



Newsletter June 2009  
Volume 1 Issue 5

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*OR Continues to Support TAPS. Thank you OR.*



## New Board Member Paul Riek

Paul Riek, is the Advertising and Promotions manager for Sea Kayaker magazine. Paul is a 1993 Graduate of The State University of New York at Buffalo with a B.A. in History. He has been working in advertising, marketing and promotions in the outdoor industry since 1996. Initially involved in the development of skiing and snowboarding events on a national level, he formed a snowsports industry consulting group—The Riek Group—in 1998. His clients included, among others, Starbucks, Microsoft, Boyne USA, Intrawest Resorts, The Guinness-Bass Import Company, Anheuser-Busch and Booth Creek Ski Holdings. While no longer involved in the ski industry, he remains a passionate skier.

Paul joined Sea Kayaker in 2003 as their advertising manager and in 2008 added promotions to his duties. He keeps in touch with the sea kayaking industry and community by attending a number of paddle-related events every year.

## WCKS Update from Bambi Krieg

The countdown has begun to the West Coast Sea Kayak Symposium, this year's event will be smaller in terms of the vendors on the beach along with retail, but the enthusiasm remains. I continue to have people register to volunteer, as well as preregistered three day attendees. The instructors are slowly coming forward as it is a busy time of year for them. (They want to be on the water, not fill out paperwork and we can't blame them!)

Check out the website, if there is anything on there you would like to add or change, let me know, I like to keep it busy (in a good way) and changing for people to see and get excited about. (<http://www.wcsks.org/>)

Folks are even registering and coming up from California.

I monitor the "hits" on the website and they're getting to be more and more each day...that's exciting. *Bambi Krieg, WCKSKS/Director 360-672-1747*

Please see *The Last 18 Months* on page 3

## New Board Member Paul Riek at work

*TAPS has a Facebook Page with 93 friends. Find us and become a fan. Search for Trade Association of Paddlesports on Facebook*



**Have You Paid Your TAPS Dues for 2009? Mail them to the address on page 4 Today! Not a TAPS Member contact any board member about joining**

Paul writes a monthly column for the Sea Kayaker online newsletter, highlighting new innovations and advertisers in the sea kayaking industry.

Living only a few dozen yards from the water and having two stitch-and-glue kayaks and one composite kayak in his collection. Paul frequently paddles the Seattle shores of Puget Sound.

**WEST COAST  
SEA KAYAK  
SYMPOSIUM**

<http://www.wcsks.org/>

## Epic Hires New Rep Force in Midwest

Epic Kayaks is pleased to announce a new addition to our rep force, Chester (Chet) Rick. Chet will be Epic's new dealer representative in the Midwest region (IA, IL, IN, KS, MI, MN, MO, ND, NE, SD, WI) greatly enhancing our presence and service in an area we are currently expanding in.

Chet has been working in the outdoor industry for over 15 years, starting in retail at a Minneapolis based outdoor shop before starting work as a sales rep. Before starting with Epic, Chester worked as a sub rep with Watershed Sales. During his time there he helped with such lines as Necky Kayaks, Stohlquist, Aqua-Bound, Advanced Elements, Hurricane Kayaks and Ozone Kites. Currently Chester lives in Minneapolis, MN, where he spends his time paddling and practicing Tae Kwon Do (in which he will test for his black belt this summer.)

This is just the latest step forward for Epic Kayaks in what has already been an exciting 2009 season. Epic boats and paddles are breaking ground (water?) all over the world. Incredibly ambitious sea kayak expeditions and world championship racing, in addition to revolutionary product releases, have built our momentum through all facets of the industry.

With Chet coming on board Epic will be in great position to build on this momentum and pass it along to our retailers. Our ability to provide service and support to our dealer network is very important; we're thrilled that Chet can come in and continue to advance that facet of our business.

## Blueway or Bust: Mark calendar now for premier paddling festival

*Festival set for Oct. 23-Nov. 1, 2009 in Lee County, Florida*

Lee County, FL, (USA), June 19, 2009 – The nation's premier canoeing and kayaking destination will sizzle with autumn activity in late October during the fourth annual Calusa Blueway Paddling Festival along the Beaches of Fort Myers & Sanibel in Florida.

The 10-day festival offers a buffet of speakers and instruction, cultural and eco festivals, competitive races and tournaments, paddlers' get-togethers and green activities. Events are at public parks and archeological sites as well as resorts and campgrounds along the Calusa Blueway Paddling Trail, a 190-mile marked-and-meandering saltwater trail on Southwest Florida's Gulf Coast.

Meet the man who circumnavigated Florida's coast, kayaking from Alabama to Georgia along the Sunshine State, including segments of the Great Calusa Blueway. Stay in hotels that offer special packages to travelers with

## WCKS Photographs thanks to Mark Klein



**OutdoorRetailer**

### Important Dates

Rochester Open Water Challenge

BayCreek Paddling Center  
June 27

[www.rochesteropenwaterchallenge.com](http://www.rochesteropenwaterchallenge.com)

Outdoor Retailer Summer Market

<http://www.outdoorretailer.com/>

Open Air Demo July 20, 2009  
Trade Show July 21-24, 2009

West Coast Sea Kayak Symposium

September 25 - 27, 2008  
<http://www.wcsks.org/>

The Great Calusa Blueway  
October 23 - November 1, 2009

<http://www.calusabluewaypaddlingfestival.com>

For More Dates See the [TAPS Calendar](#)

*Based on our Reader's lack of Response we have published three informative, educational, exciting and perfect Newsletters!*

## Blueway or Bust: Mark calendar now for premier paddling festival cont.

paddlecraft, including ready-at-sunrise box lunches and access to ice machines and hoses. Book yourself into a campground right along the trail at a site that includes a guided tour with the Florida Paddling Trail Association to historic Mound Key, an island once inhabited by the Calusa king. Attend the Calusa Costume Ball dressed as a conquistador or sea wench, and then hear ghost stories on a moonlight hike.

Festival attendees also can get competitive. A photo contest, two canoe/kayak races and a catch-and-release fishing tournament are planned; some have cash prizes. Visitors can give back to the community by joining in a countywide waterway marine debris cleanup called Monofilament Madness. Buy a Blueway Wrist Band and enjoy extra value at many of Southwest Florida's attractions, restaurants, galleries and marine/outfitter locations.

The festival features daily activities, with emphasis on the Oct. 23-25 and Oct. 30-Nov. 1 weekends. Many activities are free.

Festival details are available at [www.CalusaBluewayPaddlingFestival.com](http://www.CalusaBluewayPaddlingFestival.com), including entry forms for canoe and kayak races, a catch-and-release fishing tournament and photo contest. Listings of other activities, hotel packages and national ride-share options also are included on the site.

## In Memory of a good Paddler and Industry Friend: Andy Knapp



To leave a thought for Andy or his family you can visit:

<http://www.andyknapp.blogspot.com/>

Andy surrounded by TAPS own Nikk Rekman and past board member Susan Asofeifa at Summer OR 2008

Photo by Heidi Erland

Andy passed away on 3:00 AM on June 22, 2009 after a six year battle with renal cell cancer. As stated in his blog "Andy paddled off into the night."

# TAPS Board of Directors

## *President*

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For a cynical and yet educational look  
at the legal issues in our industry visit  
<http://rec-law.blogspot.com/>

For analysis of the legal issues of the  
industry visit [www.snewsnet.com/lawreview](http://www.snewsnet.com/lawreview)