



Christy Sports

Corporate Backgrounder

Christy Sports LLC is a specialty retailer in the Rocky Mountain region. Having started in business in 1958 in Lakewood, Colo., the company has grown to nearly 40 stores throughout Colo. and Utah and provides a complete line of ski and snowboard equipment, apparel and accessories, as well as quality outdoor furniture. The company is committed to providing quality products and services at the lowest prices.

Having been in business for 50 years, the company is built upon the philosophy to exceed customer expectations through outstanding customer service, product knowledge and quality goods. The company's growth has been a reflection of the way it has treated its customers throughout the years.

One of the keys to Christy Sports success has been its ability to only focus on certain areas of expertise: skiing, snowboarding and outdoor furniture. Christy Sports is not, nor do they want to be a retailer of all sporting goods. The company is proud of its expertise and for its reputation of being known for lowest prices on quality goods and services along with its high-level of customer service.

Christy Sports also offers a full-service online retail shop at www.christysports.com. The web site is equipped with various ecommerce capabilities allowing for safe and easy shopping. It has quickly become a leading revenue stream for Christy Sports and the company recently built an online reservation system to support its ski and snowboard rental business. With its online reservation system, the company is delivering superior customer service by simplifying the rental process.

Not only showing innovation with its web site, Christy Sports has also revolutionized the ski and snowboard rental business with the launch of Door 2 Door. The company is dedicated to providing the highest level of customer service using a new concept that brings the traditional ski shop to the customer's front door. Door 2 Door, by Christy Sports is a ski and snowboard rental delivery service that is unique to the industry and is growing in popularity as more and more people are looking for a hassle free process.

Company History

The history of Christy Sports LLC began over 50 years ago with two companies – Christy Sports and SportsStalker.

Christy Sports started in 1958 when Eduard and Gale Crist opened a ski shop in Lakewood, Colo. The name Christy comes from the stem christy turn; a term known among skiers.

In 1969, the Crists sold the business to Paul Ulrich and Hays Busch. In 1970 Christy Sports expanded by opening a store in Vail Colo., and two years later a store at Cooper Mountain.

In 1972, the first SportStalker ski rental store was opened by Ben Hambleton in a new ski resort just outside of Steamboat Springs, Colo. At this same time, Christy Sports was growing by achieving the following milestones:

- Moved to a bigger location in Lakewood
- Opened the Avon store
- Acquired the Dillon store
- Opened the Frisco store
- Opened the Crested Butte store

SportStalker flourished as a genuinely customer-friendly business. The store adapted the philosophy of offering customers the best equipment and clothing in the industry at a good value while providing superior customer service.

In 1989, Hambleton sold 60 percent of Stalker, Inc. to a French group headed by Patrick O'Winter. Within the next four years, SportsStalker had 15 locations and Christy Sports had grown to 18 stores. In 1994, SportStalker merged with Christy Sports to form a new company called Christy Sports, LLC.

Today, the company philosophy centers on good, old-fashioned customer service. With nearly 40 locations throughout Colo. and Utah, Christy Sports is poised to continue grow its business by providing customers with quality goods and services and low prices.

Retail Offering

Ski Gear

Christy Sports sells a wide-variety of ski gear including skis, boots, bindings and poles from the following leading brands: *K2, Volkl, Atomic, Roxy, Salomon, Marker, Lange, Rossignol, Giro, Armada, Garmont, Dalbello, 22 Designs, Alpina, Black Diamond, Boeri, Bomber Telemark, G3, Goode, Leki, Pro-Tec, Red, Scott and Tecnica.*

Board Gear

Christy Sports carries snowboard products from leading-brands such as *Burton, Never Summer, K2, Ride, Thirty-Two, DC, Salomon, 686, Bonfire, Nitro, Rossignol, Red, Anon, Flow and many more.* Christy Sports also operates two specific snowboard shops, under the PowderTools brand with locations in Steamboat and Winter Park, Colo.

Clothing

Christy Sports has skiing and snowboarding clothing designs for men, women, junior boys and girls and toddler boys and girls from *Spyder, Burton, Marmot, The North Face, Roxy, Obermeyer, Nils, Mountain Hardware, 686, Bonfire, Market, Hot Chilly's, Arcteryx, Descente, Patagonia, Swany and many more.*

Accessories

Christy Sports carries ski and snowboard accessories (goggles, gloves, helmets, sunglasses and long underwear) from manufacturers like *Spyder, Smith, Hot Chilly's Boeri, Anon, Red, Oakley, Hiro, The North Face, Marmot, Black Diamond, Arcteryx and many more.*

Rentals

It is Christy Sport's mission to make ski and snowboard rentals hassle free with quality equipment and superior customer service. The company is the largest privately owned ski rental company with convenient locations at premier resorts in Colo. and Utah. Customers can rent the best

brands for the lowest prices including *K2, Rossignol, Burton, Nordica, Salomon, Volkl, Lange, Ride and Dynastar.*

Outdoor Furniture

For more than 24 years, Christy Sports has been selling quality outdoor furniture. Its products stand apart in quality, durability, styles and comfort from big box store patio furniture. Christy Sports is committed to the same customer service and product knowledge as in the winter on their ski and snowboard equipment.

