

CSN Week in Review



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Sustainability = profitability for Walmart Canada

Sustainability is not only good for the environment, it can also be very good for business, insists David Cheesewright, president and CEO of Walmart Canada. Cheesewright was participating in a panel discussion at the GLOBE 2010 conference in Vancouver, one of the world's largest conferences devoted to the business of the environment. He told the gathering that Walmart's current and planned environmental sustainability efforts around reduction, waste diversion, and supply chain efficiency will help it avoid an estimated \$140 million in costs while generating revenue over the next five years. "We continue to believe that sustainability is just as important to our business as it is for the environment," he said. "At the same time as our efforts are positively effecting the environment, we're continuing to see tremendous cost savings for the company as a result of our sustainability initiatives."

The company announced the following long-term sustainability goals in 2005: 1. To produce zero waste; 2. To be powered 100 percent by renewable energy; and 3. To sell products that sustain people and the environment.

CSN Asks: "What is your business doing to go green, and how it is affecting your bottom line?"

Earth Day is just around the corner. Tell us what your store or company is doing to reduce waste, and we'll report on it in an upcoming issue of CSN, along with a selection of environmentally friendly sporting goods products and initiatives.

Have you visited our new CSN Sport-Trade News Blog? Point your browser to <http://blog.csga.ca> for breaking news in the sporting goods industry, anytime, anywhere. CSN. The news you need – now.

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Over the past five years, Walmart said that it has been particularly focused on supply chain efficiency, waste diversion and reduction, as well as energy-efficiency. Through current and planned sustainability projects, the company estimates it will avoid \$70 million in costs from energy-saving initiatives and \$55 million from supply chain efficiencies. The company's waste diversion programs will help the company avoid costs and generate revenue of approximately \$60 million combined.

Cheesewright highlighted some examples of environmental initiatives, including:

- The company's environmental demonstration store, in Ontario, is an estimated 60 per cent more energy-efficient than its previous supercentre stores
- New stores are high-efficiency formats and use 30 per cent less energy than previous super centre prototypes
- Walmart Canada's new refrigerated distribution centre in Alberta will be an estimated 60 per cent more energy-efficient than the company's traditional centres, once complete. It will use LED lighting exclusively, which is expected to half the energy bill for lighting and save an estimated 1,400,000 kilowatt hours annually
- Three hundred stores have changed their lighting to lower-watt light bulbs, reducing energy use by an estimated 20 per cent and avoiding an estimated \$6 million in costs per year
- By using LED lights in all exterior store signage the company is using 90 per cent less energy than it would with fluorescent lighting
- Company's reduced summer lighting program, in its fifth year, is saving 17,000 megawatt hours of electricity or \$2 million each year
- Walmart Canada is currently diverting over 80% of its waste from landfill or approximately 300,000 metric tonnes of materials
- The company has introduced innovative waste diversion streams in-store, from paper to plastic, and is working towards making its home office a zero-waste facility
- Through its plastic bag waste reduction strategy, the company purchased 15 million fewer plastic bags in 2009 as customers opted for reusable bags
- The company also changed deliveries to 31 stores from road to rail in 2009, cutting fuel needs and reducing GHG emissions by 45 per cent.

INDUSTRY NEWS

GSP-tracking gives new meaning to “smart” footwear

Late last year, Columbia Sportswear introduced Bugathermo rechargeable heated boots -- and we all thought that was pretty neat. Now GTX Corp, a maker of 2-way GPS Personal Location Services (PLS) solutions, and footwear giant Aetrex Worldwide have joined forces to bring GPS technology to footwear.

GTX announced yesterday that it has signed a four year, potential multi-million dollar license agreement with Aetrex Worldwide, Inc. to offer personal GPS tracking solutions to the 5.3 million American seniors afflicted with dementia. When a senior with Alzheimer's wanders off more than a pre-set distance, their caregiver will immediately receive a geo-fence alert on their smartphone and computer, with a direct link to a Google map plotting the wanderer's location.

In an interview with CSN, public relations manager Joel Margulies said athletic or business footwear applications could be possible in the future, but that the companies agreed to an initial "tiered level platform" of production. "It made sense to begin production with a few sizes and colours to meet the needs of this growing adult population," he explains. "The technology is also changing so quickly."

