

**Q&A**

Alison Gannett teaches companies how easy it is to be green.

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# OR DAILY

Day Three • Outdoor Retailer Winter Market • Monday, January 29, 2007

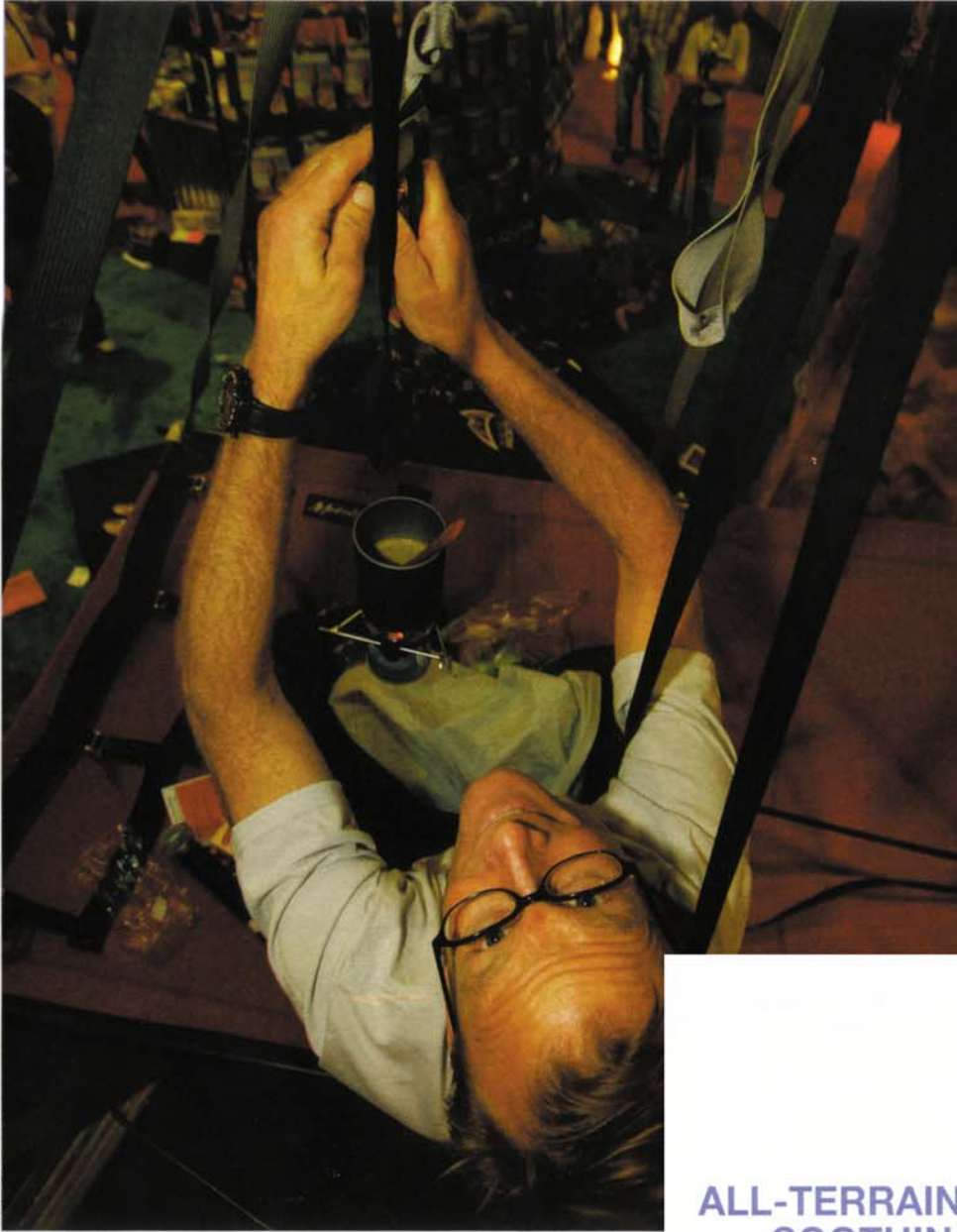


Photo by Lin Alder

**Iron Chef:** Conrad Anker prepares a 'gourmet' portaledge meal of dried meats and vegetables during Jetboil's Big Wall Climbing Cookoff yesterday at the Climbers' I

## World Alliance

Writer and activist Terry Tempest Williams brought the crowd to tears with stories of an interconnected world at the Conservation Alliance breakfast yesterday.

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## Call of Duties

Artificially high import duties are clobbering outdoor manufacturers, a trade expert said. But the OIA is lobbying hard to change them.

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## Dipping Dollar

As the value of the dollar shrinks against the euro, global companies scramble to keep the lid on retail prices of their imported goods.

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## Webolution

The industry has gone electronic. Suppliers, retailers and the media are harnessing the Web to reach audiences in targeted, affordable and measurable ways.

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## Chick Fit

Suppliers are fusing fashion and technology to provide good looking, wear-it-anywhere technical



The Eschler-team looks forward to Retailer Show where you will be able to see the additional diversity of the Eschler textiles bluesign® standard.

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