

2004-2005 Sporting Goods & Activewear Buyers

This directory provides access to executives and buyers for major U.S. and Canadian sporting goods and activewear retailers. These business professionals are presidents, owners, merchandise managers, and purchasing and procurement managers who select and purchase from the entire spectrum of sporting goods and active apparel. With over 6,600 changes from the previous edition, this book is a must have for the apparel industry.



Highlights:

- **Over 10,300 Retail Companies Throughout the U.S. and Canada**
- **Contact Information For More Than 17,500 Buyers**
- **Athletic Apparel Stores and Department Stores**
- **Indexed 5 Ways**
- **Available on CD-ROM**

- **Fully Searchable CD-ROM Databases!!**

Import into the following programs:

- Microsoft Access
- Microsoft Excel
- Goldmine
- DBaseIII

Listings contain all the information necessary to create a targeted sales pitch or targeted marketing effort, including the following data elements: contact names & titles (including owner(s), executives, G.M.M.s, D.M.M.s, buyers), merchandise bought, street & P.O. Box addresses, phone & fax numbers, Web site addresses, email addresses, sales volume, type of store, and number of stores.

SAMPLE ENTRY

VIRGINIA - Richmond

*SMASH SKATES (SP-2 & OL)

(DAGGER BOARDS)

653 W. McGill Way

Caballero, CA 98256

(SK Purchasing)

238-549-6829/FAX: 238-549-6830

Sales: \$10 Million - \$50 Million

Website: www.thrashin.com

Email: thrashin@thrashin.com

COREY WEBSTER (Owner)

TOMMY HOOK (G.M.M.) & Buys

Skateboards, In-line Skates, Surfboards,

Water Sports Equipment, Related Footwear

& Apparel

Item Codes: 2, 3, 19, 21

1. Company Name.
2. Divisions - May include alternate names under which the firm does business, or the name of the firm's parent corporation.
3. Address - Where applicable, a mailing address will appear first, followed by a corresponding street address.
4. Buying Office - When applicable, the name of a contracted buying office will appear here. Refer to the Buying Office Index to locate contact information for the office.
5. Telephone Number
6. Fax Number
7. Approximate Annual Sales Volume
8. Website Address
9. Item Codes - These codes are for your convenience in quickly determining what type of merchandise each company buys. An explanation of these codes appears on page xiii and an abbreviated explanation appears at the bottom of each page in the main listings section.
10. Type(s) of Business (See "Key to Store Codes" on page x)
11. Number of Retail Units
12. Executives and Buyers - Individuals at the firms who are responsible for the buying of sporting goods, activewear and athletic footwear, or who supervise buying and merchandising.

*DENOTES NEW LISTING

KEY TO CODES

TYPE OF BUSINESS CODES

AN	Army Navy Stores
AA	Athletic Apparel Store
AUTO.....	Automotive Supply Store
BG.....	Buying Group
BOARD.....	Board Sports (Snow, Ski, Surf, Skate) Store
CBO	Corporate Buying Office
CAMP	Camping Supply Store
CAT	Catalog Coordinator
CLO.....	Clothing Store
COLL.....	College Store
CS	Catalog Showroom
CYC.....	Bicycle and Cycle Supply Store
DEPT.....	Department Store
DISC	Discount Store
DRUG	Drug Store
FW.....	Footwear Store
GM.....	General Merchandise Store
GOLF.....	Golf Store
GS	Gift Store
GUN	Shooting Sports Store
HDWR.....	Hardware Store
HYP	Hypermarket
KS	Children's Store
MAR.....	Marine Supply Store
MO	Mail Order Retailer
MW	Men's Wear Store
OL	Online Retailer
PX	Military Post Exchange
RB	Resident Buying Office
RJ	Rack Jobber
SG	Sporting Goods Store
SKI.....	Ski Supply Store
SP	Specialty Store
SUP.....	Supermarket
SURF	Beach Supply & Water Sports Store
TOY	Toy and Hobby Store
TV	Television Direct Sales Retailer
VAR	Variety Store
WC	Membership Warehouse Club