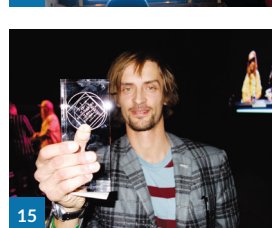
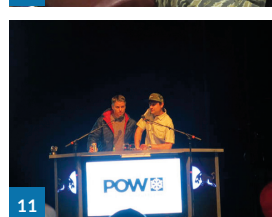
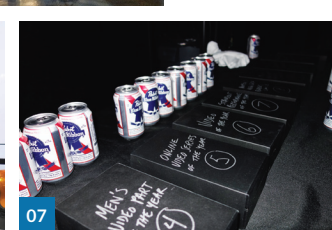
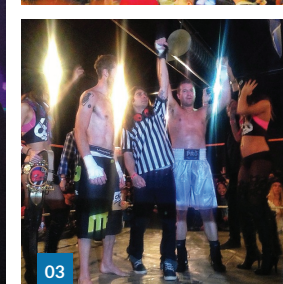
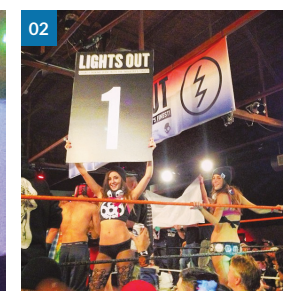
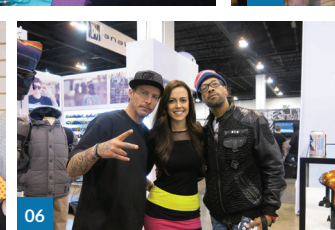
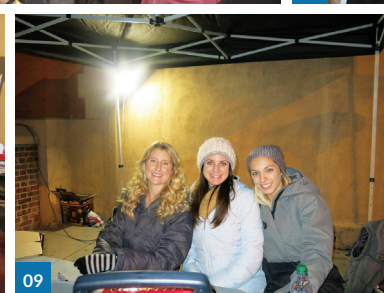


SIA After Hours

While the snowboard zone's aisles have been cranking from the opening bell, things truly get rocking at 5 p.m., when the festivities kick off—and with endless evening options, things go from there on the networking front. Here's a look at the week's after-hours fun from around the Mile High City.

01. **DVS** threw one heck of a party, reuniting **Pennywise** with its original singer on stage at Summit Music Hall during **SIA's** kickoff evening in Denver.
02. The **686 X Electric** Lights Out Boxing Match was back this year, and **Skullcandy's** lovely ring ladies were working their magic.
03. Ref **Danny Kass** presents the Lights Out winner, **Eddie Wall**, who battled it out against **Kyle Clancy**.
04. The **North Face** ice luge was the highlight of the booth after 5 p.m.
05. **Pepa**, of famed '90s rap duo **Salt-n-Pepa**, schmoozing with the **Burton** crew at happy hour.
06. **Electric's** surf team manager, **Kyle "Creeps" Busch**, and PR manager **Lorena Kops** hanging with **Red Man** at the booth.
07. The real party was backstage at this year's **TW Riders' Poll Awards**.
08. **John Jackson** and the infamous **Greg "GT" Tomlinson** creating the magic backstage at Riders' Poll.
09. **TransWorld Media** marketing mavens **Stephanie Finkel**, **Lauren Machen**, and **Jordan Harvey**.
10. **Peter "The Legend" Line** and **Eddie Wall** get interviewed pre-show up in the balcony at the Fillmore.
11. **TransWorld SNOWboarding's** **Adam Cozens** and **Nick Hamilton** get the crowd stoked for the evening's awards.
12. **Burton** team rider **Natalie Geer** and **TransWorld's** **Kelsey Smith** pose with **Halldor Helgason** and crew.
13. **Nikita's** **Jen Irick**, **Dakine's** **Serene Pelletier**, and **Salomon/Bonfire's** **Amy Eichner**.
14. **Peter Line** gives his acceptance speech after being greeted by a standing ovation.
15. **Nicolas Müller** graciously accepts his Rider of the Year award with a humbling and inspiring speech.
16. **John Jackson** and crew sending it. That's a wrap—see you at Riders Poll next year!



