Distribution	
Slumberjack	Thiele	Sun Cloud	Garrett
Slytech Sports	Theis	Sun Valley Ski	Camillo
Protection		Tools	
SmartWool	Holton	Sunday	Hanson, L
Socks & Apparel		Afternoons	
Smith Optics	Garrett	Sunice	Lamkin
Smokin	Turner	Superfeet	Marsh
Snowboards		Worldwide	
Snow Angel	Leier	Suunto	Hanson, L
Snow Dragons	Cook	Swagman	Lundeen
Snow Peak	Gerten	Swany Gloves	Nelson, D
Snowjam	Webster	Swenor Roller	Theis
Snowboards		Skis	
Sol Republic	Scherck	Swimline	Cook
SOLE	Block	Swix Apprl/Sprt	Theis
Sorel Footwear	Dehlin	T	
Space Craft	Leugers	Taos	Nelligan
Sperry Topsider	Woodham	TASC	Denne
Accessories		Technine	Turner
Sperry	Nelson, D	Tecnica	Sipe
Topsider		Terramar	Kaplan
Footwear		Teva Footwear	Peacock
Spibelt	Leier	TGT Stickers	Swanson
Spice	Webster	The Interior	Harvieux
Sport Hill	Nelson, D	Plain Project	
Sports	Marsh	The North Face	Coleman
Accessories/ America		The North Face	Crossen
SporTube Hard Cases	Camillo	Footwear	
Spy Optics	Karels	The North Face	Crossen
Spyder Skiwear	Ehmke	Performance	
Stanley	Hanson, L	Apparel	
Star Wax	Wisnewski	Tifosi	Leugers
		Tilley	Holton
		Endurables	
		Timbuk2	Streeter
		Toe Warmers	Nelligan

COMPANY	REP	COMPANY	REP
TOKO	Lundeen	Woolrich - MN, WI, IA, ND, SD	Diedrich
Trespass	Rorvick	Woolrich	Nelson, D
True Grit	Walthour	Footwear	
Trust Your Journey	Bailey Weeks	X	
Tubbs	Marsh	Y	
Snowshoes		Yak Grips	Moore
Turbine Board Wear	Baker	Yakima	Kaplan
Turtle Fur Co.	Nelson, T	Yaktrax	Kattreh
U		Yes	Johnsen
U Clear	Leugers	Snowboards – IA, IL, IN, MI, MO, OH, WI	
Ultimate Direction	Thiele	Yes	Jacobson
Under Armour	Neville	Snowboards – MN, ND, SD	
Union Bindings	Klocker	Z	
V		ZEM Gear	Block
Vans	Bovee	Zero Gloves	Blair
Vasque	Linna	Zuma	Webster
Vibram	Holton		
FiveFingers			
Volcom	Klocker		
Boardwear			
Volkl Skis & Snowboards	Ludwigson		
Volkl Skiwear	Ludwigson		
W			
WSI	Gerten		
Warm Skin	Block		
Weber Leather	Cook		
Wenonah	Moore		
Canoe			
Wenzel	Thiele		
Westcomb	Johnston		
White Sierra	Tice		
Wigwam Mills	Nelson, D		
Wilderness Dreams	Cook		
Wintersteiger	Ehmke		
Wolky	Ulvilden		
Woolrich - MI, OH, IN, IL, KY	Accola		

January 23-Wednesday
Outdoor Retailer Show 2013
Salt Lake City, UT

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 _____

January 24-Thursday
Outdoor Retailer Show 2013
Salt Lake City, UT

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 _____

January 25-Friday
Outdoor Retailer Show 2013
Salt Lake City, UT

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 _____

January 26-Saturday
Outdoor Retailer Show 2013
Salt Lake City, UT

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

END Outdoor Retailer

Visit the MWSRA web site
And register for the show
www.midwestwinterreps.com

January 31-Thursday
SIA Snow Sports Show 2013
Denver, CO

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 _____

February 1-Friday
SIA Snow Sports Show 2013
Denver, CO

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 _____

February 2-Saturday
SIA Snow Sports Show 2013
Denver, CO

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 _____

February 3-Sunday
SIA Snow Sports Show 2013
Denver, CO

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

End SIA

Visit the MWSRA web site -
Register for the show
And check for updates during the year
www.midwestwinterreps.com

January 8-Tuesday

MWSRA Show 2013

Madison, WI

8:00 By appointment only

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 Happy Hour – Alliant Energy – Lobby

7:00 _____

(optional until 8)

January 9-Wednesday

MWSRA Show 2013

Madison, WI

8:00 By appointment only

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 Annual Party – Alliant Energy – Lobby

7:00 _____

(optional until 8)

January 10-Thursday

MWSRA Show 2013

Madison, WI

8:00 By appointment only

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 End of Show

**Thank you for Attending
The January MWSRA Show!**

February 12-Tuesday

MWSRA Show 2013

Madison, WI

8:00 By appointment only

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 Happy Hour – Alliant Energy – Lobby

7:00 _____

(optional until 8)

February 13-Wednesday

MWSRA Show 2013

Madison, WI

8:00 By appointment only

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 _____

6:00 Annual Party – Alliant Energy – Lobby

7:00 _____

(optional until 8)

February 14-Thursday

MWSRA Show 2013

Madison, WI

8:00 By appointment only

9:00 _____

10:00 _____

11:00 _____

12:00 _____

1:00 _____

2:00 _____

3:00 _____

4:00 _____

5:00 End of Show

**Thank you for Attending
The February MWSRA Show!**

NOTES

NOTES



Cover Photo

taken by
Rudi Hargesheimer

Rudi is a long time manager at Midwest Mountaineering in Minneapolis.

His work may be found in stores and galleries on the North Shore and around the Twin Cities.

You may find more of his photography online at:

www.northshorephotoart.com



Simply Honest Bags™

You might own another bag but your OverLand Equipment bag is the one you'll use.



Bruce & Michelle Marsh
BRM Representatives

3721 47th Avenue South
Minneapolis, MN 55406-2914

vx 612/724-2039

fx 866/594-7615

• brmreps@aol.com

• michellesmarsh@aol.com

www.brmreps.com





BERGANS IS A RESULT OF
NORWAY'S NATURE AND
CLIMATE. THE SOMETIMES
EXTREME CONDITIONS
PLACE TOUGH DEMANDS ON
OUTDOOR EQUIPMENT AND
THE PEOPLE USING IT.

www.bergans.com

TERRY MULLINS | termullins@aol.com | 320-339-6313