

Retail Spotlight

Hooking the Hook-and-Bullet Crowd

BY RAY KEENER

Dylan Smith, co-owner of Campus Cycles in Denver, Colorado, wasn't expecting a busy January. So he decided to try a new event. One that bike people didn't attend.

The International Sportsmen's Expo (ISE) draws 20,000-plus outdoor enthusiasts to view exhibits from more than 500 companies. The activities range from fly casting to elk calling.

Smith was looking for new customers and ISE organizers wanted to branch out from the hook-and-bullet world. So ISE provided the space and the supplies to build a mountain bike test track. Smith staffed it and supplied the bikes.

"Originally, we planned to bring in truckloads of dirt to build a track," Smith said. "We ended up with carpeting, duct tape, traffic cones and leftover

Christmas trees for atmosphere.

"I had to convince my own people to give this a try," Smith said. "It is a bit out of the box. We don't see that many cow-bone hats in the bike shop."



The kids' test track was a big hit at ISE last January.

Smith called Chris Grande, his Trek rep, who was equally excited about the opportunity.

"I couldn't have done it without Trek," emphasized Smith. "Chris brought in the demo trailer and plenty of

giveaway swag. We had everything from Fuel 9.9s to Roscoes to kids' bikes."

The kids' bikes were the big hit. "We kept going back to the store every day to get more kids' bikes, like Trek MT 220s," Smith said. "We'll be back next year."

Tired of reading about Colorado shops? Call Ray and tell him your story. He can be reached at (866) 442-2466.