

# CANOECOPIA

## 2017



**WORLD'S LARGEST  
PADDLESPORTS EXPO**

**March 10-12, 2017**



DAN-BRENNAN

≈ Alliant Energy Center, Madison, Wisconsin ≈

Over 250 exhibitors • Over 150 speakers & presentations • Best prices of the year!

# WELCOME

Darren Bush | Owner



## Welcome to Canoecopia!

A personal greeting from Rutabaga's Chief Paddling Evangelist

DEAR friends and friends I don't know yet,

Brent finished his doctoral dissertation last summer. After he submitted it to the department head, he told me that he had included me in the acknowledgements section. I asked him why he would do that, since I had no interactions with him in an academic setting. It wasn't that, he told me. It was that I took him paddling.

Brent told me that taking him paddling fed his spirit during particularly discouraging times, and anyone who has been a graduate student knows it can be a soul-crushing slog through endless hoops, revisions, and re-revisions. He made it, and I'm proud of him.

I didn't take Brent on two-week trips to the Canadian Shield. Our trips were overnighters on the Lower Wisconsin, usually about 24 hours, afternoon to afternoon, but it's amazing what 24 hours on the river can do. We might have paddled eight or nine such overnighters over the same number of years.

Taking him along was not a big deal, and it certainly wasn't any extra work on my part. Brent is a quiet soul, not prone to speaking unless he has something to say, brought good guacamole and sometimes Spam. He was praised for the first and forgiven for the second.

I have taken dozens and dozens of people paddling in the last decade, but the trips that stand out were the overnighters with a handful of thoughtful friends. Paddling and outdoor activities bring people together in a way that no other activity can. My friendship with Brent was certainly enriched by our time paddling together.

For this reason I would ask of you to do both yourself and myself a favor: take a friend paddling. Heck, take an acquaintance paddling, they might become a friend, and who doesn't need more friends? You will certainly change their day; you might change their life. And that's why we do what we do. To change lives.

Gratefully,

A handwritten signature in black ink that reads "Darren".



### Support our Charities

The Josh Kestelman Scholarship Fund helps Rutabaga partner with local community centers to get kids out on the water. Second Harvest Foodbank is dedicated to ending hunger through community partnerships. Donate a food item for a free gift from Rutabaga. Read more at: [canoecopia.com](http://canoecopia.com)



## THANK YOU

Canoecopia could not be put on without incredible amounts of seen and unseen work by the Rutabaga Core Staff. Sasha Stone manages to corral all of our vendors and "weekend" staff into one well-oiled machine. Marit Haug receives mountains of product in the months (and hours) before the show. Ethan Scheiwe makes order out of tons of boats, across five locations. Tadhg Barrett keeps kayak registers humming. Connie

Lane and Kirk Wall will be at the boat registers. Mary Bonk makes sure everyone is paid on time. Nancy Saulsbury coordinates the speakers. Amelia Musser runs the customer service desk. Jim Pippitt & Joel O'Neill keep the electronic things from falling apart. Kate Westphal makes reams of paper into informative signs. New manager Dan Bowers is providing some welcome perspectives to the Ways We Used to Do Things. And that's just the start. Our year-round sales staff rock it, and the seasonal staff are tremendous. My heartfelt thanks to all. — DB

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### Cool Stuff Debuts in '17

Amazing new designs from Wenonah Canoe, Northstar, NRS, Wilderness Systems, Level Six, Swift, and more!



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### Friends We Don't Know Yet...

Darren helps make a paddle for a kid with a physical disability



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### One Canoe's Story

A boat, donated to the WI DNR talks about all the cool projects it's helped out on



The Canoeecopia Show Guide is published by Rutabaga Paddlesports, LLC, Darren Bush, Owner and Executive Editor. Managing Editor: Jim Pippitt. Editor editors: Catherine Pippitt & Nancy Saulsbury, & most of the Rutabaga Staff. Front cover designed by Dan Brennan. Inside photography by Ethan Scheiwe, Lisa Kummer, Amerlia Musser, Jim, & Darren. Canoeecopia is *the* kick-off to the paddling year. It features the best prices of the season, the best speakers, awesome representatives from fantastic places to paddle & travel, amazing pool demonstrations. This year's show is **March 10-12, 2017**. Find last-minute updates and additional details on the web: [www.canoecopia.com](http://www.canoecopia.com).

