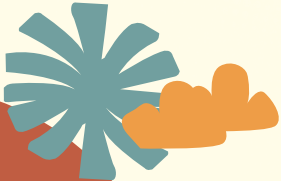


CALIFORNIA

WWSRA
2026
SUMMER SHOW



WELCOME TO



JUNE 2-4
Roebbelen Center
Roseville, CA



THE SLOW LIFE

SHOW





WELCOME TO SUMMER 2026



WWSRA



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WWSRA IS MORE THAN JUST TRADESHOWS

WWSRA

IS REALLY ABOUT BEING AN ADVOCATE

FOR THE INDEPENDENT SALES REP.

WWSRA



WE ARE TRULY COMMITTED

TO THE LIFEBLOOD OF OUR INDUSTRY.

THE SALES REPS &

THEIR LOCAL RETAILERS.

— RACHEL HOLDEN



LETTER FROM THE DIRECTOR

As the saying goes, “it takes a village.” And in the case of WWSRA, that couldn’t be more true. The number of people, planes, trucks, and sprinter vans it takes to pull off 20 shows a year, happening simultaneously across the West, is massive. At the core of all of this is a small but strong crew of humans. It takes a special type of person to be a rep or to open a retail shop; you have to be everything to everyone at all times to be successful. And you have to LOVE it. Like Jim & Katie Compton, both reps, and now snow shop owners. After years of repping, they settled their family in Evergreen, Colorado, after a stint in South America. They opened Quiver Alpine Goods in 2022. We visited them as they were about to move Quiver to a larger location across

the Bergen Village Shopping Center to talk about how Jim pulls off being a rep while he and his wife, Katie (a former rep), their kids, and adorable pup Rio, built a thriving retail store and community in Evergreen.

In our 2025/2026 Winter Show Guide, I took the opportunity to introduce (or reintroduce) myself and to feature our fearless and devoted President, Morgan Turner. I’d like to take the opportunity with this Summer’s Show Guide to introduce you to the rest of our crew, the team that you all rely on to pull off what most days seem insurmountable, and some days, it actually is.

Rachel Holden came to WWSRA via a Craigslist ad in 2008; Katie Doty found WWSRA through my family in 2015 and then



WORDS: *Cami Garrison*

recommended her great friend, Bryan Smite, who started working with us in 2018. With each new team member, I look back and wonder how the hell we did it before they magically appeared. I sent the team a list of questions to help us get to know them better. Reading their responses made me laugh out loud and tear up a bit. Some of the answers I could have written for them; some of their responses surprised me; mostly, they reminded me how lucky we all are that they choose to work for WWSRA every day. Like any small team, we drive each other crazy and have been known to fight like siblings, but mostly, we hold each other up, catch each other's tears, and make each other laugh until we cry on a regular basis. One of my favorite ice-breaker style questions to ask people is,

"If you were to write a memoir, what would the title be?" This, of course, was my favorite question for the WWSRA team. Mine would be called, "You'll Laugh Later."

After the Artemis II Spacecraft landed on April 10th, NASA held a press conference with the crew. In her speech, Mission Specialist Christina Koch defined a crew as "a group that is in it all the time, no matter what, that is willing to sacrifice silently for each other, that gives grace, that holds accountable. A crew has the same cares and the same needs, and a crew is inescapably, beautifully, dutifully linked." Read on to learn more about Jim & Katie Compton of Quiver Alpine Goods in Evergreen, CO, and the small group of humans at WWSRA who have, for years, been my crew and yours.

No winter lasts forever, no summer skips its turn.



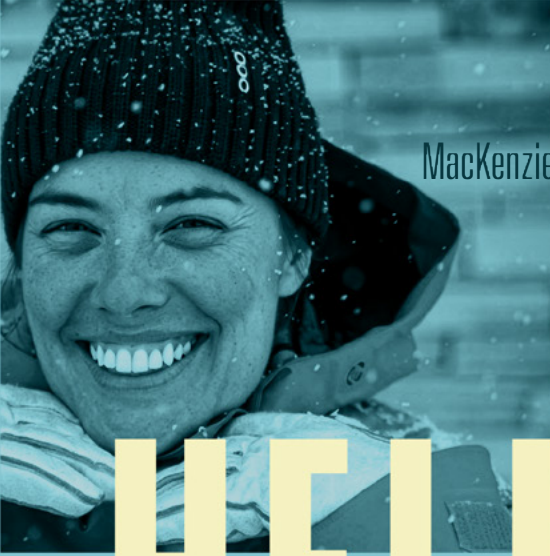
— WELCOME TO

WWSRA

THE
SHOW
~~SLOW~~ LIFE



WWSRA



MacKenzie Hannah

HELLO!



