

CANOECOPIA

2019

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March 8 - 10, 2019

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Let's go paddling



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Being Ready for Change

(Photo by Mark Johnson)



The Canoeopia Show Guide is published by Rutabaga Paddlesports, LLC, Darren Bush, Owner and Executive Editor. Managing Editor: Jim Pippitt. 'Editor' editors: Connie Lane, Ethan Scheiwe, Jon Long, Amelia Musser, and Catherine Pippitt. Cover designed by Dan Brennan.

This year's show is **March 8-10, 2019**. Find last-minute updates and additional details on the web: www.canoecopia.com.

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WELCOME

Darren Bush | Owner

Welcome to Canoecopia!

A personal greeting from Rutabaga's Chief Paddling Evangelist



for being shown such kindness, you're expected to do the same for those coming to your house.

Canoecopia is, for three days, our house. We welcome all, and all are welcome. If you're a complete novice to paddling or an expert with more experience and

knowledge than me (i.e., many of you), it doesn't matter. You are a stranger-friend.

No one understands this better than Mei, the six year-old daughter of a friend from North Carolina, who asked her mother, on the way to the put-in, "Are we paddling with friends, or friends we haven't met yet?" Out of the mouth of babes.

If ever there was a time for ξενία, this would be the time. Let's enjoy a weekend together, with both old friends and friends we haven't met yet.

Dear ξένοι, thank you for being our guest for the weekend. Let us no more be strangers. Let the biggest division between us be an argument about which is better, canoes or kayaks? Then, let us agree that the answer is "yes."

With all gratitude,

"EVERY night we stopped in a cabin where wood had been stacked, matches left, and canned goods laid out for the chance traveler. All the unknown host received in return was a scribbled note giving our thanks, any news we could think of, and our names. This whole system of northern hospitality was a gigantic chain, for while we were eating this man's beans, he was undoubtedly farther up the trail, eating somebody else's." -- Benedict Freedman

Dear friends,

You'll have to excuse me, I'm going to be a Greek nerd for a minute or so.

The Ancient Greek concept of xenia (ξενία) is a beautiful one. The English translation is hospitality, but if you Google hospitality, you'll get pages on the Hospitality Industry™. For heaven's sake, we've industrialized being nice!

That's thin sauce for a guy who loves ancient languages. Xenia holds that we are all "stranger-friends," and if you show up at my house, you will be welcome, no matter what the circumstances. In exchange



THE Josh Kestelman Scholarship Fund helps Rutabaga partner with local community centers to get kids out on the water. Josh was a youth and adult instructor for Rutabaga and was loved and admired for his deep commitment to teaching everyone how to be comfortable and secure out on the water. When he passed away at age 23 from brain cancer, we created a scholarship in his honor. The fund has helped thousands of underprivileged kids get out and learn to paddle in the Madison area.

CANOECOPIA SPONSORS:

Canoecopia is generously sponsored by Don Miller Subaru, Level Six, and Discover Wisconsin.



Canoecopia procedures & policies

So how does this work for you, the consumer?

Boats (canoes, kayaks, SUP boards, trailers)

- Go to one of the two large **Boat Check-Out** areas **inside the hall** 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 from Canoecopia, we're happy to install it for you when you return to Rutabaga.
- Purchase **accessories outside the hall**. Check-out is by the Customer Service area.
- We have shopping totes available. If you

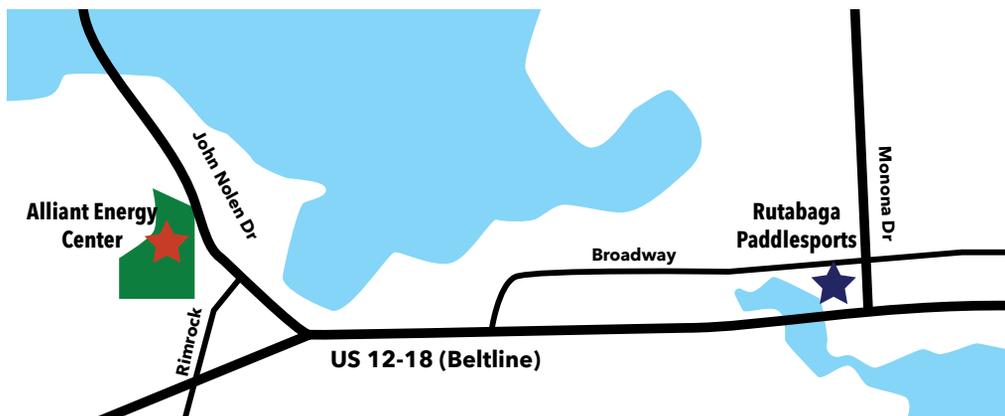


want to go see a speaker, leave your bags at the Tote Check area.

- **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, 2019 at Rutabaga.**
- **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.



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Getting the most out of Canoecopia

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

Come all three days

There's just so much to see and hear at Canoecopia. I don't know how one could take it in with just one or two days. You could spend the entire time listening to new and interesting speakers discuss everything from paddling in Oregon to the Ozarks and tips on paddling with the very young to paddling in your later years.

Talk to everyone

Speakers, authors, exhibitors, and Baga staff are here to help answer questions and try to find solutions that work. We're all paddlers which means the cool factor is exceptionally high. Take advantage of that.

Take care of your body

For some reason, the concrete floor of the Alliant Energy Center is the hardest, least-giving substance ever known to feet. The water coolers are inconveniently located along the west wall. So listen to your body. Take a break as needed. Maybe bring a hydration pack. A few of the Rutabaga staffers do, and they swear by them.

See at least one presentation

This is partly related to the point above. Sitting down and hearing a presentation is informative and restorative. Plus, the presenters we bring in from all around the country are top-notch.

Sunday is Fun-day

This year a number of vendors will be raffling off items on Sunday afternoon. The raffle will only be open on Sunday and you must be present to win. Sunday is often the best day to see the show. We try to put some of the best, most compelling presentations on Sunday and the crowds are often a little less.

Special ordering things you didn't find

So if you really wanted that specific thing, you can special order it at the boat registers (if it is a boat or trailer) and the accessory registers (if it isn't). Blank special order forms are held by each vendor and need to be filled out before entering a queue. Present the form to the cashier at the register and we'll take it from there. You may hear rumors that orders are always in stock and ship instantly. These are as reliable as the latest Abraham Lincoln meme/quote about the Internet. Assume **Special Orders take 6-8 weeks**, and if they come sooner that's great.

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. That deposit guarantees you Canoecopia pricing on a boat at Rutabaga until 5/31. We highly recommend getting your accessories at the show, because you'll get the best prices and the 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 mid-April, depending on the weather. Check our website 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 e-mail: customerservice@rutabaga.com.