



Spring 2008

227 E. Front Street, Traverse City • 231-946-1339

2751 N. US-31 S., Traverse City • 231-941-1100

www.backcountrytc.com

BACKCOUNTRY

Backcountry Celebrates 30 Year Anniversary

Dale DeKuiper and John Lewis went to MSU and met through an outing club. After graduation, each went their way. Later, through a mutual love for the out-of-doors, they opened Backcountry Outfitters in 1978.

Their first store was located downtown and was about 800 sq ft. Then they moved to Front Street and increased to 1200 sq ft. Dale and John's final move was to the current downtown location at 227 E Front Street and is 2000 sq ft.

After 23 years in retail, Dale and John were ready for a change and sold Backcountry Outfitters to Sandy and Susie Graham in 2001. Sandy started working outdoor retail in 1976. In 1990 he left retail to become a manufacturers' sales rep for the outdoor industry. The opportunity to live and play in Traverse City was too much to resist and a deal was struck.

Over the years, the outdoor industry has developed from manufacturers tinkering in garages to production in factories. Retail operations have evolved too. We currently have 2 locations 3 miles apart, one downtown and one near the mall, all in an effort to make things convenient for our customers. We now have 6000 sq ft of the finest gear known to man. Our staff are trained users able to provide you with the information needed to make intelligent gear buying decisions.

Today, Dale keeps busy building custom homes. John travels around the country volunteering in the National Park System. In the summer, John can be found roaming the floors of Backcountry Outfitters drawing from years of outdoor experience to help customers meet their backcountry goals.

We know our future will be long and healthy with your continued support.

Thanks.

Sandy and Susie Graham



KAYAK DEMO DAY - SATURDAY, MAY 31

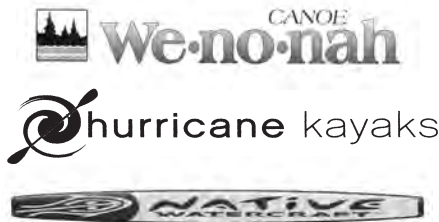
Kayaking is an exciting outdoor activity that almost anyone can do. If you'd like to watch the sun set while floating in the Bay, drift lazily down a river, paddle to a secluded beach with the kids, or set out for a grand adventure in the Apostle Islands, we can get you started.

There are so many kayak brands, models and sizes - the options can be overwhelming. Our staff can guide you through the decision making process, explain basic paddling principles and get you on the water. Some customers like to paddle a kayak before they buy it - our Kayak Demo Day provides that opportunity.

Saturday, May 31, from Noon to 4:00 pm, we will have representatives from Wilderness Systems, Dagger, Perception, Hurricane, Legacy and Native available to answer your questions, provide the latest models to paddle, and help you choose the boat that's right for you.

The Demo will be held at Clinch Park (near the public marina). You can park in the public lots on M72 and take the pedestrian tunnel to the Bay. Wear clothes and shoes you can get wet, and bring a towel.

There is a \$5 fee per person to participate in the demo. All proceeds will be donated to the Boardman River Project. You can pre-register at both Backcountry locations or by calling 231-941-1100. You can also pay the day of the demo. This is a great opportunity for first-time kayak buyers as well as those choosing to up-grade to their next boat. Join us on the beach and start the paddling season off right!



Backcountry Classes and Workshops

Our classes and workshops are great introductions to complete before you enter into a new backcountry pursuit. We explain the technical components of gear, provide tips on planning a successful trip, and discuss trouble-shooting on the trail and water. There is no charge for the classes, but pre-registration is required. Please call the store where the class is being held to register: Downtown store 231-946-1339 or US31 store 231-941-1100.



Backpacking Class

Thursday, March 20 or Tuesday, March 25

This is an introduction to low impact backcountry use. The evening focuses on a presentation and discussion of lightweight, modern backpacking equipment. This class will provide you with the basic knowledge needed to prepare for a backpacking trip and will help you in selecting personal gear. This is a good introduction to complete before your first outing. Class is 7:00 pm to 8:30 pm at the US31 store. Limit 10 people.



What's for Dinner?

Wednesday, April 9

Good food can provide more than just sustenance when you're on the water or trail. Good food makes a good day better and a bad day bearable. Food in the backcountry can warm your belly and your soul. Join us for this introduction to backcountry cooking. We'll talk about menu planning, food preparation, and gourmet feasting. The evening discussion will include stoves, water filters, preparing food from scratch and the ease of using pre-packaged freeze dried meals. Class is 7:00 pm to 8:30 pm at the Downtown store. Limit 10 people.