Avery Clough



Dane Stephenson



NICE TO



Jamie Sewell

MEET

Shawn Leydecker



YOU!

AVERY CLOUGH

CALIFORNIA

Years Repping: 20 yrs
WWSRA Member: 8 yrs



WHAT BRANDS ARE YOU REPPING?

Jones Snowboards, POW Gloves, Christenson Surfboards, Freaks of Nature, Makes Scents, Yucca Fins, RVCA, Rhythm and Cadia (Fall 26).

FAVORITE PART OF BEING A REP?

So much! But boiled down, I love working with people who are passionate about the outdoor lifestyle, reps, and retailers. We all share a common bond of making a career out of something we love, and that is pretty powerful. We are lucky. And weirdly, I really like getting out on the road.

MOST CHALLENGING PART OF BEING A REP?

The challenges ebb and flow, but are all worth the tradeoff of being a rep in this industry.

WHEN YOU'RE NOT ON THE ROAD OR AT A SHOW, WHAT ARE YOU GETTING UP TO?

An ideal day not working would be getting some sort of activity (ideally surf, paddle, snowboard, or a trail run) and then getting some quality time with my partner, Leah, and our dogs. Pretty straight forward and pretty damn rewarding.

JAMIE SEWELL

ROCKY MOUNTAINS

Years Repping: 14 yrs

WWSRA Member: 10 yrs



WHAT BRANDS ARE YOU REPPING?

Smith Optics, Blenders, Suncloud, and Wild Rye.

FAVORITE PART OF BEING A REP?

I grew up ski racing in Tahoe and was immediately ingrained in the outdoor industry. I knew from a young age that I would love to work in an industry I am passionate about, but honestly wasn't sure it would actually happen. I am grateful every day that my job encompasses my passions in life and I am able to work in an industry I love so deeply.

MOST CHALLENGING PART OF BEING A REP?

I mean... every job has its challenges - it's definitely a stressful job and one that takes a lot of time and patience, but as long as you stay true to yourself and your accounts, it's an ABSOLUTE BLAST. This industry is hectic and chaotic, but it is also filled with a multitude of awesome humans, and I wouldn't trade it for anything!

WHEN YOU'RE NOT ON THE ROAD OR AT A SHOW, WHAT ARE YOU GETTING UP TO?

My biggest passion is skiing - there is nothing better than a deep pow day ripping through open bowls and gladed tree runs! In the summer, you'll usually find me biking in the mountains of Colorado with my husband Brian and/or running through the forest with my dog Yuki.

SHAWN LEYDECKER

CALIFORNIA

Years Repping: 14 yrs

WWSRA Member: 14 yrs



WHAT BRANDS ARE YOU REPPING?

Zeal Optics.

FAVORITE PART OF BEING A REP?

A lot! I love going to the shops and resorts and having the friendships that I have built over the years. I enjoy getting to know everyone during my visits and clinics, and keeping the vibes high on us getting to do the things that we love the most about being in the industry (being outdoors!) The added perk of being able to get turns in on the mountains or catching some waves with my accounts (Brand Supporters!) is always the best! My favorite part, though, is being a trusted friend and advisor to my accounts, brand ambassadors, and other reps.

MOST CHALLENGING PART OF BEING A REP?

Building a brand is tough, especially when you are the “newer kid on the block.” You get a lot of nos. But, a “no today, can be a yes tomorrow,” so you just keep at it.

WHEN YOU'RE NOT ON THE ROAD OR AT A SHOW, WHAT ARE YOU GETTING UP TO?

You can find me surfing at Salt Creek in the mornings at o'crack it early when I am home. If I am driving up and down the coast, I definitely bring my board with me. So many good surf spots that I enjoy going to. I do enjoy getting out on some trails or beaches for a little run, and I enjoy playing some tennis with my wife. I am a diehard sports fan in general, but even more so for the Chargers and Angels... I know, heartbreak more seasons than not! I guess one thing most people do not know about me is that I am a little bit of a gamer and enjoy playing Clash of Clans, HA!

DANE STEPHENSON

PACIFIC NORTHWEST

Years Repping: 40+ yrs

WWSRA Member: 30+ yrs

Our agency, Leading Edge Northwest, was formed in 1992.



WHAT BRANDS ARE YOU REPPING?

KÜHL, Pivo, POC, Alpina, Atlas/Tubbs, Bison, Dermatone, Rollerblade.