GTX Corp holds eight patents for the GPS Shoe, including a GPS transceiver module that is placed within the footwear that transmits location coordinates to a central monitoring station. The station, in turn, disseminates the location data through the use of proprietary software, cellular connectivity, the GTX Corp middleware platform, and a secure viewing portal.

"We believe a miniaturized GPS tracking device embedded inside a therapeutic shoe is the ideal solution for the millions afflicted with this terrible disease, and we are very pleased, after many years of R & D, to partner up with a company like Aetrex which has devoted 64 years to making foot health products," states Patrick Bertagna Chairman and CEO of GTX Corp.

"Aetrex's mission has always been to develop footwear and foot care products that combine unrivaled technology with innovative designs," said Evan Schwartz, President of Aetrex Worldwide Inc. "This partnership is a terrific opportunity for Aetrex to use our expertise to extend the brand beyond the comfort category and help a segment of our population that is in need."

The Aetrex Ambulator GPS Shoe is scheduled for retail introduction in late summer. It will be available through the Aetrex owned website www.foot.com as well as through www.gpsshoe.com and a select group of assisted living facilities.

Info: www.gtxcorp.com

Profitability takes centre ice for Canlan Ice Sports in 2009

Rink management company Canlan Ice Sports Corp. announced its financial results for the three and 12-month periods ended December 31, 2009, reporting a jump in revenue of 4 percent in full year 2009 over 2008. Canlan reported consolidated revenue of \$67.2 million for the 12-month period ended December 31, up 4 from \$64.7 million for FY2008. Same store revenue grew by 3% or \$1.9 million over FY2008.

"Despite very challenging economic conditions in many of the markets in which we operate, 2009 was a year of considerable accomplishment," said Joey St-Aubin, president and CEO of Canlan Ice Sports. "We generated record revenue, earned a profit for the fifth straight year, introduced a new build-to-suit model for future expansions, and drove increased utilization in key product categories, such as leagues, tournaments and programs."

The company said that the revenue growth was principally due to higher ice sales and increased registrations for its summer programs, including youth camps, the Adult Safe Hockey League and youth tournaments, as well as higher advertising and sponsorship sales.

Canlan derives its revenue from the rental of its playing surfaces, registrations for internal programming, food and beverage sales, sports stores sales, tournament registrations, management and consulting fees and other related fees.

Canlan Ice Sports Corp is the largest private sector owner and operator of recreational ice sports facilities in North America and currently owns and/or manages 22 facilities in Canada and the United States with 65 surfaces including ice rinks and indoor soccer fields.

Info: www.icesports.com

lululemon athletica sales continue upward trend

“Breathe deeply and appreciate the moment.”

No doubt lululemon athletica executives are following their own mantra after announcing on Thursday that their fourth quarter net revenue increased 55 percent to \$160.6 million over the same period last year. For the Q4 period that ended January 31, 2010, the Vancouver-based yoga and lifestyle apparel reported net revenue from corporate-owned stores was \$137.4 million, an increase of 52.2% from \$90.3 million in the fourth quarter of fiscal 2008. Comparable-store sales increased by 29% on a constant-dollar basis, they said. In other highlights:

- The company's gross profit for the quarter increased by 67.6% to \$86.6 million, and as a percentage of net revenue gross profit increased to 53.9% for the quarter from 49.7% in the fourth quarter of fiscal 2008.
- Income from operations for the quarter increased by 158.3% to \$41.4 million, and as a percentage of net revenue was 25.8% compared to 15.4% of net revenue in the fourth quarter of fiscal 2008, which included a \$4.4 million (\$0.04 per share) asset impairment charge related to store assets and lease exit costs.
- Diluted earnings per share for the quarter was \$0.40 on net income of \$28.5 million, compared to diluted earnings per share of \$0.16 on net income of \$10.9 million in the fourth quarter of fiscal 2008. The tax rate for the quarter was 31.4% versus 32.7% a year ago.
- Net revenue for the fiscal year increased 28.1% to \$452.9 million from \$353.5 million in fiscal 2008. Net revenue from corporate-owned stores was \$393.5 million, an increase of 24.7% from \$315.5 million in fiscal 2008, and comparable-store sales increased by 9% on a constant-dollar basis.
- Gross profit for the fiscal year as a percentage of net revenue decreased to 49.3% from 50.7% of net revenue in fiscal 2008.
- Income from operations for the fiscal year increased by 53.0% to \$86.5 million, and as a percentage of net revenue was 19.1% compared to 16.0% of net revenue in the fourth quarter of fiscal 2008, which included a \$4.4 million asset impairment charge related to store assets and lease exit costs.

