



Northwest (WA/ OR/ ID/ MT/ AK)

Dane Stephenson (Nordica/ Swix)

Dane started his career in snow sports when he was a Junior in High School working at a local ski and bike shop in Walla Walla, Washington. He has been working in the industry ever since rounding out 26 years, 21 as a rep. He has been very fortunate to have long-time relationships with brands that care about the specialty retailer and are leaders in their categories. While a lot has changed for Dane since beginning in the industry he feels that much has really remained the same with respect to relationships, a positive attitude and treating retailers as business partners instead of simply someone to sell goods to. Dane also feels that by far and away the web has changed our entire industry and the way we communicate as well as buy product.

As for Dane being voted for the SIA Regional Rep of the Year for his region Dane says, "It was a complete shocker – I'm flattered. My entire team works hard and I share this award with them because that's what we take to market. We enjoy to go above and beyond our retailers needs when and where we can – at the end of the day that's what we can offer. This award is special because it comes directly from the people that we service."