FAVORITE PART OF BEING A REP?

The people and ability to service/support retailers with ideas and action to help them be successful.

MOST CHALLENGING PART OF BEING A REP?

The always-changing landscape of retail and challenges we can't control: weather, economy, retailer attrition, gas prices, etc.

WHEN YOU'RE NOT ON THE ROAD OR AT A SHOW, WHAT ARE YOU GETTING UP TO?

On the road... I can't sit still. Overlanding, Europe trips, and finding unique places to check out before they become "too popular." Big fan of the Arctic Circle and Eastern Europe.

MACKENZIE HANNAH

ROCKY MOUNTAINS

Years Repping: Bounced in & out since 2017

Back in the game as a Territory Manager in '24

WWSRA Member: 2.5 yrs



WHAT BRANDS ARE YOU REPPING?

POC is my only focus for both Winter and Bike categories.

FAVORITE PART OF BEING A REP?

I love love love the relationships!! I feel like I have brothers and sisters all over the world because of the passion we have for the outdoor industry. I also really enjoy living in the future with the new products we showcase and get to help our partners with the right assortment for their clientele.

MOST CHALLENGING PART OF BEING A REP?

Constantly on the lookout for new podcasts as we all spend so much time behind the wheel in little to no cell service. On a more business level, not being able to be in two or more places at once.

WHEN YOU'RE NOT ON THE ROAD OR AT A SHOW, WHAT ARE YOU GETTING UP TO?

Hopefully out enjoying fresh powder in the winter mornings or out walking the golf course in the summer!

WHEN



Avery



Dane

WE'RE



Mackenzie

NOT



Jamie



Shawn

WORKING

BEYOND THE BOOTH

THE HUMANS BEHIND THE MACHINE

Words by: Cami Garrison



WWSRA





RACHEL HOLDEN

There's a version of Rachel Holden that people think they know. She's the one with a strong presence and a direct answer, but spend enough time with her, and her softer side will magically appear. Rachel has been with WWSRA since August 2008; like me, she has grown up with WWSRA. She was 28 when she responded to a Craigslist ad, after we had already decided to offer the job to someone else. But she warmed her way into my heart, and here we are, 18 years and a lot of life later. She has been by my side on this ride for almost 2 decades; that tells you everything you need to know about us.

When asked to describe her role with WWSRA, Rachel says, "This is tough; my role has been many things over the years. Consistently, I have managed shows across the different territories and played a role in most other WWSRA undertakings. WWSRA has never had dedicated people for specific tasks; we have all had a hand in things to some degree. Many things have gotten streamlined with better processes and technology, but in some of those earlier years, Cami and I were the only two employees, and we did it all. I am screwed because I don't know how to put what I do on a resume. Hence why I am still here."

One of the things Rachel wishes more people understood is that the shows are just the most visible part of something much larger. "WWSRA is more than just tradeshow," she says, "WWSRA is really about being an advocate for the independent sales rep. We are truly committed to the lifeblood of our industry, the sales reps and their local retailers." If she could change one thing for WWSRA, Rachel would have more weeks between November and January. If she could change something about how WWSRA is perceived? Rachel says, "Most tradeshow have teams three to four times the size of ours. A bit more understanding of what we manage to execute year after year, at the price points we are at, would go a long way."

"The resiliency of WWSRA always surprises me," she adds. "Especially after COVID, I am so in awe of how resilient our sales reps are. They have had so many challenges, particularly these last 3-5 years, that they are constantly



having to recalibrate to new normals under increasing pressure from their brands. I am also always pleasantly surprised by the fact that at the end of the day, our industry and the reps and retailers I have worked with over the years are truly some of the kindest, most wonderful people who really love their jobs.”

Rachel is really excited about the direction things are going. “I think the storytelling we are doing and being committed to owning that narrative. The tools and people we are bringing on to help with that, that’s what excites me,” she says. “We have always been an important part of the industry ecosystem, but having a bigger voice in that is cool.”

Away from the shows, Rachel’s life is anchored by her family. She says, “I am married to my lovely husband Germaine Holden. We have been together for 22 years and married for 13. We have one son together, River (12), and three other sons, Baer, Tyger, and Wulf. Our two dogs are Panda, a 120lb Newfie poodle, and Zella, a 20lb pint-sized terror of a mini Aussie. Both of which should be on the cover of a pet insurance webpage. I also very much love the team I work with at WWSRA. They are my extended family. I am really grateful to all the people in my life because I can be a real pain in the ass, but once those layers get pulled back, I am also a very loyal, loving person. I also love riding my bikes. Nothing fills my cup up like a long ride in the mountains.”

