



Channel Mastery Podcast, Episode #51: Kristin Carpenter-Ogden Interviews
Teddy Schiavoni, Forecasting Wintersports Trends for 2018-19

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Kristin: [00:01](#) Alright Channel Masters, I have a brand new episode for you today featuring friend Teddy, who is going to introduce himself to you, because I have a hard time saying his last name. Since December, actually, and now it's June. Nice to have you back with us, Teddy. Teddy is our wintersports market correspondent, if you will, but he also has his hands in a lot of different pots, if you will, in the industry. So we're here to update everybody on the state of the winter sports market, and we're also gonna talk about some news headlines.

[00:40](#) But most, I think the first thing we should hit out of the gate is some of your recent travel. Because you travel all over the place on behalf of your job, and you were recently at NSGA, isn't that right?

[Due to a technical difficulty, Teddy's initial remarks were not audible for the transcripts. We'll leave Kristin's responses and questions for reference. Regular conversation is captured beginning at time stamp 5:03]

Kristin [01:17](#) Right, it's all starting to run together, and I'm sure you're still digging out. And this is supposed to be your off time of year, which there is no off time of year anymore. I totally get it, but why don't you give us a little bit of a heads up on what NSGA brought specifically to you as a retailer in the winter sports and outdoor market? And I'm sure probably working better with what you have against the changing backdrop of doing business. So you're managing what you have, but you're also trying to tee them up for what's out there, which is kind of a tornado sometimes, right? Just in terms of the way the market's changing right now. Well that brings up such an interesting

topic, and it ties into something we were supposed to talk about together today for the Channel Mastery audience, and that is, that ... Think about this: If you have a shop sales floor person that is doing what they do and have done for a long time, they have the habitual patterns down of how to go to work in specialty today, when the role of specialty is actually changing as the consumer decision journey continues to evolve. I understand that there's a real need out there to train shop sales floor people to understand how to pitch and catch with the last mile phone calls they're getting and emails that they're getting. Especially from a platform like Locally or one of the other digital bridges, if you will, in between inventory and physical retail.

[05:03](#)

Can you talk about that at all, and did they address that in any of the conferences you were at?

Teddy:

[05:03](#)

No.

Kristin:

[05:43](#)

Okay. So you were talking about consumer centric strategies.

Teddy:

[05:49](#)

Yeah. Alright. So but to your point, a real common theme that we're finding recently has to do with consumer centric strategy. So brands are helping retailers be better at what they do and really taken up a lot of the ... Taken the charge, if you would in helping lead retailers to be more successful in gauging consumers in a digital world. So for example, like you brought up Locally, and with Locally as a platform, we've got a ton of brands that are engaging it now; Action Sports runs specialty footwear, Outdoor Snow Sports, and it continues to grow in a lot of different industries and verticals and such and retail participation too.

[06:47](#)

But the point to all of that is that we're seeing brands really providing resources to provide a better consumer experience and they're leveraging the relationships that they have in place through the wholesale channel with retailers in order to provide a better consumer experience. And a product of that in, for example, like with Locally, is that the consumer winds up having a real seamless journey to conversion, to getting the product. So that across the board, with showing inventory available on our brand site, a retailer to do that these days is really a simple hookup. You know, set it and forget it. And then as they continue to bring more inventory into their stores, it automatically will update across the Locally platform. It gets pushed to brand sites onto their product pages. And so really, it's all about really feeding that consumer journey as seamlessly as possible.

Kristin: [07:53](#) You mentioned this last time I interviewed you, which was before the winter show. You mentioned that it is advantageous now to look to your strategic partnerships with brands and maybe go deeper with fewer brands. And I think that you're maybe talking about this now more as we get closer to the season right now. You're talking about how this is unfolding in 2018 terms.

Teddy: [08:17](#) Yeah, for sure. It's interesting. Brands are adapting quickly. You know, I think if you've got to take a look back. You need to step out of your own industry at some point and you need take a look at what it's like to be a consumer. And I like to point to Home Depot as an experience when it comes to their e-com site. You go onto Homedepot.com, and as a consumer, you're hoping to find information about a product, or do they have this, do they have that. And on all of those product pages, they're showing them what's available in stock at the nearest location. They allow them to change their location, for whatever reason. If you know, they need to ... For whatever reason. They give them the ability to order it and have it delivered to the local store. They give them the ability to buy it online, go pick it up in store, reserve online go pick up in store.