Outfitting Your Kayak

Tuesday, April 29

Paddle your boat at a higher skill level and push your kayak to its maximum potential. If you're having trouble sculling, bracing, Eskimo rolling and controlling your boat, it probably doesn't fit. If you want to increase your kayak's response, it needs to fit comfortably tight - in other words, you need to wear your boat, not slosh around the cockpit. You provide the materials and the grunt, Sandy will provide the coaching.

Class is 6:30 pm to 8:30 pm at the Downtown store. Bring your boat, paddle, PFD, skirt and safety gear. Participants receive 10% off outfitting materials that night. Limit 6 people. Call 231-946-1339 for reservations and more information.

Kayak Fishing Class

Sunday, April 6

Fishing from a kayak changes all the rules. You gain the ability to reach remote waters and move above fish virtually undetected. The Ultimate 12 from Native Watercraft is one of the most respected fishing kayaks available. It is in a class all its own in regard to comfort, stability, handling and fishability.

Join Bruce Clevenger, kayak sales rep, paddling instructor and fishing guru for an on-land kayak fishing class. He'll discuss the merits of Native Watercrafts, accessorizing your kayak and techniques for productive outings.

Class is 4:00pm to 6:00pm at the Downtown store. If weather and time permit, we will put an Ultimate on the water to test paddle and cast from. Fee is \$20 and will be donated to the local chapter of Trout Unlimited. Limit 10 people. Call 231-946-1339 for reservations.



What to Bring and How to Pack Your Kayak

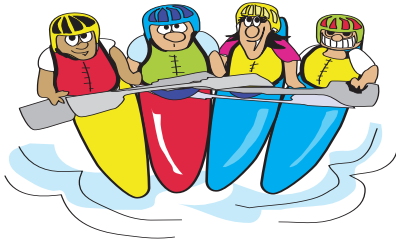
Tuesday, March 4

An overnight kayak trip is the ultimate escape. In a short time you can be beyond the reach of civilization and enjoying a night of solitude under the stars. In this class we discuss the compact, lightweight gear ideal for kayak camping, how to pack your boat for balance, and the equipment you need to keep your trip safe. Class is 7:00 to 8:30 at the Downtown store. Limit 10 people.

Backcountry Kayak Outings

Backcountry Kayak Day Trips

All trips require payment at the time of registration.



All trips are non-refundable unless you cancel two weeks prior to the outing or we can fill your spot from a waiting list. Please stop in, or call, either store

to register. Downtown store 231-946-1339 or US31 store 231-941-1100. We may cancel an outing due to weather if conditions become unsafe.

Grass River Kayak Trip

Wednesday, June 4

The 1,325 acre Grass River Natural Area in Antrim county contains rare and endangered species and is located within the Chain of Lakes waterway. The Grass River, our destination for the afternoon, connects Clam Lake and Lake Bellaire.

We will meet at 1:00 pm and have a short presentation on safety and paddle technique before we paddle up river. We will return to the parking lot at about 4:00 pm. Cost is \$30 if you need a boat and gear, \$20 if you have your own kayak and equipment. You MUST wear a PFD while on the water. Limit 10 people. Please call for reservations.

www.grassriver.org

Kayak Boardman Pond with a Naturalist

Tuesday, June 10

Management of the Boardman Lake Watershed continues to be controversial. Run-off, dam removal, aesthetic impact and development all affect this 4,594 acre area. Paddle with us on the 314 acre Boardman Lake with a naturalist and see what's at stake.

We will meet at 1:00 pm and have a short presentation on safety and paddle technique before we paddle a portion of the lake. We will return to the parking lot at about 4:00 pm. Cost is \$30 if you need a boat and gear, \$20 if you have your own kayak and equipment. You MUST wear a PFD while on the water. Limit 10 people. Please call for reservations.

www.boardmanriver.org



Paddle Experience

Wednesday, June 25, July 30 or August 27

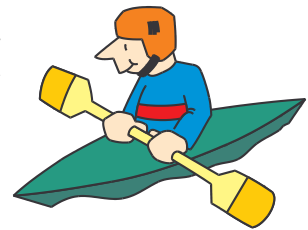
This program is designed for folks who are interested in buying their first kayak, but want a bit of instruction, some time on the water and a chance to paddle a few different models. We will explain kayaking basics, including how to get in and out of the boat, paddling technique and safety concerns. We will also discuss how to choose a kayak and gear, transporting your new boat and maintenance. Each participant will have the opportunity to paddle several models of kayaks.