“I think a lot of people feel that I am not approachable, but also never just try to have that initial conversation,” Rachel adds. To know Rachel is to know that she loves food, and no one, not even TSA, will come between her and a salad. “I travel with food no matter where I am going and no matter the circumstance. I am a chronic TSA/customs violator.” A little tip from me to you: bring her a snack, and she’ll warm right up.

Rachel’s book title will be “*Boundaries*,” and I will always admire and respect this about her.



KATIE DOTY

Anytime you land on our website, walk away with a badge at a show, or communicate with WWSRA in any way, you are directly interacting with and benefiting from Katie's sleepless nights and immeasurable contributions to WWSRA's backend. For the last 12 years, Katie has been dissecting my brain and turning my wild ideas into tangible, physical tools that we all use today. Databases, budget sheets, websites, and tools that, in the most literal sense, protect WWSRA and all of you. She does this while greeting you all with a smile, as she internally is considering throwing a printer across the room.

She's been part of the WWSRA fabric since 2014, when she started helping me collect demo insurance as a favor. Twelve years later, her job title might as well be "Kaatttiiiiee it's broken!"

"With such a small team, we all kind of overflow into every aspect of the association," she says. "But my specialty is finding ways to fix or improve our website, reports, and registration processes." If something is inefficient or broken, Katie has already lost sleep over it and is three steps into solving it before any of us know it.

After more than a decade in this industry, not much surprises her, but we still keep her on her toes, "I think the speed of everything still gets me. Things are always moving and changing, and with the short window we work in, you really have to be able to pivot at the drop of a dime. That, and how fast reps can break down a booth. Packed and out the door before we can even get over there to scold them."

Running events at the WWSRA level takes an enormous amount of invisible effort, and Katie is one of our fiercest defenders. She admits, "I have had to learn how to let things go. I'm super proud of what we do and the amount of work that goes into each event, so when we are mislabeled as something/someone else, I tend to get a little... snippy. At the end of the day, I just have to remember that even though people may not know our name, they sure as hell would miss us if we were gone."

One thing she wishes more people understood is that WWSRA is a not-for-profit, member-run organization. "Our entire purpose truly is to make their lives easier. We obviously can't make everyone happy, but we genuinely do listen to what people want and take every step to try to make it happen."

If Katie could solve one single problem for the planet and WWSRA, without pause



or hesitation, it would be printers. “I don’t even know what needs to be solved; I just know they are the bane of my existence, particularly in January and February. I need them to be better. Or gone.” She’d also change the name WWSRA, for the record. “It’s a mouthful.” And I agree, does anyone have suggestions?

What excites Katie about WWSRA? Aside from IT hell, “Watching the association grow and being a part of that growth is what excites me. Since I started, we’ve made a lot of progress in getting our name out there and being more involved with the community. We still have a ways to go, but each year we are finding new ways to bring people together and bring some more excitement to what is often considered just another boring tradeshow.”

Outside of WWSRA, Katie’s head is always planning her next adventure. This June, minutes after wrapping up our summer shows, she is leaving for Africa. “I’m on a mission to see as many animals as I possibly can in this lifetime, so if I get trampled by elephants or eaten by a lion, just know that it was worth it.”

Here’s the thing nobody would guess about Katie: she lives in Colorado and owns absolutely no camping gear. None. “I have no less than 27 people who would gladly help me remedy that, but I still haven’t actually purchased anything,” she says. “I don’t deserve the Rockies.”

At the center of everything Katie does is her people. Her best friends Bryan and Alex have been in her corner for over 20 years; they are her world and her most committed travel companions. At this point, between the two of them, they have been by Katie’s side as she has stepped onto every continent but Antarctica, which I’m sure will happen soon.

But she considers Rachel & I family too, “Cami and Rachel can read me like a book. When we’re on the road together for weeks at a time, that is insanely important. Those girls have been with me through a lot, and I am eternally grateful for their friendship. I’m fairly certain that without the team we currently have, each one of us would have left at some point. But we truly do have so much fun together. There hasn’t been a single show where someone hasn’t made me laugh to tears.” Working from home, her dog Winnie is her constant companion and her sanity. “She’s probably super sick of me talking to her all day, but I feed her, so she’s fine.”