[09:16](#) Walmart's doing this. Target's doing this. Lowe's. Home Depot. Best Buy. And so that conditions the consumer to look for the sort of seamless journey to conversion. The consumer in general expects it. Well this is how I shop these days. It's not all just about two day shipping, or free shipping, or putting it on my doorstep. It's about all of these other ways that you can get a product in hand. It's omnichannel in a box. But with Locally we're delivering this opportunity now to brands and retailers within wholesale channels, within these verticals, and we're making it really easy for everybody to participate.

[10:01](#) And so again, that goes back to being consumer-focused. What's the easiest that we can do? And brands that are engaging these opportunities are seeing a lot of great response from the retailers. Because the retailers are saying, geez, of course, why would I not do that? It's a no brainer.

Kristin: [10:21](#) Right. Then that's what thing I was gonna ... You just teed up the next topic. It's like we rehearse this. We did rehearse, but not this much. I mean it's ...

Teddy: [10:30](#) It wasn't really rehearsal, we talked a lot.

Kristin: [10:33](#) But let's talk about REI signing on with Locally. This is big news. So here we are in almost mid-June 2018. I think the news hit, was it last week or the week prior? But this is a big step, I think

and as you were Best Buy, Lowe's, REI is right up there, especially with our people. So what do you think the impact of this is going to be on the passion-driven outdoor active lifestyle consumer?

- Teddy: [11:01](#) REI has taken such a leadership role in so many different ways. I mean if you look at what they're doing these days with driving awareness, whether you're talking about federal land or low carbon footprint, you know, dealing with brands that have a low carbon footprint, encouraging people to do business with brands who are more environmentally conscious, or sustainable products and such. You know REI's approach these days to retailing is really brilliant. They're setting themselves up to really become ... Jeez, what would you call it. Well they're I guess sort of a co-op anyway. I'm not sure how to put this.
- Kristin: [11:54](#) It sounds like it's an all-in-one resource or an all-in-one destination?
- Teddy: [11:57](#) It's a leadership role. It's an interesting leadership role. Really taking a stand in what they believe in and their ethos and they're encouraging people to shop with them who share this ideology. And so when they came on with Locally, for us it was great. For me personally, anyway, it was great. I was like, wow, we must be doing something right, because here's REI signing on with us.
- [12:26](#) And then to your point, yeah, along with being leaders as they are, it really opened a lot of eyes so that we've been engaging even more brands more rapidly. So it's picked up the pace, for sure.
- Kristin: [12:41](#) And that helps the platform, I think, serve all of its members better, whether they're retailers or brands. You have the interesting distinction of having a specialty store yourself, and I bet you some of those are around REI. I mean, is this gonna affect you? Can you put on your specialty retailer hat for a moment?
- Teddy: [13:01](#) I think that REI being on the Locally platform benefits everybody. I truly do. Brands will engage because they'll have that exposure for all those REI locations, so for brands, it's a no-brainer to want to participate and to have that exposure. But for the local retailer, the benefit will be that these brands are engaging, and again, because Locally as a platform is so easy, so lightweight, so easy to participate, it really helps drive the digital presence for those local retailers, who might otherwise be ... I've used the term before, "digitally deficient." If you're a mom-and-pop brick-and-mortar store and you have a phone

sales system, then you can connect your inventory to it. You're showing a growing presence if you would, and you'll be placed right alongside those REI locations. Equal opportunity on those brand pages.

- Teddy: [14:07](#) So it's really a benefits all play across the board.
- Kristin: [14:14](#) I agree with you, and I think that if you look at it from a data acquisition standpoint, that's especially true too. But not every consumer is an REI consumer. There are people who just really revere going into their specialty store and visiting the people that they've always visited and just feeling kind of at home in that environment. And I agree with you, I think it's really reasons of visibility, but I'm hoping that it's also going to bring some very powerful data down to a much more granular level in terms of what products are being sold and searched, and just where new customers are coming from.
- [14:48](#) It seems like everybody that I talk to as I'm researching and hosting these shows is excited about the fulfillment opportunity. That used to be something that was, I don't even think that it was thought of in the same way that it is today, but that's where the new customers come in, that's where we get beyond the 3200 normal people that we've always served in XYZ market. The new eyeballs are coming in from Amazon, from some of the search that's happening out there, but then Locally I think is a great funnel for that.
- Teddy: [15:19](#) Well, thank you.
- Kristin: [15:21](#) And I'm not, I sometimes forget that you're working with them.
- Teddy: [15:27](#) I know. I wear a lot of hats, and you know ...
- Kristin: [15:30](#) Can you talk about, just for the benefit of the people who didn't see your first show, can you talk a little bit about all the roles you have and a little bit about your background? I probably should've started with that and I'm sorry.
- Teddy: [15:41](#) Nah, it's alright. I was happy that you didn't.
- Kristin: [15:44](#) I thought it would be good to update everyone, because you probably have a couple new ones added in.
- Teddy: [15:49](#) Well. I'm my own least favorite subject here. So the overview is that I've been a retailer in snow sports for 20 plus years, and in the snow sports industry for 30 years or so. I am currently the chairman of the board for the National Ski and Snowboard Retailers Association, which is what helps me in branching out