## Welcome & FAQs

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## Canoecopia procedures & policies

So how does this work for you, the consumer?

### Boats (canoes, kayaks, SUP boards, trailers)

- There are two large **Boat Check-Out** areas **inside the hall**. Go there to make your purchase.
- If we have your boat in stock, you can take it home that day. Proceed to the **Boat Pick Up** area at the back of the hall. after making your purchase.
- **Special ordering a boat** (or a boat not in stock)? A Rutabaga Staffer at boat check-out will explain the timeline for your boat arriving at Rutabaga and test paddling in late Spring.
- Need a **roof rack** or **trailer**? Go to the Malone, Thule and/or Yakima booths. Racks can be installed at the show *if you are taking a boat home*. Start this process early. It can take a while.
- **General Boat Deposit**? You can pay \$500 (fully refundable) per boat and get Canoecopia pricing until May 31. This lets you test paddle before you buy.

### Buying Accessories (everything else)

- If you don't need a **rack** to get your boat home that day, we're happy to put it on for you when you return to Rutabaga to test paddle.
- Purchase **accessories outside the hall**. Check-out is by the Customer Service area.
- We have shopping totes available. If you want to go see a speaker, leave the bags at the Tote Check area.



- **Shopping totes are emptied each night**. Buy your stuff before you leave that day.
- **Special Orders**? People in the vendor booths will fill out a form for you (make sure your contact information is complete). Bring the completed form with all of the rest of your accessory purchases to the check-out near Customer Service.
- **Check-out lines move fast**. Last year's line *at peak* was about 4 minutes. Those of you who remember the old days can breathe a sigh of relief. Also, the line time peaks just a little during the speaker changes. If you want to walk through the line, check out while the sessions are on.
- If you have anything that needs to be **returned/exchanged**, please keep it in "like-new, sellable condition," with its tags, packaging, and receipt.
- **All returns must be made by May 31, 2017**.
- **Questions?** Look for any of the over 100 people wearing a staff shirt. They can give you an answer or direct you to the proper place to find it.



**Marit Haug**  
*Years at Rutabaga: 11*

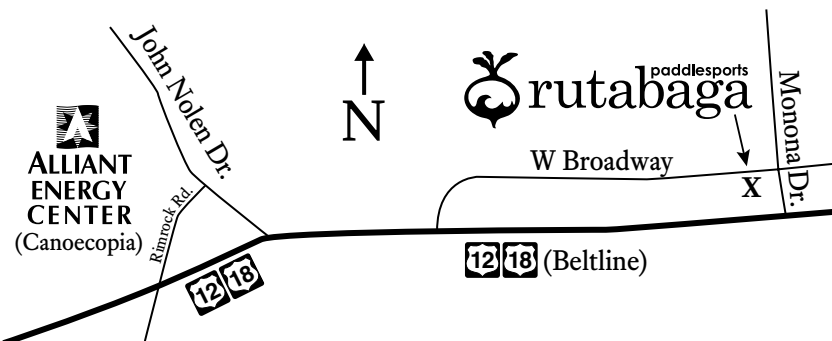
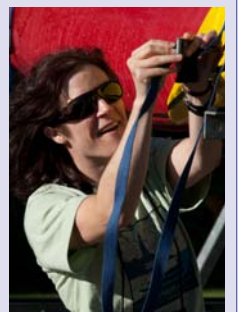
#### *How did you get into paddling:*

I started paddling right from birth; it is how my parents met. We went to Quetico every year when I was a child.

*Favorite place to paddle:* I love the Wisconsin river, all of it, North and South. So much diversity —it can be a tiny little rapids or a wide calm river.

*Favorite boat:* Too hard. I love my Old Town Penobscot 16; it is fast for what it is —a wonderful all around boat. You can do so much in a canoe. I like the Bic Wing SUP because it is lightweight and easy to handle, and goes fast. Too many boats for too many fun activities.