If Katie ever wrote a book, her title would be *“I’ve Decided I’m OK Now,” A Collection of (Very Angry) Short Stories.*



BRYAN SMITE

When Bryan stepped in to help us with registration for the 2018 WWSRA/SIA National Demo at Copper Mountain, he had no idea what a DIN setting was, and being from Southern California, he'd never skied a day in his life or set foot on a snowboard. But he showed up, checked in buyers, and accidentally laid the foundation for becoming a permanent part of our team 6 years later. Bryan's tolerance for Katie, Rachel, & I, along with his curiosity, sense of humor, and quiet confidence, was exactly what we all didn't know we needed.

"It was so exciting being a part of something so big and different from everything I was used to," he says. What started as a simple check-in role has grown into something much harder to put a title on. Bryan is now our retailer go-to guy, walking them through account setup, show registration, and answering all of their questions. He's also the person we turn to when something just needs to get done. As he says, "Test the website? Got it. Heavy lifting? Be right there. Update all the show pages, book hotel blocks, coordinate food trucks? Taken care of. "I am a jack of all trades and master of a couple, while still constantly learning something new every day."

When asked what has been the hardest part about walking into WWSRA, he says, "For me, it was really about understanding the 'why' behind these shows and demos. Why are they happening at this time and in these regions? I also had to figure out how the order deadlines, sample deliveries, showrooms, and everything else factor into when and where the shows & demos are placed. Once I learned more about the cycle of things, everything else made a lot more sense." What still surprises him, even now? The sheer size of the industry and the reach WWSRA has.

If Bryan could change one perception people have about WWSRA, it would be this: "We are a team of 4." With a few helpers on the road and a small team of web developers and contractors for creative work, the day-to-day operation of 20 events a year is run by four people. Four. "Seeing what these three women have accomplished on their own would truly amaze you," he says of Rachel, Katie, & I. For him to say this doesn't surprise me now that I know that, in high school, Bryan was a linebacker on the football team AND a cheerleader. He brings solid strength and is our biggest cheerleader every day.



“Professionally speaking, being on the road with the few who make these events happen makes me the happiest. Whether it be our road trips getting to and from our events, or the countless laughs we share around the dinner table on the road. Most of which revolves around the stories Cami has to share. Somehow we’re still getting new ones every year.” He doubled down on this when he stated, “I think it would be cool to have more events in the summer. Something like our demos but in warm weather. Being able to see people enjoying the work we do is one of the most rewarding parts of my job.”

Bryan is married to David, who some of you may recognize from shows. David has also been helping us out at shows since 2022. As Bryan affectionately says, “David brings bright, vibrant energy” to every show. Together, they share their life with Buddy, a 13-pound bald rescue chihuahua with strong opinions about strangers. Long walks down the Platte Trail, local brewery visits (Buddy’s commentary included), cooking together, traveling, taking workout classes, and building a life around the people and moments that matter most. “Having these two as my family means the world to me,” Bryan says. He and David have been married for almost four years. Over the last few years, he & David have been focused on saving to buy a house, “Making it our own and having a nice yard for the dog, that’s our dream.”

When Bryan looks at where WWSRA is headed, he sees a brand that’s growing and evolving, and he’s proud to be part of shaping that. As for what he wants reps and buyers to know about him that they’d probably never think to ask? “I’m a size large and have a shoe size of 11.” Useful information... Wink, wink. And the most pressing problem he’d solve today, “to figure out what to have for lunch.”

The title of Bryan’s book made me laugh out loud... *“What’s in this one?” A book about not being afraid to try new things, at least once.*

PHOTO GALLERY

Photos by:

Kelton Woodburn & Susie Floros













WWSRA





FEATURE PROFILE

JIM & KATIE COMPTON

How long have you been repping?

Jim Compton: I've been a sales rep for 14 years. I originally started on the sales management side of things, then went into repping and brought Katie into the fold. We repped together for several years, for both Quiksilver and Roxy. I'm currently still a sales rep, and Katie is very much the head honcho here at Quiver.

Katie Compton: I'm currently not repping. I'm mostly here and just kind of supporting. I do a lot of sample unpacking, but he handles all the administrative stuff.

How long have you been a WWSRA member?

Jim Compton: 11 years, if I'm not mistaken.

What brands are you currently repping?

Quiksilver, Jetty, Nixon watches, and ID premium private label apparel.

How did you get into repping?

Jim Compton: I grew up working in a small surf shop in New Jersey. The reps that passed through were always arguably the raddest women and men that I would meet. They just seem to have a really awesome work/life balance. They're always traveling and talking about the things they love. So that was a natural thing for me to want to pursue.

What's your favorite part of being a rep?

Jim Compton: It sounds cliché, but it's the people I like, other reps, the buyers, the vibe in general. Going to a WW show is always a reunion. Between that and the flexibility.