The Company ended fiscal 2009 with \$159.6 million in cash and cash equivalents compared to \$56.8 million at the end of fiscal 2008. Inventory at the end of fiscal 2009 totaled \$44.1 million compared to \$52.1 million at the end of fiscal 2008.

“We are very pleased with the growing sales momentum in our business which has accelerated as the economy has improved and with some of our key initiatives which have taken hold, such as expanding our running line, elevated product to give more value to our customers, and our e-commerce launch,” said Christine Day, lululemon's CEO. “Our 29% comparable-store sales increase reflects the strength of the lululemon brand driven by our quality, design, product innovation and unique positioning.”

Info: www.lululemon.com

UL warns of bicycle light with unauthorized UL power supply

Underwriters Laboratories (UL) is notifying retailers and consumers that the power supply provided with the bicycle lighting system identified below, bears an unauthorized UL Mark for the United States and Canada. UL warns that the power supply, which was manufactured in China, has not been evaluated by UL to the appropriate standard for safety for the United States or Canada and is not authorized to bear the UL Mark. It is unknown if this power supply complies with United States or Canadian safety requirements.

Name of Product: Power Supply, Model GFP302-0512

Number of Units: Unknown

Manufacturer: Unknown

Date of Manufacture: Unknown

Identification: On the product:

LI-ION CHARGER

MODEL: GFP302-0512

INPUT: 100-240V 50/60Hz

OUTPUT: DC 8.5V/1800mA

(UL) LISTED

E241618

MADE IN CHINA

Photos of the product are available at:

<http://www.ul.com/global/eng/pages/corporate/newsroom/publicnotices/>.

adidas and NBA extend global partnership

adidas and the National Basketball Association (NBA) today announced an extension of their global partnership giving adidas exclusive rights to all apparel in Europe beginning with the 2010-11 NBA season. Products will be available beginning Oct. 1, 2010 to coincide with the tip-off of NBA Europe Live presented by EA SPORTS™.

“The NBA is the pinnacle of basketball – and every kid around the world who dreams of playing pro ball aspires to reach that level,” said Lawrence Norman, Vice President of adidas basketball. “Now, with the exclusive global rights, we are able to help the NBA spread the love of basketball around the world by bringing a piece of that dream to everyone who loves the NBA.”

adidas is in the fourth year of its 11-year global merchandising partnership as the official uniform and apparel provider for the NBA, WNBA, and NBA D-League. The NBA and adidas will support the partnership through a mix of global marketing and media initiatives, including NBA Europe Live presented by EA SPORTS in 2010, as well as grassroots events and branded media programs throughout the 215 countries in which the league distributes content.

ANNOUNCEMENTS

Canadian PGA elects Glenn Cundari as its new president

Glenn Cundari, teaching professional and owner of the Cundari School of Golf in North Bay, ON was elected President of the Canadian Professional Golfers' Association (Canadian PGA) yesterday at the Association's Annual General Meeting in Moncton, NB. Cundari succeeds Lindon Garron of St. Andrews, New Brunswick.

“This new responsibility is very important to me. The members of the Canadian PGA have my full commitment.” stated Cundari, who has been heavily involved with the National Board of Directors as

its Secretary and with the National Education Program as the Master Facilitator in Canada. "My involvement to date with the Canadian PGA has allowed me to continually learn about our industry and meet many members who are in the field providing employers and the golfing public with a first rate Canadian PGA experience; to say that I am honoured to be elected to the position of President is an understatement. I want to thank the Members of our Association for their trust and confidence."

The Canadian PGA says that Cundari has been an outstanding representative for the association and an active Member. He has participated in various Canadian PGA committees throughout his career such as the National Education Committee, the PACE Task Force, the National Finance Committee and Chaired the National Future Links Junior Golf Advisory Committee. Cundari has also represented the Canadian PGA at various events of the World PGA Alliance, PGA's of Europe and at major golf events with World PGA partners such as the US Open and the PGA Championship.