This is a great opportunity for new paddlers to gain the confidence they need to purchase their first kayak.

Paddle Experiences are from 6:00 pm to 8:30 pm. Cost is \$30 which includes all equipment to get on the water. You MUST wear a PFD while on the water. Limit 10 people. Please call for reservations.

Personal Kayak Demos

We understand some people want to paddle a boat before they buy it. If you can't make our public demo or Paddle Experience, we offer a personal demo as a final decision making step. This is designed for people who are ready to buy a kayak and have narrowed their choice to 2 models. The demo lasts up to one hour, and we bring the two models that are being considered. Cost is \$50 and is refundable if you purchase a boat within 24 hours. Not all models are available for on-the-water demo. Advance reservations are required. We will do our best to accommodate your schedule.



Some of Our Best Customers Make Our Best Employees

Most of our employees stay with us for years, but every once in a while we add someone to the crew. If you'd like to work at Backcountry, drop off a resume at either of our locations. We keep a file of potential applicants and draw from it when a position opens up.

What's New at Backcountry

Wild and Scenic Film Festival

Earth Day, Tuesday, April 22

Join Backcountry Outfitters, Grand Traverse Regional Land Conservancy and Patagonia for the Wild and Scenic Environmental Film Festival. The WSEFF is



the largest environmental film festival in the United States, and we are proud to bring it to Traverse City. The festival will be at the InsideOut gallery and begin at 6:00 pm.

The WSEFF is organized to inspire activism on behalf of the environment and encourage stewardship of the planet. The Festival was started by a watershed advocacy group, the South Yuba River Citizen's League, in the Sierra Nevada foothills. In 1983, a small group of citizens banded together to form SYRCL and fight for protection against several proposed dams. In 1999, their successful lobbying awarded them Wild & Scenic status for 39 miles of the South Yuba River. After twenty-five years, 7,000 supporters and 600 active volunteers later, SYRCL is the largest single river organization in the nation.



The Grand Traverse Regional Land Conservancy is a non profit organization whose mission is to protect significant natural, scenic and farm land. They have protected 30,000 acres of land and 74 miles of shoreline, established 32 nature preserves and hold 150 conservation easements. www.gtrlc.org

This will be a great night of community, inspiration and education! The gallery will have refreshments and beverages to purchase, and you can zip over to the Right Brain Brewery for a beer. Tickets are \$10 each and proceeds will help support GTRLC. You can purchase tickets at both Backcountry locations. We will sell tickets at the door if any are available.

The InsideOut Gallery

The InsideOut Gallery is located in Traverse City's newest hip hang-out neighborhood - the Downtown Warehouse District. The gallery houses the largest selection of urban and underground art in the Midwest, including Outsider, Lowbrow and Pop Surrealism. The gallery's performance space will host the Wild and Scenic Environmental Film Festival. After enjoying the InsideOut, be sure to visit the Right Brain Brewery next door.

www.insideoutgallery.com



Earth Day Totes and 10% off Tuesdays

We all know there are many negative changes occurring to our earth. Often we hear people say they can't change things and they do nothing. At Backcountry we don't agree. We think every little step brings us closer to preserving our planet, protecting our natural resources and saving the wilderness that is essential to our physical and spiritual well being.

A small step to protecting the planet is using a cloth shopping bag, not disposable paper or plastic bags. We have created a special cotton Earth Day shopping bag. April 20 - 26 receive a free bag with every purchase of \$100 or more. And, while supplies last, you can buy a bag for \$15.

Wait, there's more! For the remainder of 2008, receive 10% off your purchase of regularly priced items on the first Tuesday of every month with your Backcountry Earth Day Tote. The only catch is your items must fit in the tote and be carried by the handles (sorry, no boats) and does not apply to sale items. One small step. . . .



What's New at Backcountry

Save a Tree

In addition to mailing our biannual newsletter, we'd like to send updates on events, new products and specials by email. We'll be able to keep in touch more frequently and reduce our carbon footprint. If you want to keep up on the latest news, please fill out the form below and drop it off at either Backcountry location. Or, you can email us your name, address, phone number and email address to start reducing your environmental impact now (backcountrystaff@sbcglobal.net). As an incentive, We'll add your name to a drawing for a **FREE pair of Smartwool Light Hiking socks** every other week for the rest of the year!