What advice would you give a younger person wanting to get into repping?

Jim Compton: Get into the industry, in any way you can. Go get any job you possibly can for whichever brand that jives with you and go from there. I don't know anybody who went immediately from, a shop guy or girl to rep or sales director. A lot of us started as inside sales reps, customer service reps, sales operations reps, or packing boxes in the warehouse. In my journey through Quiksilver, I've worn so many different hats. It's given me a really well-rounded perspective and contributed to what I do on the rep side. You learn from experience, right?

What's the most challenging part of being a rep?

Katie Compton: I would say it's probably the side that's beyond your control. We can go out and sell in a product, and then styles get canceled, or orders get messed up.

Jim Compton: Or it doesn't snow. I remember the first thing a good friend of mine who had repped in the Rockies for a really long time told me after I had been repping in Central America prior to moving here; He said, "We're snow farmers. If it snows, life's good. If it doesn't snow, it's going to be tough." That really resonated with me, and, obviously, given the winter we experienced, it's so true. When it's good, it's really good. When it's bad, it can be really challenging. But that's where the really good reps rise to the top.

I don't know if buyers would put me in that category. But that's when being more of a consultant as opposed to just a rep comes into play. You can have really good conversations with buyers and help them through the situation, rather than just saying, "Hopefully next year's better."

WWSRA

SHOP PROFILE



EVERGREEN

COLORADO

My grandparents lived in Evergreen, Colorado, for almost 50 years, and growing up an Air Force brat, it was the only permanent home I ever knew. The nostalgia runs deep. A few seasons back, I ran into Jim Compton at our Loveland On-Snow Demo, where he helped translate for a dealer visiting from South America. That conversation led me to learn that Jim and his wife, Katie, had just opened Quiver in my favorite little I-70 town. We made the quick drive to catch up with them, hear the story behind Quiver, and talk about life in Evergreen, including their move to a new location.

– Cami Garrison

QUIVER

WWSRA



QUIVER





Jim, in a recent conversation, you said that specialty retail is definitely not dead and online shopping isn't taking over. Can you expand on that?

Jim Copton:

As a specialty retailer, from what we've experienced over the last four years, it is definitely not dead. I think that the pendulum, as we all hoped it would, is swinging back.

There's this renewed interest in having human interactions. You have to work really hard as a specialty retailer to gain trust with people so that when they walk through the door, they know you've vetted everything. We can vouch for every single piece on this floor, whether we've worn it or touched it, and people appreciate that. It makes for an easy shopping experience.

Maybe we don't have every single article from every single brand in here, but we try to cherry-pick what we feel is applicable to our customers. I think that's what most retailers are doing these days. Look, we shop online as well. We're not totally out of this. But people try this on, or try that on, [online shopping], and it didn't fit, and now logistics are concerned, you're dropping stuff off, we're burning more fossil fuels, etc. as we all know. We've definitely felt that being a small, specialty retailer, serving the local community, is awesome. We haven't even, as Quiver, really jumped into the online thing. We took a really crappy stab at it initially and just haven't had the bandwidth to get back at it. But we know that there's probably some money on the table there for us. But if we do [get back into online sales], we need to do it correctly.

Do you have to do both or at least be cognizant of both? Yes. But I would not discourage small specialty retailers, especially if they've got a sound concept and a good community to be a part of, to go after it, because I think it's a great time.

How did you both end up building your lives and this business in Evergreen?

Katie Compton: Before we lived here, we spent a lot of time in Southern California after college. When Jim started the rep journey, we lived in Costa Rica for a few years, had our son down there, and loved that experience. It was incredible, wouldn't change it for anything. But we definitely missed certain things, like seasons. So when we came back to the States, we had an opportunity to move out this way and rep in this region. I had actually gone to CU in Boulder, and we are big snowboarders. We mountain bike and just love the outdoors. So we're like, okay, if we're going to leave the beach, we definitely want to live somewhere where we can enjoy the outdoors, and our hobbies. We did a little tour around the Front Range, discovered Evergreen, and were very lucky to find a house pretty soon after. After being here a couple of years, we knew this was where we wanted to be and raise our family.

Our son was little when we moved here, and I was pregnant with my daughter. We'd always talked about doing a store, and finally, we just decided that there was never going to be the perfect time. And I think we both love the idea of getting more ingrained in our community.