with, whether it's the biking industry, or National Sporting Goods Association, or any of these other trade organizations, SIA, I do a bunch of work for them. And then owning retail stores, as you've pointed out. Ski and snowboard shops in the Boston area. And then the work that I do with Locally. Business development with Locally, and expanding into industries and connecting retailers to brands. So yeah.

- Kristin: [16:40](#) And how long have you been with Locally?
- Teddy: [16:42](#) I think it's got to be pretty close to my one year anniversary here.
- Kristin: [16:48](#) That's cool. And if I remember correctly, you and your wife were at a conference, and you saw Massey presenting, Mike Massey, and you both looked at each other, and you were both like, we need to get involved in this.
- Teddy: [16:59](#) It was actually Mike's right hand man, Mark, but you're right. You're on point with that. And honestly, my gut was right on this one. As a platform, it just made a ton of sense in helping retailers to become better retailers and reengaging the brand retailer relationship and benefiting the consumer. All these things that we're talking about, Locally just, I hate to use the term, but it just checks the boxes.
- Kristin: [17:33](#) Right.
- Teddy: [17:35](#) So yeah, so it was a good call, it's been a ton of fun, and it just continues to spiral upwards. And you brought up data. We're helping retailers become better retailers, and we don't get into sales data. We don't get into dollar volume. That's not Locally's push. But we do insights into current inventory stock. And that's the type of data that can be beneficial to a brand to pass down to their sales reps, to engage their retailers, to help with their buy, or to identify trends or identify holes in the marketplace. So as the brands continue again to invest more resources into their own wholesale channels, they're helping these retailers be better at what they do.
- Kristin: [18:31](#) Mm-hmm (affirmative). And for the retailers who want to do that, I think that's great. I mean, just having Erik [inaudible] on a couple shows ago with Erik's Bikes.
- [18:40](#) He was talking about how in the bike industry, and this is something I wanted to ask you about with wintersports, he's seeing a lot of the changes take place not only because of the correction that's occurring at retail, but he's also seeing, and a lot of people in bike are seeing, that a lot of the IBDs, the

independent bicycle dealers, are just sort of feeling they're not as excited, maybe because they're at a certain age, and they just may not have that last big push in them to really modernize their store. Which is one of the reasons I think the attrition in retail is higher in that segment. How about winter sports? I know there are a lot of legacy winter sport retailers out there. I mean, the span of time you've been a retailer would fall in that category, but you started when you were really young. And you still obviously have a lot of motivation, but do you have some colleagues that are kind of just like, ugh, I'm kind of over this. Because it's a lot of work to evolve and modernize right now.

Teddy:

[19:37](#)

Well, hmm. Yeah. Geez. I can't speak for everybody. It's different strokes for different folks, you know. What motivates one person maybe not the other. Again I go back to rebuilding relationships between brands and retailers and how critical that is. If you flashback 20 years or so and you look at ecom and what's happened with ecom, initially it was all about eBay right? And with eBay it was sell everything for the cheapest possible price. Obviously that wasn't really sustainable. So brands, and retailers, most retailers weren't tech savvy, didn't have the time, whatever the case. I mean, you had a few that engaged it and have done well at it.

[20:36](#)

But for the most part, you're right. The independent retailers weren't able to do that. And so in a lot of ways they felt, I suppose, left behind by ecom and the power behind that. And that's ... Hopefully by engaging Locally, for example, and there are other tools too. I mean Locally is sort of an inventory play and it helps consumers find those products, but there are other companies out there that help retailers with marketing. You look at PromoBox as a company that helps retailers with marketing and engages with brands and stuff.