Christy Sports only carries quality and durable outdoor furniture that is made for the Rocky Mountain region. Brands include: *O.W. Lee, Rockwood, Les Jardins, Hanamint, Castelle Casual Classics, Meadowcraft, Woodard, Tropitone Homecrest, LA Fuma, Poly Wood, Treasure Garden Pawleys Island and Hatteras Hammocks.*

Christy Sports Brands

The family of brands within Christy Sports includes the following:

Christy Sports

Christy Sports is based in Lakewood Colo., and is currently one of the largest specialty ski and snowboard retail specialists in the Rocky Mountain region. The company also carries a large selection of quality outdoor furniture at competitive prices. With nearly 40 locations throughout Colo. and Utah, Christy Sports is focused on providing quality products and competitive prices.

Door 2 Door

Door 2 Door by Christy Sports delivers ski and snowboard rental equipment to the customer's front door. This new concept is the first for the ski and snowboard industry and is gaining popularity and more and more customers are enjoying the benefits of this great service.

Powder Divas

Designed for women only, Powder Divas ([www. http://powderdivas.com/](http://powderdivas.com/)) offers ski gear for women. From snowboards to accessories, the company provides a store that women can feel comfortable when asking questions and buying equipment.

Powder Tools

Powder Tools (<http://powdertools.com/>) is a snowboard shop that is focused on the needs of snowboarders. Designed to appeal to all ages, Power Tools carries the latest in snowboard equipment including boards, boots, bindings and accessories.

Alpenglow

Alpenglow (<http://ski.alpenglowcolorado.com/>) is a provider of Alpine, Telemark and back country skis. The store also carries all paddle sport equipment including kayaks, canoes, and inflatable rafts.

Alpine Warehouse

Alpine Warehouse (<http://alpinewarehouse.com/>) is an online clearance and discount store for skis, snowboarders, clothing and accessories. The web site is full of thousands of products that need to be cleared out and have been discounted.

Executive Bios

Keith Van Velkinburgh, Chairman of the Board

Keith Van Velkinburgh is the chairman of the board for Christy Sports. Keith has been with the company since 1970, and has been an integral part of the company's success and vision. It was under Keith's vision that the company decided to sell patio furniture to extend its profitability during the spring and summer months. He also directed Christy Sports through several acquisitions and has capitalized on opportunistic growth that has helped shape the company. He started his career with Eastman Kodak in 1965 in the statistical department and later got promoted to a technical sales representative. He earned a Bachelor's degree from the University of Nebraska in Economics and a Master's degree from the University of Denver in Marketing. He is an avid skier, backpacker and mountain biker and loves everything outdoors.

Patrick O'Winter, CEO

Patrick O' Winter is currently the chief executive officer at Christy Sports. He sets the vision and oversees the operation of Christy Sports' 40 retail stores. He has been with the company since 1990 when he took the role of president of Sports Stalker and four years later formed Christy Sports. His extensive background includes executive positions in manufacturing, scientific research, and investment banking. He holds both a MBA and a Master degree in Science from the University of Paris. He is an avid skier and mountain climber.

Keith Liefer, Chief Operating Officer

Keith Liefer is currently the chief operating officer at Christy Sports. He oversees all marketing, purchasing and rental operations for Christy Sports' 40 retail stores. He started with Sports Stalker as a rental technician in 1973, and worked his way up the ranks to vice president. When Christy Sports was formed, he took on the additional responsibility as chief operating officer. He attended the University of San Diego and Riverside Community College. He enjoys skiing, snowboarding and, all things outdoors.

Dan Fox, Front Range Operations Director

As front range operations director, Dan oversees 11 different stores from Colorado Springs to Fort Collins, Colo. He is responsible for the appearance of each store, all of the promotions and marketing efforts, and purchasing of the ski and snowboard rental products. The lion's share of his time is spent supporting and motivating the store managers who report to him and are held accountable for their store's monthly sales efforts. Dan has been with Christy Sports for more than 18 years holding numerous positions including regional and store manager. In his free time he enjoys skiing, mountain biking and golfing.