Four on the Floor Who has the best booth?



"It's a toss-up between **Rome** and **Lib Tech**—Rome because of their boot-fitting program and Lib Tech just for the overall awesomeness."
—**Dennis Nazari**, President, **Salty Peaks**, Salt Lake City, Utah



"**C3**—it's simple and open. You can be shown the line or check it out on your own as well."
—**Mike Pettit**, Co-owner, **The Youth Shelter Supply**, Waite Park, Minnesota



"My favorite new booth is also my favorite new brand—**iNi**. I liked the calm and privacy of it."
—**John Logic**, Co-founder, **Snowboard Connection**, Seattle, Washington



"For best stoke, **Van's**. **Steve Van Doren** is cooking waffles every morning. That's pretty cool."
—**Warren Currie**, Owner, **The Easy Rider**, Edmonton, Alberta

The Future Is Flat



Blending classic styling and fresh technology, cylindrical goggles are seeing a solid resurgence.

For next year's goggles, many brands are finding inspiration in the past. Shunning the spherical lenses that have dominated the last decade, these brands are embracing the simplicity and classic styling of cylindrical—or flat—lenses.

"The cylindrical lens has become mandatory in every line," explains **Spy** Marketing Manager **Kevin Casillo**. Companies are crediting riders for this resurgence. "We have a

number of athletes who prefer the traditional aesthetic of a flat cylindrical lens over a curved spherical lens," explains **Dragon** Director of Product **Mike Tobia**.

For some brands, like **Ashbury**, cylindrical lenses have always been a staple of their arsenal. "A cylindrical goggle is simple and will never go out of style," offers co-founder **Lance Hakker**. According to **Electric** goggle product designer **Jesse Dawber**, the popularity of cylindrical goggles can also be attributed to their price. "Riders today are looking to stay within budget without compromising quality and performance," he notes.

To maximize this performance, cylindrical goggles are tapping fresh technology. **Giro's** **BLOK**, for example, uses injection-molded, taper-corrected lenses that eliminate the distortion historically associated with cylindrical optics. In the midst of the resurgence in cylindrical lenses, some brands are also abandoning the classic frames that tend to contain them. By using a frameless design and **Dragon's** Advanced Projects X technology, the **NFX** offers the ability to readily swap out lenses for changing light conditions.

Although cylindrical goggles find their inspiration in the past, their aesthetics and performance are anything but antiquated. Consequently, optics like **Airblaster's** Air Goggles offer plenty of reasons to celebrate. After all, notes Airblaster co-founder **Jesse Grandkoski**, the goggles "function really well and do not look like an alien and a robot f#*ked on your face."

—Mike Sudmeier

Zeroing in on Safety

Zero. That's the number of avalanche deaths that **Tom Murphy** of the **American Institute for Avalanche Research and Education** (AIARE) hopes occur each year if the industry implements a new plan—called **Project Zero**—that AIARE, **SIA**, and leading manufacturers, media, and nonprofits have begun to craft.

"We've reached a tipping point that consists of a lot of people in the backcountry, more manufacturers making backcountry gear available, and a resultant uptick in avalanche accidents," explains AIARE director of operations Tom Murphy. "The industry wants to create a corresponding safety message with the equipment it's selling—and that's where Project Zero comes into play."

Throughout the show, Murphy hosted a series of seminars to introduce Project Zero and solicit feedback. These seminars resonated with those in attendance, like **Jon Easdon**, owner of **Blindside** in Colorado Springs. He explains, "It was definitely one of my favorite things at SIA. When I saw the seminar I felt it was all inclusive—it felt like everyone was on board." In addition to collaborating with manufacturers and retailers to deliver an effective and consistent message, Project Zero aims to create a central resource for backcountry and avalanche safety information. Having resources such as video tutorials available through a web-based, educational portal is a primary goal.

Currently, AIARE is working to raise awareness and funding for Project Zero. Murphy explains, "With the right stakeholders involved and the right educational components, we can do something that's never been done before and make a difference."

—M.S.

AIARE's director of operations, Tom Murphy