[21:16](#)

So whether it's through the inventory and wholesale channel, or whether it's through marketing channels, brands have come back to their own wholesale channel, and they're reengaging this. And I think it's fantastic. If you look at, and I might've said this to you before, but when Amazon bought Whole Foods, they only got 440 doors in that deal. And 440 doors obviously is a lot of stores, and they did it to get into these communities and be able to touch their customers. And you use the term final mile, and you're right on.

[21:53](#)

But if you look at the average snowsports brand with, let's just say roughly 1000 doors, in North America. That's twice what Amazon picked up with Whole Foods. So Locally is really helping brands to engage their retailers and really activate their boots on the ground across their own retail channel. And it's a resource that they haven't really tapped in the past. This is all

new. And it's exciting, and to your point, if it reinvigorates retailers, just by participating and they start to see some traffic flow coming through the door, because that's what Locally does, it drives customers through the door, maybe that'll inspire some people give them that little boost that you're talking about that maybe they need.

Kristin: [22:45](#) And they also, I think, just need to have awareness that they may not be traveling to as many conferences as you are, and hopefully the show can help and other resources, but can you talk a little bit about how maybe you're evolving your physical retail to be more effective with, I think building a lifetime customer relationship with the traffic that Locally's driving in that last final mile?

Teddy: [23:09](#) Well that comes down to variety. That comes down to variety and bringing in some of those shoulder products that maybe you wouldn't have in the past. If you are an independent retailer who does not have a solid ecom presence, it's difficult sometimes to pick up that random neon yellow purple hoodie, or whatever the product is that the sales rep is like, this is the coolest thing. You have to have it. And you're like, nah, I don't think so. Because that's not my customer. And that's okay. You can say, that's not my customer, and if you don't have a solid ecom presence, maybe you'd never find that customer. But if you're using a platform like Locally where that UPC is being pushed onto the brand site, and the brand shows the product, the brand's also gonna show that you have it in stock. Now it might be worth it to you to try that out.

Kristin: [24:12](#) Right.

Teddy: [24:14](#) So I see more opportunity for both the brand and the retailer engaging with something like Locally.

Kristin: [24:22](#) Yeah. And I know we're heavy on this, but Locally is kind of framing the subject that we're talking about here. And that is, again, the evolution of retail with last mile, and more specifically, in winter sports, because ... I have a tendency to kind of look at the markets that Verde has served for 17 years, and it is winter sports is definitely one of those, and has been since day one. And I feel like there's characteristics in the cycling industry that I see. There's characteristics in outdoor that I definitely see. And I definitely feel like there's characteristics in winter sport.

[24:55](#) And when we were rehearsing and prepping for this call or talking, we talked about how your perception, which is far more accurate than mine, because you're in it, you are literally

embedded in this industry. They're actually quite progressive on the retail side. Especially brands trying to modernize their retail doors into these communities that are very important for them. And that's actually not what I was thinking. I'm not sure where my legacy thoughts came from, but it felt to me like they were very much like distributor-levels, like wholesale rep, retail, and there was this habitual track that they've been on, but you brought it to my attention that there's actually a lot of innovation going on. And I'm not sure if that's because of the new leadership at SAI, if there just are some brands that are really starting to pay super close attention to understanding who their end consumer is and how they work, if you will, in terms of interfacing with especially doors that they have as partners.

Teddy: [26:10](#) So yeah, so there's a lay-up. You know, look, you mentioned in the bike industry and it's not just the bike industry, it's all industry. When you're talking about independent retailers, people get burned out. But that's a career issue that happens in any career. It doesn't really matter what you're doing for work. People get burned out, right?

[26:39](#) The sad thing about the snow sports industry and what's happened is the attrition, right? We look at whether it's Sport's Chalet or TSA or any number of retail closures. The sad part of is that, it's an opportunity where we otherwise may have inspired somebody to want to go out and try snow sports, because they walk through a ski department or a snowboard department while looking for a lacrosse stick, for example. We're losing those opportunities every time we lose another door. So that's the sad part of it. And it's, because we've lost so many doors, the brands really have stepped it up and are stepping it up to engage these retailers to help them be better at what they do and serve consumers. And so there's a lot of strength in that. Without tools like Locally, without being able to satisfy consumers this way, without the industry keeping up with the experience that people find with Lowe's and Home Depot and Walmart and Target, without being able to do these things, we would just be abandoning more and more people. More and more skiers and snowboarders.