"This is a very exciting time to be a Member of the Canadian PGA," said Cundari, winner of the 2007 Jack McLaughlin Junior Leader of the Year Award. "With our PACE program about to be launched, the Centennial celebration in 2011 and the plans we have to promote the Association, I can't wait to get started and we will hit the ground running after building on the hard work of my predecessors."

Gregg Schubert (Vice-President), Head Professional at Cottonwood Golf & Country Club in Calgary, AB and Constant Priondolo (Secretary), Head Professional at Club de Golf Vallee Du Richelieu in Quebec were also elected Officers of the Association at the association's Annual General Meeting.

Info: www.cpga.com

Theft alert: Garneau bikes stolen from Longueil Concept store

Numerous Garneau bicycles were stolen from the Vélo 2000 Garneau Concept store of Longueil last Friday March 19th. The company cautions retailers to be wary about any offers that seem suspicious regarding the following models of Garneau bikes: Axis, Sonix, Xinos, Sedna and Urbania.

For any information pertaining to this robbery, please communicate directly with the owners of the Vélo 2000 Garneau Concept store. Ask to speak with either Michel or Sebastien Lucier at 450-677-1339.

Staff changes for Callaway Golf

Callaway Golf has made a number of internal changes in the following key areas: national sales, marketing, Callaway Golf Performance Centres, and the staffing of the company's Tour Fit Vans. The changes represent a continued effort to enhance customer experience and business growth in Canada, says Callaway.

- Steve Doucet has been promoted to Director of Sales effective March 15, 2010. In his new position, Doucet will be responsible for developing the organization's overall sales strategy and managing all Outside Sales Representatives.

Additional changes within the national sales team include:

- Andy Dexter will relocate to Vancouver to take over the Vancouver Region territory.
- Dave Glasbey, currently a member of the Inside Sales/Customer Care Team, will move to the Ottawa area, assuming the Eastern/Northern Ontario sales territory.
- Craig Scott has accepted the position of Outside Sales Representative for the

Saskatchewan Region. Scott is also currently a member of the Inside Sales/Customer Care Team.

Preben Ganzhorn, Director of Marketing, is pleased to announce:

- Taylor Brisson as Callaway Golf's Product Manager, Soft Goods, for Canada. Brisson will be responsible for Apparel, Footwear, Time Pieces, Eyewear and Izzo Accessories.

Three new fitting experts have joined Callaway Golf Performance Centre locations in Canada, including:

- Tommy Dunn at the Vancouver location, Randy Nicholls at the DiamondBack Golf Course Performance Centre in Ontario, and Bill Dreger at the Calgary Performance Centre.

Eight new fitting experts have also joined Callaway's Tour Fit Van team, including:

- Darcy Dhillion and David Hesser in British Columbia;
- Matt Pilon and Mark Sutherland in Alberta and Saskatchewan;
- Dave Johnson and Cam Christie in Ontario;
- and Luke Todman and Mathew Lavoie in Quebec.

To book a Tour Fit Van event, please contact your local Callaway Golf sales representative or call Barry Wallis at 1-800-387-7000 ext 6498.

Info: www.callawaygolf.com/ca.

Quagmire signs women staff players

Quagmire, the Toronto-based lifestyle apparel company, announces the signing of Caroline Larsson and Adrienne White to its roster of LPGA and Futures Tour players.

"We are proud to have such a talented group of young women represent Quagmire," says co-founder Geoff Tait. "With our brand, we strive to create a fresh and playful look. These players really like to have fun and feel great on the course, making for a perfect match."

Quagmire's latest women's collection includes polos, sweaters, shorts, pants, dresses, skirts and outerwear are available in shades that range

from orange and green to baby pink and blue with contrast detailing throughout the line. Crafted primarily from Quagmire's exclusive, environmentally-friendly "Gud 'N Dri" fabric, the 2010 collection features a variety of textures in its tops, including pique, interlock and a cotton slub jersey. The company says that the performance characteristics of these soft, static-free, wrinkle- and piling-resistant pieces include breathability, durability, fast-drying properties, UV protection and antimicrobials to provide comfort on and off the course.

Info: www.quagmiregolf.com, (800) 652-9839

Golf: Tour Edge Exotics XCG-3 driver

Tour Edge's new XCG-3 460cc driver combines tungsten sole weights, a titanium body, and an amorphous carbon crown. Its face incorporates Exotics variable face thickness technology to deliver "explosive rebound" from anywhere on the face, says Tour Edge. The driver's X-contour face technology is also said to generate faster launch speed from all areas of the face.