Jim Compton: Yeah, it was a natural way to do it based on our experience. And also, as a rep, you're in and out of the best and the worst retailers all day long. And you're always playing that game, "If I did it my way, I would do this." It was time to put our money where our mouth was. And we felt like if we didn't do it, somebody would do something close enough to it that we wouldn't want to do it. So we just pulled the trigger and started really, really small. As reps and being in this industry our entire lives, we've seen people getting in way too fast, way over their heads. It's really easy, as soon as you have some sales, you think you're just nailing it. We've had to really stick to budgets and stick to plans and grow at a pace that was okay for us both, emotionally and economically. I think that is really important. Not just chasing every shiny object. I think there's a lot to be said these days for not necessarily staying in your lane, but not trying to be all things to all people. We understand that some people may walk through that door and they may not get it, or our stuff doesn't speak to them, and we're okay with that. And that's served us pretty well up to this point.



What year did you open & how did you land on the shop's name, Quiver?

Katie Compton: Flying high since 2022!

Jim Compton: Being surfers, Quiver was top of mind. In the surf world, just like now in snow, ski, bike, your quiver is something you're really proud of, it's something you want to show your friends. So we were riffing off of that a little bit. Your closet is essentially the same thing. So that's where Quiver came from. It's created some interesting conversation here in the shop. We've had people think we were a sex shop, a weed shop.

Katie Compton: An archery shop.

Jim Compton: We've had some archery enthusiasts come through the door and be surprised by what we're doing. But it's fun, and it gives us a lot of latitude to play and do some fun stuff around the brand.

Katie Compton: As far as the logo, we definitely wanted something to represent Colorado and Evergreen. We're amateur bird nerds, as we like to say. We have Stellar Jays at our elevation, 6000 to 8000 ft, where they're the most prominent. We have them all over our backyard. Not only are they really cool looking, but they also have a very special place in this zone. They have real prominent blue bodies and a mohawk on their head.

Jim Compton: We wanted a folk art vibe for our logo. We talked with our artist friend about that and came up with our little bird. His tail feathers are actually tail shapes from snowboards, or surfboards, or even skis. It's a cool detail where if you know, you know, and if you don't, that's okay. It doesn't turn anybody off, I don't think, from the brand. We love that.





Tell us about the space you're moving into. Same plaza, but new spot!

Katie Compton: Now that we've dived into women's apparel, we needed a space that is a little bit larger. It's more prominent in the shopping center. We just love the idea of being closer to some of the other wonderful retail shops and restaurants there.

Jim Compton: We're big entertainers. We love having people at the shop. We always tell our friends, you don't have to buy something every time you come in, just come have a coffee, have a beer. The new space will definitely allow for more of that. Also, more visual merchandising and visuals in general. We love having knick-knacks around the shop. They generate a lot of fun conversation, whether it's travel, adventure, or whatever you're up to today.

What's the community like here in Evergreen, and what does it mean to the shop?

Katie Compton: Our community in Evergreen is absolutely amazing. You can't walk into the grocery store without seeing somebody that you know. When we're out walking the dog, everyone's waving as we go down the street. It's a very communal feel. Having kids in the community and now having the store in the community, just being able to speak with other retailers or the restaurant owners, everyone is super supportive.

Jim Compton: A great example is this [past] Christmas. A week before Christmas, we had a five-day power outage here in Evergreen. As a growing retailer, we had planned pretty heavily. We were stacked to the gills with product, ready for the Christmas rush. And then our lights were out for five days straight, and we were tripping. Probably me more than Katie. As the days ticked by, I just kept getting more and more concerned; people were going to go to Denver. They have to get their Christmas shopping done. Once the power finally came back on, three days before Christmas, the community showed up literally the moment we turned the lights on. It was nonstop for three days. We were able to close the gap really significantly. We definitely didn't make up for those five days, but it far exceeded my expectations. So many times we've had, not renewed faith, but like deepening your faith in this community.

Can you tell us about your mountain lion Quiver, Evergreen shirt and what it represents?

Katie Compton: Going back to the community piece. Evergreen experienced a school shooting in September, which was so tragic for everyone in the community, but especially everyone at the high school. The Evergreen High School mascot is a cougar. We designed this shirt as a fundraiser. The proceeds of the sale of this shirt went to having a community event. We brought in the In-N-Out truck and offered free meals to Evergreen High School students and staff, and also meals for purchase to the community. We ended up having about 450 attendees at the event.

Jim Compton: It's hard when something like that happens. The immediate reaction is, what can I do now? Which is obviously extremely important. It affected everybody in the community, top to bottom. Our kids are eight and ten. We all cried a lot for several days. And you're kind of wondering what can we do? We're a small clothing shop? We landed on what can we do in six months, or nine months, or in a year? It takes a long time to process these things. I think a lot of folks that were directly affected are still processing or haven't even gotten to that point yet. So we just wanted to do something that was, to Katie's point, a community event. To show the kids and staff that we're all here.