[28:03](#) So maybe we can get the bike industry to engage in this too, and point out some of the benefits of what's going on. I mean it's been super strong in snow sport and it continues to grow. It's growing cross-continent into EMEA, it's growing into APAC. It's growing in other verticals. Run specialty. It's growing into dive pile.

Kristin: [28:35](#) I think with bike it's been a little bit delayed, just because of the nature of ... I mean it's a big purchase, but so are skis, and think

about the importance of ski boots and ski boot fit, and there's so many components that tie back to putting that retailer in such a strong position, if they're willing to raise their hand and like, you know, go in in a different kind of partnership with their brands. And now's the time of year it seems to be like, trying to tee some of this up, so that by the time people are starting to think about this in August and September and back to school, you're ready to go.

- Kristin: [29:09](#) What are maybe one or two of the things that other retailers might need to be thinking about now to really kick off winter sports strongly in Fall 2018?
- Teddy: [29:18](#) Well it's kind of funny. You and I were together at the ...
- Kristin: [29:18](#) BLC?
- Teddy: [29:25](#) Yeah. At the Bicycle Leadership Conference back in California, what a month or so ago? A month and a half ago. And as I said to you down there, you know, it's funny. There's so much crossover at the retail level between ski and bike, that we're getting ski shops that will onboard with Locally, and they're providing information and data on the bike industry, because their crossover. And it's happening the other now in the summer, where we're getting bike shops that are coming on with Locally, because we do have crossover with, whether it's Thule or Yakima or Smith or Spy, is a great brand that came on with us recently. And so it continues to grow. The coverage of all these retailers continues to grow, so.
- [30:13](#) The best thing that retailers can be doing today is preparing for the future. And the most simple thing that a retailer can do to really strengthen their presence, and this is gonna sound crazy, but use the UPCs. Use the UPCs. Brands pay for UPC codes, for Unique Product Codes this way, or Universal Product Codes, but they're unique to each of these products, and that comes as a cost to the brand to have these unique identifier numbers. And if you're talking about a Google search or whatever search engine you're dealing with if you're talking about a product like Locally, the bottom line is, retailers need to use these UPCs and ...
- [31:05](#) I think retailers become, I'm gonna say lazy, because I can, because I'm a retailer. Retailers become lazy. They allow their POS system to just generate their own unique codes for their products in store, and it does nothing for the rest of the world to alert anyone that the product is in the store. So use the UPCs. And then once those go into their system, then everything opens up. It's a technicolor dream.

Kristin: [31:36](#) That's actually something I, it's a very simple hack that I think that a lot of people think everybody knows about, but I don't think a lot of people actually do. And it's actually cool, because you are a retailer so you do have the right to say that some retailers are lazy, but now that you're also on the Locally team, you're able to see how ... Where it's broken, and it's broken because it's not being that one little thing that could really make such a bridge and a big difference isn't happening in there.

[32:02](#) And so are there any other little tricks like that that you can share? Because I don't think we should make the assumption that everybody's doing everything right from a detail standpoint to make sure we go from point A to B, B being like last mile success.

Teddy: [32:18](#) Whenever I write a chairman's letter for NSSRA, I throw the word participate in there a lot. And it really comes down to participation. If you don't sign up, and if you don't participate in all of these tools that are being handed to you these days, it's not just about writing the order and receiving it and tagging your inventory and going after your local customers. Again, you really need to play at the level and speak the language of today's modern consumerism. And that is claiming your Locally account and putting your store hours there so people know where to find you, and connecting your social media links, and connecting your point of sale system, and having those UPCs in there. These are things that a retailer can do--snow sport, bike, run specialty--whatever industry it is, but these are the things that can do that don't cost them anything to do to participate, that is going to light up their store and help them be found across the market. And it's really no load. A couple of hours max. And you can be up and running and the brands will feed you customers. But you have to participate, you have to do it. We can lead the horse to water, but we can't make it drink. That's what we're doing here, is arming retailers with these tools and they need to play.

Kristin: [34:07](#) So we're gonna switch gears a little bit here. This definitely is still winter sport, and it has to deal with 30,000-foot trends that are happening right now. I think there isn't an industry today where we aren't seeing consolidation or investment in different opportunities, because obviously, if you keep doing the same thing, the same result happens. Which is the definition of insanity.

