



InsideOutdoor

Summer 2015

Rep Moves and News

Featuring: Mountain Stuff – Agency of the Year

Circulation: 24,000

Readership: 72,000



REP MOVES AND NEWS

Sanuk sales for Orange County and San Diego. Lockhart will service all sales channels in the area with a specific focus on the core surf specialty including Jacks, Surfside Sports and Sun Diego, among others. Lockhart comes to Sanuk most recently from DVS Shoes where he was a sales rep for more than a decade. In addition to his position at Sanuk, Lockhart will continue to represent sales for emerging apparel brands Vissla and Amuse Society, as well as D'blanc eyewear.

Astral has hired **David Garringer** to represent the brand in Northern California, Oregon and Washington. Formerly an Astral sponsored athlete, Garringer reportedly has formed close relationships with president Philip Curry and vice president of sales and marketing, Christie Dobson. He can be reached at davidgarringer@icloud.com or 415.609.0668.

Dunkin-Lewis Group is assuming sales representation duties for **SOG Specialty Knives & Tools** in four more states, bringing the total number of states to 16 in which the Dunkin-Lewis group reps SOG. Founded in 1956 and headquartered in Birmingham, Ala., the Dunkin-Lewis Group focuses on consumer sporting goods and law enforcement outlets. The new states served by Dunkin-Lewis on behalf of SOG as of July 1 are Arkansas, Louisiana, Oklahoma and Texas. Earlier this year, the group took responsibility for Indiana, Illinois, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

Seattle-based handbag and accessories brand **Haiku** announced two additions to its domestic sales rep team. **Tom McCalla**, a former rep for Overland Equipment, will be taking over the Southeast territory, including Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Tennessee. **Clerc Koneke** will be covering the South Central territory, including Arkansas, Kansas, Louisiana, Nebraska, Okla-

homa and Texas. Koneke comes to Haiku after serving as a sales rep for Brooks Running and Brooks Sports. She also currently represents tasc Performance.

Native Eyewear boosts its force in the Mid-Atlantic with the addition of **Kinetic Representatives, LLC**. Lead by **Dave Donahue**, Kinetic will focus its efforts on New York, New Jersey, Pennsylvania, Maryland, and Delaware for the sunglasses brand.

Bridgedale North America continues to expand its U.S. sales operations with the appointment of three new sales agents to the outdoor, ski, trail and running sectors. **Tod Burros** joins the sales team to cover Pennsylvania, New Jersey, New York, Maryland, Washington DC and Delaware.

Tom Fuhrman, who has worked in the skiing industry for more than 13 years with brands such as K2 Skis, Rossignol and Head Winter Sports, will represent Bridgedale in Michigan, Ohio and Indiana. And **Lisa Mischke** has been recruited to represent the states of Minnesota, Iowa, North Dakota and South Dakota.

Osprey Packs honored Colorado-based **Mountain Stuff** as its Agency of the Year for 2014. While the award highlights Mountain Stuff's achievements in 2014, the company's partnership with Osprey Packs spans more than two decades of consistent sales growth. Based in Denver, Colo., and lead by **Leta Kalfas**, Mountain Stuff's Osprey rep team consists of **Leta Kalfas**, **Rich Weight**, **Tyler Noonan**, and **Ashley Tucker** covering Colorado, Utah, Wyoming and New Mexico.

Vibram has signed **Rock Gear Distribution** to become the primary distributor for Vibram Finished Goods in Canada, with full transfer of the distributorship is expected by January 2016. Based in Crownsnest Pass, Alberta, RGD has a comprehensive in-house logistics, customer service, marketing and sales management team as well as experienced independent sales representatives that offer coverage across Canada.

Osprey Packs honored Colorado-based **Mountain Stuff** as its Agency of the Year for 2014. While the award highlights Mountain Stuff's achievements in 2014, the company's partnership with Osprey Packs spans more than two decades of consistent sales growth. Based in Denver, Colo., and lead by **Leta Kalfas**, Mountain Stuff's Osprey rep team consists of **Leta Kalfas**, **Rich Weight**, **Tyler Noonan**, and **Ashley Tucker** covering Colorado, Utah, Wyoming and New Mexico.

JAM COLLECTIVE