Info: www.touredge.com

Snowsports: Arc'teryx Alpha SV Glove

This glove offers a GORE-TEX Pro Shell 3L layering system and was designed for back-country performance. It was engineered with a patent pending Tri-Dex Technology. The outer shell and liner feature a unique finger construction with "aggressive articulation: for an unparalleled anatomic fit, says the company. The removable Polartec Wind Pro liner features low-profile micro-seams and a laminated cuff that remains open for ease during transitions.

Fitness: Johnson Health Tech's Matrix T7xe Treadmill

The embedded electronic devices in this treadmill allow users to enjoy music, watch movies or surf the Internet while they go through their paces. The Matrix T7xe Treadmill is also compatible with Virtual Active -- fully interactive video programming to be delivered on a media player. The company says that exercisers can take a virtual

run through lush forests of Hawaii, hike the majestic Grand Canyon or run Sin City's infamous Strip, all within the walls of their home gym. Not only will they see their destination in the video displayed on the console, they will also feel the terrain as it gradually changes underfoot while hearing ambient sound effects through their headphones in the virtual environment.

Info: www.johnsonfitness.com

Snowsports: Ortovox S1 SENSOR Transceiver


Ortovox's S1 Sensor is the only fully digital, three antenna unit on the market capable of searching for and graphically "mapping out" up to four buried victims. In addition to supplemental digital compass technology for enhanced search capability, the S1 features a complete menu of operational options for full personalization of the performance.




Do you have a new green product?

Send your press release or catalogue sheet to Jane Nahirny, jnahirny@csga.ca for inclusion in our Green issue of CSN Week in Review.

Full details about the **Careers/Classifieds** displayed in this CSN newsletter are **posted** at www.csga.ca. These headlines are emailed to all industry recipients weekly.



• Sales Reps Required Canada-Wide



• Sales Reps Required for Prairies

Cycling Sports Group

- Cycling Sports Group Performance Apparel - Design & Development Unpaid Internship Opportunity
- Account Manager for Vancouver, BC
- Account Manager for Alberta
- Apparel Developer
- Customer Service Rep, Inline, French Speaking



• Sales Rep/Merchandiser position in Alberta, East Kootenays & NTW

• Credit & Collections Specialist

• Bilingual Warranty Department Rep

• Ontario Sales Rep

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www.thenorthface.com

Olde Shoe House

- Sales Reps for Maritimes, Manitoba/ Saskatchewan, Ontario Lakehead

Confidential Ads

- Product/Purchasing Manager
- Sales rep, Ontario - Marine Products



• Sales Rep for Quebec

G & G Golf


- Sales Rep for Quebec **(NEW)**

Superfeet Canada Inc.

- Technical Rep in BC and Ontario

Sports Fleets Ventures Inc.


- Sales Reps for Eastern & Western Quebec **(NEW)**




• Graphic Designer/Web Coordinator




- Sales Manager Sporting Goods Division
- Sales Representative, Sporting Goods Division - Maritime Provinces



• Sales Manager Required C4




• Employment Recruitment



• Retail Marketing Manager



• In-House Sales Rep, Western Quebec



• Apparel Designer

• Category Sales Manager Goal **(NEW)**

Maurice Sporting Goods


- Central District Manager - Canada
- Territory Manager - Central Quebec

Hi-Tec Sports (Canada) Ltd.

- Sales Rep for Quebec

Uber Performance Products

- Sales Reps for Ontario & BC **(NEW)**



• Sales Reps Quebec & Alberta **(NEW)**

Careers/Classifieds Cont'd Next Page

Careers/Classifieds Cont'd



- Field Merchandising Coordinator



- Sales Rep for Newfoundland



- Sales Rep for Newfoundland (NEW)

Confidential Ad

- Account Coordinator/Customer Service for leading Outdoor & Sportswear Company in Mississauga (NEW)



- Director Customer Service - Canada



- Outdoor Clothing Buyer

Supra Distribution

- Girl Skateboards & Lakai Sales Rep for Ontario (NEW)



- In-House rep for Quebec (NEW)

LEFINDUSTRIES