[34:28](#) But let's talk about one of the news headlines that happened on June 4th that has to do with Rossignol. Can you fill the audience in on that, and talk about what that means to winter sports?

- Teddy: [34:39](#) Alright. Well disclaimer, I don't have any details from Rossignol about what's going on. But in the 30,000-foot view, what I can tell you is the 2020 Olympics are gonna be held in China, and the Chinese government has been on a really strong push to develop snow sports. Obviously they have the population. They have the ability to build out resorts and so on and so forth. It's great for their economy. It's great for the health and wellness of their citizens, their population and such. And so China's been putting a really strong push into growing snow sports, and SIA has actually been very active here out of the US with driving into China and help to lead the brand members, five members of SIA into that market. Nick and Maria have been really proactive in doing all that, which is a great service to the industry.
- Teddy: [35:47](#) And it was just announced that Rossignol has taken on a partnership with an investment out of China in order to help build their brand over in China. So the stronger group Rossignol is at a global level as an organization, of course that makes them stronger in all markets around the globe. So yeah, it's great news. It's exciting news. Details, how it's gonna unfold, tune in next time.
- Kristin: [36:20](#) Right, well and I do have a couple of details on this business wired. All of the links will be either in the Channel Mastery podcast YouTube channel list, or at [Channelmastery.com](#). But basically IDG Capital is a leading China-focused investment with US origins and global presence. And through a capital increase, leading to a 20% ownership in the company, IDG Capital will use its expertise to support the development of the French Group on the Chinese market. And hopefully in doing so, they will set a little bit of a precedent. Definitely light a few fires under a few rear ends, I think, in terms of well, time to make the move, right?
- [36:59](#) And ideally, raise the level of the ocean for all boats. Because what I love the most about what we talked about before hitting the record button is the Chinese government is actually really valuing getting the actual society more involved in winter sports and outdoor sports, and this is a really really important ... I think it's a precedent that's gonna reverberate back into different countries. And even our country needs help in terms of the health and wellness benefits that outdoor sports bring.
- Teddy: [37:31](#) Yep. Absolutely.
- Kristin: [37:33](#) I think that's really exciting. And then the, I think the only other thing that we had on our list to talk about today, you've already talked about it a little bit already, but the work that you're doing with SIA or sort of how you're see SIA evolving. I'd love to

have you talk a little bit about that, because the regime change I think is firmly in place. It's all systems go. They're in Park City. They have a team, they have a focus. I have feeling that this winter, 18-19, is when we really see some big changes coming out of that organization. And I don't know if you can maybe give us a little bit of a sneak peak or a foreshadowing about what those might be from a leadership standpoint. They've now divested the trade show, and I think that they've taken on a whole new identity to help the industry as a vehicle for the industry. The way the industry is now, not how it was in 1970 or 1980.

Teddy:

[38:24](#)

Alright, alright. Yeah, no, well you said it. I mean there it is. There's been a lot of change going on over the past couple of years that needed to happen, and with the show being merged outdoor retail at the snow show and in the OR show being merged together now. It's left SIA in this opportune situation to reevaluate what they can do for the industry and how relevant they can be across the industry with all stakeholders. And they've been proactive and engaging. Whether it's ski areas engaging PSIA, National Ski Patrol, or the retailers.

[39:10](#)

Probably one of the most important missions that I'm a part of that's unfolding with SIA has to do with Ski Mechanics Learning Center. In the past there was a ski mechanics workshop, and it was this traveling roadshow and they would basically do some hands-on training and stuff. But SIA's made that digital going forward, and they're engaging the retail community to help them write the curriculum and what's important to retailers, how to communicate with retailers. Again, giving retailers tools to become better retailers. They're engaging with the brands. They have everybody sitting at the table and talking about what are some of the pitfalls here and how can we do it better so that we don't fall into these again? A great example of that has to do with boot soles. We've seen all of these new, whether it's grip-lock, or walk-to-ride boot soles, and what became a norm in terms of how bindings and boots interact with each other, was sort of blown over the past ten years or so with all of these new Vibram soles that are coming on ski boots now and such. Anyway, the bottom line to all of that is that SIA's taken a proactive approach to using Ski Mechanics Learning Center as an opportunity to bring brands from various binding companies and boot companies and retailers together to talk about, hey wait a minute, how do we make this work and how do we educate everybody so that we're all speaking the same language.

Kristin:

[40:52](#)

That's huge.

