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MARCH 9-11, 2018

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Preserving a place of water, rock, and forest



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The National Wild and Scenic River Act

Darren gets the inside scoop from one of the behind-the-scenes heroes.



The Canoeconopia Show Guide is published by Rutabaga Paddlesports, LLC, Darren Bush, Owner and Executive Editor. Managing Editor: Jim Pippitt. Editor editors: Catherine Pippitt, Nancy Saulsbury, Lisa Kummer, Amelia Musser & most of the Rutabaga Staff. Front cover designed by Dan Brennan. Inside photography by Ethan Scheiwe, Lisa, Amelia, Jim, & Darren. Canoeconopia 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 9-11, 2018**. Find last-minute updates and additional details on the web: www.canoeconopia.com.

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WELCOME

Darren Bush | Owner

Welcome to Canoecopia!

A personal greeting from Rutabaga's Chief Paddling Evangelist

WELCOME to the Canoecopia Show Guide for 2018! Because of a crack team of photographers, writers, editors, and one excellent desktop publishing nerd, I am probably sitting in a kayak off the coast of Baja California while you read this. Hopefully, I'm in Bahia Magdalena, paddling alongside a pod of some friendly grey whales. E. robustus and I go way back, and it's nice to see them again, whale lice and all. They're a more primitive species and aren't going win any cetacean beauty contests, but I think they're gorgeous.

Some people use the Gregorian calendar to chart time, but at our house, we use the Canoecopia calendar. Friday, March 9th at 4:00 is when I think to myself, "Well, Happy New Year!" It really is the start of a year for me and my family.

This March marks my 29th Canoecopia. At my first Canoecopia in 1990, I was a part-timer in a walking cast from a broken ankle (it involved kayaking). I ran Canoecopia for a decade not long after that, and now, the entire Rutabaga team runs the show, and it works better every year. A mentor once told me "surround yourself with smart people and get out of their way." I encourage all to take that advice.

You'll notice a lot of new writers in the show guide. I asked followers of our Facebook page if they would like to contribute some of their stories about their paddling heritage, and they responded enthusiastically. Writers young and old are sharing their stories, including my daughter, Whitney, my favorite paddling partner for almost thirty years. She is adventurous soul, and I love her dearly.

So Happy [Ca]New Year! Whether it's your first or your thirty-first Canoecopia, we hope to see you next month. The Rutabaga and Canoecopia staff can't wait to meet you (again).

With gratitude,



SUPPORT OUR CHARITIES

Second Harvest Foodbank is dedicated to ending hunger in southwestern Wisconsin through community partnerships, serving people who don't have enough food to sustain active, healthy lives. The Community Action Coalition serves low-income individuals and families, providing seasonally appropriate clothing for school, work, home, as well as job interviews. Please consider donating—we'll have collection barrels located in the lobby for your donations. Read more at canoecopia.com



THANK YOU

Canoecopia could not be put on without incredible amounts of seen and unseen work by the Rutabaga Core Staff. Sasha is back from Washington state to manage the show one last time, and we're grateful for her return. Kate and Marit receive two semi trailers full of product in the months (and hours) before the show. Ethan keeps the boats flowing, while Drew runs the warehouse crew. Tadhg is our register wrangler, especially critical given our new inventory system. You'll find Connie and Shannon at boat registers, and Jim and Joel plug things in making sure the computers all talk to each other (*editor's note: it's more complicated than*

that). Dan's running our social media for the weekend. Mary keeps track of everyone's hours and keep me abreast of sales trends. Amelia is the smiling face at customer service, while we break Dana in gently(?) to this whole Canoecopia thing. And if you want to see speakers, thank Nancy for herding those cats.

And that's just the start. Our year-round sales staff rock it, and the seasonal staff are tremendous. A special thank you to Pat, Mike, and the team from Ascend, our new point of sale system.

My heartfelt thanks to all. — DB

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

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 for the latest updates.

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 55). The crowds are a little lighter so you can see the show more easily and efficiently. Some of our best presentations happen on 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 6-10 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 at 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.

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 after the show at Rutabaga.
- 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, 2018.**
- **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.



Shannon Lehmann
Years at Rutabaga: 1

What got you paddling: A friend suggested we spend our annual back country trip 'yaking around Isle Royale instead of lugging backpacks through mountainous terrain. My adventurous side gave a resounding "hear! hear!" as we all chuckled at the thought of rogue three footers while circumnavigating Blake Point.

Longest Trip: The Florida Everglades. We had a water taxi drop us off with the promise of checking back on us later in the day. We all waved good-bye and as the sound of the boat motor grew distant, we knew we would never see the captain and his mate again. Lucky for us we came prepared for the remoteness of the interior of the region.

