BRAINy Award Winners

2008 (2008 BLC)

Lifetime Achievement
Bill Austin

International Individual
Ying-Ming Yang, Taiwan Bicycle Exporters Association

Green Companies
Specialized
Thule
Pedro’s USA

Green Retailers
Recreational Equipment, Inc. (REI)
Mt. Airy Bicycles/College Park Bicycles, College Park, MD
Trailhead Cycle & Ski, Buena Vista, CO

Advocacy
Retailer: Mike and Claudia Nix, Liberty Bicycles, Asheville, NC
Company: Advanced Sports (Fuji)
Individual: Ariadne Delon Scott, Specialized

Retailers
Best Pro Shop: Contender of Salt Lake City, UT
Best Mountain Bike Shop: Mad Duck Adventure, Grapevine, TX
Best New Shop: Cynergy Cycles, Santa Monica, CA
Best New Retail Concept: Downtown Bicycles, Fort Lauderdale, FL
Best Family Shop: Penn Cycle, Minneapolis, MN

2005 (2006 BLC)

Lifetime Achievement
Gene Smith, Kool Stop

Suppliers
Large: Specialized
Midsize: Raleigh
Small: Bianchi

Distributors
National: J&B Importers
Regional: Seattle Bike Supply

Accessory Brand
Park Tool

Advocacy
Retailer: Landry’s Bicycles, Sharon, Massachusetts
Company: Giant Bicycle
Individual: Bill Fry, Bell Sports

Retailers
Best Pro Shop: Belmont Wheelworks, Boston, MA
Best Family Shop: Plano Cycling & Fitness, Plano, TX
Best New Retail Concept: Roll Brands, Columbus, OH
Most Improved Retailer: New Mexico Bike ‘n Sport, Santa Fe, NM
Best New Shop: Boulder Cycle Sport, Boulder, CO

2004 (2005 BLC)

Suppliers
Large: Trek, Giant (tie)
Midsize: Cannondale
Small: Fuji

Distributors
QBP
SBS
The Hawley Company

2003 (Interbike)

Lifetime Achievement
Phil Liggett

Male Athlete of the Year
Tyler Hamilton

Female Athlete of the Year
Marla Streb

Retailer of the Year
Mike Nix, Liberty Bicycles
Chris Kegel, Wheel & Sprocket, Hales Corners, WI

Best Ad Campaigns
Cervelo
Todson

Best Booths
Crank Brothers
Nalgene

Best Components
Oakley
Shimano
Trek
Ultimate

Best Bike
Serotta Ottrott

Best Product of the Show
Mavic

Advocacy
Retailer: Jay Graves, The Bike Gallery
Company: Kona
Individual: Joe Breeze

Women of the Year
Lisa Robinson, Sportworks
Martha Roskowski, America Bikes

Advocacy
Retailer: Fred Boykin, Bicycle South, Decatur, GA
Company: Saris Cycling Group
Individual/Lifetime Achievement: Rich Olken

Retailers
Best New Retailer: Mad Duck Sports, Grapevine, TX
Best Family Shop: Penn Cycle, Minneapolis, MN
Best New Concept: Goodale’s, Nashua, NH
Best Pro Shop: Belmont Wheel Works, Boston, MA
Most Improved Retailer: bikeseller.com, Little Rock, AK
2002 (Interbike)

**Lifetime Achievement**
Bill Austin

**Distributor of the Year**
Tier 1: QBP
Tier 2: The Hawley Co.

**Bike Supplier of the Year**
Tier 1: Trek
Tier 2: Fuji

**Component/Accessory Manufacturer of the Year**
RockShox

**Outstanding Female Athlete**
Alison Dunlap

**Outstanding Male Athlete**
Dave Wiens

**Best Trade Ad Campaign**
Smart Etailing.com

**Best Consumer Ad Campaign**
Shimano

**Best Linear Exhibit**
Maverick American

**Best Island Exhibit**
Smith

**Favorite Bike Brand** (Bicycling, Mountain Bike magazines' 2002 Consumer Choice Awards)
Trek

**Best 2003 Product of the Show**
Maverick American's suspension fork

**Cycling's Woman of the Year**
Elissa Margolin, executive director, League of American Bicyclists

**Cycling's Man of the Year**
Lance Armstrong

**Retailer of the Year**
Chris Kegel, Wheel & Sprocket, Hales Corners, WI

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2001 (Interbike)

**Lifetime Achievement**
Harry Manko

**Distributor of the Year**
Tier 1: QBP
Tier 2: The Hawley Co.

**Outstanding Female Athlete**
Alison Dunlap

**Outstanding Male Athlete**
Dave Wiens

**Best Trade Ad Campaign**
Smart Etailing.com

**Best Consumer Ad Campaign**
Shimano

**Best Linear Exhibit**
Maverick American

**Best Island Exhibit**
Smith

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2000 (Interbike)

**Lifetime Achievement**
Harry Manko

**Distributor of the Year**
Tier 1: QBP
Tier 2: The Hawley Co.

**Advocacy**
Retailer: Charlie McCormick & Phil Koopman,
City Bikes, D.C.
Company: Steve Flagg & Mary Hendrickson, QBP
Individual: Gary Sjoquist

**Athletes of the Year**
Male: Eric Carter, Mongoose/Hyundai
Female: Verizon Women's Cycling Team

**Advocacy**
Retailer: Hill Abell, Bicycle Sport Shop, Austin, TX
Company: Trek
Individual: Randy Neufeld, Chicagoland Bicycle Federation

**Man and Woman of the Year**
Steve Flagg, QBP
Mary Hendrickson, QBP

**Retailer of the Year**
Richardson Bike Mart, Richardson, TX

**Product of the Year**
RockShox's U-Turn Travel Adjuster

**Honorary Award**: Rep. James Oberstar