Teddy: [40:54](#) Yeah, yeah. And it makes all the sense in the world. Why didn't we do it before? I don't know, but here we are.

Kristin: [41:01](#) Because it wasn't necessarily needed in the past in terms of an end consumer hopping online and researching product ending up wherever the heck they want to buy, and then getting a story that's not actually aligned with what they first researched. And then there's also another example from the bike industry. Let's look at the Apple Store and the Genius Bar. I mean, Nick Sargent's obvious seeing a huge opportunity in terms of the really strong relevance for winter sports retailers to actually have this continual presence around servicing, being mechanics, creating a better experience from all the hard goods that are sold through that industry. But if you don't train people to be top of their game, it's not gonna work anywhere.

[41:43](#) And the reason I brought up the bike industry is I think they're going through that a lot with eBike right now. How can we get IBs or new doors in retail to understand how to service eBikes or ... I've even worked for brands in the past that have introduced suspension systems that American retailers had no idea how to service. So I feel like it actually, it's a really important detail. And especially when you're dealing with actual bringing your skis in for repair or getting fit for anything, I mean, that's where you start building a great experience. And you're setting the retailer up for success that way. So I give [inaudible] and his team a high five on that one.

Teddy: [42:19](#) Yeah, right on. Yeah, I'm with you for sure. And again it goes back to the communication really needs to stem from the brand. I mean it really begins at the brand. And they do have the wholesale channel there and available. And what's happened in the past, is that a retailer would go to a trade show, they'd engage with a brand at a trade show, and whether they met a product manager, or whether they met with their regional sales rep, whomever it was, they'd get the story at the show, and then they'd write an order for the product at the show and it's months before it comes in and they forget. They've moved on. And they've gone on to the next and the next. And with brands taking a more proactive approach these days and helping deliver their message with the retailers and through the retailers, it's a better experience for everybody. And again, it's all about the consumer, right? This is what we're talking about these days, is collectively, how do we provide a better experience for that end-user. And brands are doing a much better job of engaging their retailers to help deliver those messages.

[43:36](#) Again, I point out PromoBox earlier as a good one for that and the way that they used marketing efforts, and brands can drive

marketing through retailers. Maybe those would be some good guys for you to talk to at some point too.

Kristin: [43:48](#) Yep, and I'll put links into the show notes for them as well. So is there anything else that I'm missing here? Any giant headlines or any trends that I'm missing that we should bring to our awesome audience here on Channel Mastery pertaining to ... I think your expertise can be specially retail, or Locally as well, and you're on these governing trade boards and governing presences within the snow sports and sporting goods industries. You do wear a lot of hats, you're a great resource for us. So is there anything we're missing or do you think we're good for right now until the next time I lure you back onto this show?

Teddy: [44:22](#) I would say last but not least, because we did touch on it earlier, is Spy. Onboarding with Locally as a brand, it's been such a huge splash. It's really something. They're a really cool So Cal company, and they're more than just eyewear. They're lifestyle, and I'm proud to say I brought them on Locally personally, but working with Charlie and working with John over at Spy has been amazing, and seeing how much pull these guys have across so many different industries and such. It's been super exciting. Just like bringing REI on was such a massive splash for us, bringing Spy on as a brand has really just lit it up. So there's been a ton of enthusiasm around that, and I'm psyched to have those guys on board. And they're gonna be great going into the winter season with snow sports products as well as they are today with eyewear and such.

[45:36](#) Geez, in fact, I saw somewhere, Forbes even, called out Spy for some eyewear that they make. I'd have to go find it again, but yeah. It's a good one. And their favorite color is orange, and our favorite color is orange.

Kristin: [45:53](#) It was just destined to happen.

Teddy: [45:56](#) Yeah.

Kristin: [45:58](#) Well cool. And I'll put links in to all the news stories that we talked about here today as well as the entities that we brought up. And I really enjoyed, once again, having you on the show, Teddy. It's great to have you here, and I really appreciate your resource here for the listeners and the viewers of Channel Mastery.

Teddy: [46:15](#) Oh, thanks Kristin. I appreciate it. I love doing it. And if a retailer or a brand can get anything out of all this and it helps benefit anybody's business in any way, then it's totally worth it.

Kristin: [46:30](#) Yeah. I'm thinking the same thing, so thank you. And we'll keep stepping up to the plate and swinging on that one, guys.

Teddy: [46:36](#) You got it. Thank you very much, Kristin.

Kristin: [46:38](#) Thanks.