Name: _____

Address: _____

Phone: _____

Email: _____

Die Another Day

We're all about having fun, but we try not to let stupidity get in the way. After all, we hope to be paddling, hiking, climbing and enjoying the outdoors for many years to come. We can't stress safety enough, especially on the water and rock. This year we'll offer a "Safety, Comfort and Organization" DVD and safety checklist (on waterproof paper) to customers buying a new boat.



The DVD was produced by Northwater, a company that "develops practical solutions for aquatic endeavors". It highlights sea kayaking, white water kayaking and canoeing, and provides useful information for paddlers of all skill levels.

If you already have a boat, stop in and ask for a copy of the DVD and checklist. We want you to be our customers (and friends) for many years to come. www.northwater.com

Backcountry 30th Anniversary SIGG Bottles

You don't get to be the best by being the oldest, you get to be the oldest by being the best. We can't think of a better way to celebrate 30 years of providing the best outdoor gear than an anniversary SIGG bottle.

SIGG started in 1908 manufacturing a simple hiker's bottle. Like Backcountry, SIGG is a small company (around 60 employees). SIGG bottles are unique, high tech drinking bottles. They are made from one piece of aluminum



which creates a uniform and seamless bottle. The interior is sprayed with a taste-inert, food compatible stove enamel which is baked on. The exterior is coated with a solvent-free powder paint and heat bonded to the metal. Top it all off with a leak proof lid, and you have the world's finest beverage bottle.

We've designed our very own Backcountry 30th Anniversary SIGG bottles and are offering them to our customers at a special price. Stop in and grab one fast - we have a limited number of bottles and once they're gone, you'll have to wait until another big anniversary to get one. Oh, we also have the full line of limited edition SIGG Japanese Spirit bottles (available in May). www.sigg.ch

Pungo Blem Sale

We have managed to hoard a few Wilderness Systems Pungo 100 and Pungo 120 blem kayaks. A blem kayak is cosmetically imperfect, so we get them at a lower price than first quality boats. Blem paddles like first quality boats, and often we can't find the imperfections.

While supplies last, Pungo 100 Blems are \$499 (regularly \$625) and Pungo 120 Blems are \$599 (regularly \$775). These are our two most popular kayak models, and they won't last long!



What's New at Backcountry

Kayak Trailers

One of the biggest concerns our boating customers have is transporting their canoe or kayak. Some people have difficulty getting boats on top of their car, so this year we're offering boat trailers.

Trailex Trailers are the lightest weight trailers available. Made of aluminum, these trailers are long lasting, will not rust and require very little maintenance. They are easily towed and get better gas mileage than heavier trailers.



Rack and Roll Trailers are the Cadillacs of boat transport systems. The Rack and Roll is light enough to use as a hand cart and folds flat for easy storage. Yakima accessories attach directly to the trailer so you can carry boats, bikes and luggage boxes.

Women's Kayaks

We have two new kayaks designed specifically for women. These boats are more comfortable for female paddlers with lowered cockpits and are lighter making them easier to transport. The Perception Tribute and the Wilderness Systems Pungo 120 are available in lime, light blue and pink.



Sanuk Barefoot Un-Technology

Sanuk is the Thai word for happiness and balance. It is also a small company (6 people) that makes some of the coolest sandals/shoes you can slip on your feet. The Sanuk philosophy is simple - you have two feet that are engineering marvels, so don't mess with Mother Nature. Sanuks are the closest you can get to bare feet and still get in the party store (the shirt-thing is up to you).



Haiku Bags

Haiku designs poetically functional bags. They are vegan friendly, easy to clean and almost impossible for us to keep in stock. These are great alternatives to the traditional messenger bags and much more sporty than the average purse.



Tilley Hats



28 years ago Alex Tilley began designing hats for sailors. Tilleys are unique because they float, stay on your head, are unsinkable and look fabulous. These virtually indestructible hats are made in Canada and are certified to block 98% of harmful UVA/UVB radiation and deliver an ultraviolet protection factor (UPF) of 50+ (the maximum rating given). Tilley customers always have a story, but our favorite is the one about the elephant who ate the same hat 3 times. Put a Tilley on your head and let the adventures begin.

Werner Paddles

We've stocked Werner paddles for years, but it's worth mentioning them again. Werner creates advanced design which is more than great blade shape and light weight construction. It includes maintaining bomber durability, shaping comfortable grips and providing amazing features like the newly patented Adjustable Ferrule System. It also means ensuring all these features work together as a whole to create a well balanced paddle.