*Little known fact about you:* I was a tennis champion in High School.



# Getting the most out of Canoecopia

Tips & tricks for navigating the World's Largest Paddlesport Expo compiled by the **'Baga Staff**

## Double-check our website: [www.canoecopia.com](http://www.canoecopia.com)

No matter how much we try to get the Show Guide (this thing here in your hands) to be 100% perfect, there are always last-minute changes. Check the website, please.

## Plan ahead and walk the entire show floor

Read this publication thoroughly. It will give you a good idea of things to see, people to talk to, and presentations to attend.

## Attend all three days

There's a reason we sell three-day passes. There's so much to see and so many people to talk to. You'll find it virtually impossible to do in one day, dashed difficult in two, but a pleasure in three.

## Sunday is Fun-day

If you're only going to attend one day, consider coming Sunday. We have some fun giveaways and goodies (see pg 6). The crowds are a little lighter so you can see the show more easily and efficiently. Some of our best speakers and topics are reserved for Sunday.

## Ask a lot of questions

Most every major manufacturer in the paddlesports industry will be there. They are eager to help! Ask them what makes their product best for your needs.

## Shop early for the best selections

We'll have plenty of options, but just like Black Friday, show specials can go quickly.

## Take care of your body!

Wear comfortable shoes and bring an extra pair of socks. Bring a water bottle and stay hydrated. Get a map from the info booth and highlight your plan. Shoulders tired? Take advantage of our tote bag check when you're tired of carrying heavy items.

## Ordering the things you didn't find

If your heart is set on something special, no problem. Each vendor will have special order forms to fill in the details. Present the form when checking out at the Boat Check-Out for boats and trailers, and Main Registers for accessories (everything else). **Note: special orders take 6-8 weeks to arrive.**

## Buying A Boat?

### Sit in a lot of boats

Canoecopia offers an opportunity to sit in hundreds of models under one roof. Make sure to adjust the seat properly and take your time.

### Think about how you're getting your boat home

If you're taking a boat home, we can install your roof rack purchases.

### You can put down a General Boat Deposit if you're not sure

The General Deposit is a great option for the "sure, but not sure" customer. We take a (fully-refundable) deposit of \$500 at a Boat Check-Out, and then you get Canoecopia pricing on a boat at Rutabaga until 5/31. Get your accessories at the show, though; best prices, best selection.



### Didn't plan on taking a boat home but want one anyway?

We'll put your boat on Layaway and you can pick it up at the shop until May 31st. We just need a third of the purchase price or \$500, whichever is greater.

### Trying out boats

Rutabaga's Layaway or General Boat Deposit gives you an opportunity to test paddle. Rutabaga's test paddling begins around April 18th, depending on the weather. Check our website [www.rutabaga.com](http://www.rutabaga.com).

### Used Boat trade-ins

Trade in your boat at Canoecopia. Please ask for details at the Boat Pick Up booth or call us at Rutabaga prior to Canoecopia.

## PROBLEMS? QUESTIONS?

If something goes awry, we want to know about it. **Go to the Customer Service Desk**, or ask a person wearing a staff shirt. We're never too busy to listen, learn, and improve. Or email: [customerservice@rutabaga.com](mailto:customerservice@rutabaga.com).

# Canoecopia Sunday Funday

- Enter your name, address, and cell phone in the barrel at the Sunday Funday booth.
- Prize winners will be notified Sunday via text from 2-2:30 pm and must pick up their prizes that day at the Sunday Funday booth.



Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Cell Phone: \_\_\_\_\_

Win prizes from various vendors at the show!



P&H and Venture kayaks are designed for life's adventures, big and small. We're a small company run by paddlers so we know how important your time on the water is to you. Our kayaks are designed to fit your idea of fun, whether that's camping out of a Cetus in the Apostle Islands or enjoying the sunset on Lake Wingra in our Islay 12. Our goal is simple: to build a better kayak so you can have a better day on the water.

Photo © Scott Martin

[www.phseakayaks.com](http://www.phseakayaks.com) | [www.venturekayaks.com](http://www.venturekayaks.com)

Designed and built in Britain, paddled Worldwide