

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: Randy Clark, Bicycle Garage Indy,

Indianapolis, IN

Company: Planet Bike

Individual: Lance Camasca, Interbike

Retailers

Best New Shop: Plan B Cycling in Port Orange, FL

Best Multi-sport Shop: Gear West Bike and Triathlon,
Long Lake, MN

Best Multi-Market Retailer: The Bike Source

Best Family Shop: Penn Cycle, Minneapolis, MN

Best Pro Shop: Richardson Bike Mart, TX

Most Female-Friendly Shop: River City Bicycles,
Portland, OR

2006 (2007 BLC)

Lifetime Achievement

Bill Fields

Suppliers

Large: Trek

Midsized: Haro

Most Improved: Orbea

Distributors

National: Quality Bicycle Products

Regional: Outdoor Gear Canada

Accessories (Most Profitable Branded)

Bell Helmets

Cateye Computers

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, Grape-
vine, 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

Midsized: 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)

Midsized: Cannondale

Small: Fuji

Distributors

QBP

SBS

The Hawley Company

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

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

Continued

BRAINy Award Winners—con't

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

Advocacy

Retailer: Charlie McCormick & Phil Koopman,
City Bikes, D.C.

Company: Steve Flagg & Mary Henrickson, QBP

Individual: Gary Sjoquist

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

2001 (Interbike)

Lifetime Achievement

Harry Manko

Distributor of the Year

Tier 1: QBP

Tier 2: The Hawley Co.

Bike Supplier of the Year

Tier 1: Trek

Tier 2: Haro

Tier 3: American Bicycle Group

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

2000 (Interbike)

Advocacy

Retailer: Chris Kegel, Wheel & Sprocket,
Hales Corners, WI

Company: Quality Bicycle Parts

Individual: Patrick Seidler, WTB

Honorary Award: Rep. James Oberstar