By offering a complete selection of blade sizes and styles, as well as several shaft options, Werner gives every kayaker the opportunity to select and combine features for a custom paddle fit. Everyone, regardless of their level of experience, can benefit from a well designed paddle that fits properly. Werner paddles help you enjoy greater comfort, reduced fatigue and enhanced performance.



WERNER PADDLES
Ultimate Paddle Performance details

What's New at Backcountry

Osprey Packs



Osprey Packs have been around for 34 years and are the most innovative packs available. From custom moldable hip belts to Airscape back panels, Osprey packs fit and function better than anything else on the market. We have packs for day trips, weekend outings and month-long expeditions. New this year are Osprey kid packs - everyone has more fun when the pack fits right.



Granite Gear

Many backpackers count every ounce, and you can shave more than a pound off your packed weight by converting to ultralight stuff sacks. Granite Gear makes the most complete line of Sil-Nylon bags and packing systems. Fully finished seams, see-thru and packaged in re-useable jars, these are a few of our favorite things. We also like tofu.

MSR Gravity Filter and Hyperflow Microfilter

Potable water with no pumping is what the new MSR Autoflow Gravity filter is all about. Super-light, pump free and ideal for backcountry camping, this system lets gravity do the work. The whole systems weighs only 10.5 oz and filters 1.5 liters of water per minute. Too slow and heavy for you? Check out the new Hyper flow - at 7.8 oz it filters 2.75 liters per minute. Sure, you gotta pump it, but it's not like you don't have time on the trail.



Northwater

We are serious about comfort and safety on the water, and Northwater paddle accessories are unmatched in their ability to meet our needs. Innovative, durable and practical, this is a company of paddlers providing paddling solutions. Checkout our selection of sea kayak and canoe accessories and improve the quality of your time on the water.



Wenonah Canoes

Established in 1958, Wenonah Canoe is the most respected name in canoes and the largest manufacturer of ultra-light and high performance models. Wenonah Canoe has married modern technology together with historic ideals to advance the frontiers of paddling performance while preserving the value of paddling enjoyment. Whether you choose a Royalex boat, or a customized Kevlar Ultra-light model, a Wenonah canoe will provide years of paddling enjoyment.



Keen Recycled Rice Bags

Keen saw an opportunity to repurpose for a purpose in empty rice bags. Keen cuts, sews and weaves old rice bags into unique totes, hand bags and wallets. Sustainability has never looked better. 250 calories per serving.

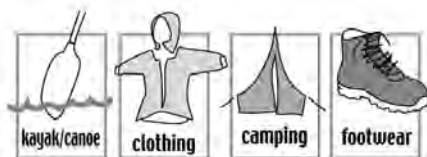
Native Watercraft Pedal Drive

Native boats hit the paddling market by storm last year, and the excitement isn't over yet. The new Ultimate Pedal Drive allows the paddler to pedal the boat forward and backward. You can switch from pedaling to paddling with ease, and the system is much lighter weight than other boats in this category. Available late spring.



Astral

Astral makes PFDs that are incredibly comfortable, technologically innovative and environmentally considered. Astral life jackets use no PVC (a super toxic substance), no neoprene (a carcinogen) and are made from recyclable foam. The women's Bella, with handwarmer pockets and free-floating foam for unhindered range of motion, is the new standard in comfort and safety.



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BACKCOUNTRY

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SMARTWOOL - YOU CAN'T BEAT NATURE

Sailors, farmers and sheep have known for centuries that wool is the perfect fiber for keeping warm and dry. SmartWool updates this classic to produce a comfortable fabric unmatched in its ability to regulate moisture and temperature while being odor free, itch free and machine washable.

SmartWool is a good thermo-regulator and reduces clammy conditions. It keeps you warm in cool weather, and cool in warm weather - perfect for many Michigan days. Best of all, this fiber was produced by happy, healthy sheep rather

than in a petroleum refinery.

Check-out SmartWool shirts in micro and light weights. These shirts are perfect for keeping you cool and comfortable while hiking, biking, sailing and kayaking.

Do I need to say anything more?



**Double Your Pleasure Double Your Fun SmartWool Sale.
Buy 3 pairs of SmartWool socks and Get one Free**

**Buy a SmartWool Microweight Tee for \$25 (regularly \$55)
(we have a limited number so only one per customer)**

Friday, May 2 to Sunday, May 4