Gordon Wade, Director of Internet Commerce

Gordon Wade has been with Christy Sports for more than 29 years. Currently as director of Internet commerce, Gordon oversees all aspects of the company's online revenue stream. Under his direction, the company developed a rental reservation system that allows customers to rent ski equipment online. During his career with Christy Sports, he has been responsible for turning around several unprofitable product categories and retail stores. He has held numerous titles including director of mountain operations, vice president of operations, store manager, assistant area manager and hard-goods supervisor. He received a bachelor's degree from the University of Utah in Journalism and Marketing. He enjoys Alpine and Nordic skiing along with water skiing, and biking.

Bob Dapper, Director of Mountain Operations

As director of mountain operations, Bob oversees the Christy Sports Utah and mountain locations expect for stores within Summit County, and Winter Park Colo. Having been with Christy Sports for over 21 years, Bob oversees the profitability, staffing and operations for each store. He has held numerous titles including store manager, area manager and regional manager. Prior to

joining Christy Sports, Bob was the assistant to the president at Steamboat Ski Resort where he also taught skiing lessons. He received a bachelor's degree from the University of Denver with a double major in Psychology and Physiology. He enjoys bike riding, running and snow skiing.

Brian Sullivan, Regional Manager of Summit County and Winter Park

As regional manager for Christy Sports covering Summit County and Winter Park Colo., Brian oversees 13 stores. His job responsibilities include: budgeting, staffing, training employees and day-to-day operations. He has been with Christy Sports for over 14 years and has held numerous positions including hard good supervisor, assistant manager and manager. He received a bachelor's degree from the University of Colorado in Geography. He enjoys skiing, cycling, snow shoeing and being with friends and family.

Retail Locations

Christy Sports
182 Avon Rd
Avon, CO
970-949-0241

Christy Sports
26 Avondale Lane
Avon, CO
970-949-5576

Christy Sports
520 Zang Street
Bloomfield, CO
303-410-8955

Christy Sports
2000 30th Street
Boulder, CO
303-442-2493

Christy Sports
505 S. Main Street
Breckenridge, CO
970-547-5954

Christy Sports
75 Snowflake Dr.
Breckenridge, CO
970-453-8242

Christy Sports
104 Wheeler Dr
Copper Mountain, CO
970-968-2086

Christy Sports
1808 North Academy Blvd
Colorado Springs, CO
719-597-5222

Christy Sports
8045 N. Academy Blvd.
Colorado Springs, CO
719-278-3648

Christy Sports
10 Crested Butte Way
Crested Butte, CO
970-349-6601

Christy Sports
7580 Royal Street
Deer Valley, UT
435-649-2909

Christy Sports
201 University Blvd.
Denver, CO
303-321-3885

Christy Sports
817 Hwy 6
Dillon, CO
970-468-2319

Christy Sports
9609 East County Live Rd.
Englewood, CO
303-708-8535

Christy Sports
5926 South Holly
Greenwood Village, CO
303-740-7055

Christy Sports
805 N Summit Blvd
Frisco, CO
970-668-5417

Christy Sports
23080 Hwy 6
Keystone, CO
970-468-5775

Christy Sports
14371 West Colfax Ave.
Lakewood, CO
303-271-0155

Christy Sports
8176 West Bowles Ave.
Littleton, CO
303-972-0432

Christy Sports
3955 South Wasatch Blvd.
Salt Lake City, UT
801-272-5550

Christy Sports
The Third Level Plaza
Snowbird, UT
801-742-2871

Christy Sports
50 Village Square
Snowmass, CO

Christy Sports
1835 Central Park Plz
Steamboat Springs, CO

Christy Sports
1724 Mt. Werner Circle
Steamboat Springs, CO

970-923-2717

Powertools
2305 Mt. Werner Circle
Steamboat Springs, CO
970-879-1645

Sport Stalker
2304 Apres Ski Way
Steamboat Springs, CO
970-879-3465

Christy Sports
293 Bridge Street
Vail, CO
970-476-2244

970-879-1250

Sport Stalker
2305 Mt. Werner Circle
Steamboat Springs, CO
970-879-0371

Christy Sports
457 Mountain Village
Telluride, CO
970-369-5267

Christy Sports
78930 US Hwy 40
Winter Park, CO
970-726-8873

970-879-9011

Sport Stalker
33160 Mt. Werner Rd.
Steamboat Springs, CO
970-879-2445

Christy Sports
119 Lost Creek Lane
Telluride, CO
970-369-4727

Powertools
78941 US Hwy 40
Winter Park, CO
970-726-1151

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