Katie Compton: We wanted to bring the community together in support of the high school.

Jim Compton: We were blown away by the resiliency of the kids and the staff. They wanted to get back on the horse immediately after all of this. I don't know about every single one of them, but the majority of them wanted to not let this overshadow what's otherwise such a wonderful place to go to school and be a part of. It was really inspiring.

Let's talk private label. What are you building with the Quiver brand?

Jim Compton: I'll start by saying we started out with one t-shirt, and now private label is our number three brand in the store. It goes to show that people love this stuff. It's really worth the time and effort. That would be one of the biggest things I would emphasize. Margins are really healthy. You're not competing with any other brands online or otherwise. And you're building your brand, what more could you want? If you've put all this time, energy, and sweat equity into this business. That to me is huge. And now there are all these awesome providers out there, shameless plug, I rep one of them, and they're awesome. But it makes it really easy for retailers, regardless of how creative you are or aren't. It's pretty damn turnkey these days. If you travel, if you go out to the coast, whether East Coast, West Coast, every shop

is doing it, they're making huge margins on it. I feel that anybody can do it, or even if they have the slightest interest, they should explore it because it's huge. It's a big thing in our industry right now. It's easy to neglect or push under the rug and focus on name brands. But it's really important.

How does WWSRA factor into your world, both as a rep and as a retailer?

Jim Compton: WWSRA on the rep side of things is where I go to get business done these days and see a lot of my retailers. That show is pretty invaluable, I think. The coming together and sharing of ideas. It's not just about getting paper, writing orders, or exposing people to your brand. It's everything that comes with it. I always leave those shows inspired by other reps or learning what he or she is doing that I can utilize to do better in my job. It's huge from that part.

Katie Compton: It's very helpful to have so many brands in one place. So many quality, awesome brands in one place, and to be able to get so much done in a short period of time. The networking side of things is great from both the brand and rep sides, and as a retailer. What's working? What's not working? Finding those smaller up-and-coming brands that aren't going to be in every other store. It's been great to attend.





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ASSOCIATION DIRECTOR

Cami has been with WWSRA for 20 years and puts a lot of heart into her work; the reps being her top priority. When Cami's not on the road or at her desk, she's either working out, on a hike, traveling with her wife, Susie, or assisting photoshoots of her cat, Floyd.



RACHEL HOLDEN

TERRITORY MANAGER

Rachel has been holdin' it down with WWSRA for 13 years as Territory Manager for the Rockies, now splitting her time between the California and Intermountain Territories. When she's not enforcing recycling and composting at shows; Rachel can be found making healthy food, on her bike, or adventuring with her husband, son, and two dogs in Bozeman, Montana.



BRYAN SMITE

RETAILER RELATIONS

Bryan is The Guy, literally. Bryan began working with WWSRA in 2017, helping out at on-snow demos and stepping in when an extra hand was needed. His constant presence and unwavering tolerance for Cami, Katie & Rachel led us to bring him on year-round in 2024. When he's not working shows for WW, Bryan can be found bartending at some of the coolest spots in Denver or spending time with his husband David & their hairless dog Buddy.



KATIE DOTY

OPERATIONS MANAGER

Katie started helping out in 2014, and now she just won't leave! When she's not chasing down insurance or helping people with the website, you can find her either jumping out of planes or flying in them to new, faraway places. At home, she's a dog mom to a mini golden doodle named Winnifred Ophelia Opal Francesca,

AKA Woof | AKA The Notorious Win-i-e
AKA Winnie the Floof

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Kelton Woodburn got into photography at age 15 and has pursued it exclusively ever since. A Brooks Institute of Photography graduate and Eddie Adams Workshop alum, Kelton has built a diverse portfolio spanning global campaigns, large-scale events, product, portrait, and architectural work. In addition to Kelton's WWSRA work, he has photographed for brands such as Oakley, Vans, Adidas, Dr. Martens, Smith Optics, and more. Kelton has also taught photography in California and Oregon, sharing his passion and technical expertise with the next generation.

PHOTO & STORYTELLING

SUSIE FLORES



Susie Flores is a writer and photographer with deep roots in snowboarding culture. With a degree in Creative Writing, she's built a career that blends storytelling across film and digital formats. Her photography spans lifestyle, documentary, and environmental work, often capturing the connection between people and place. In addition to her current work with WWSRA, Susie contributes to SLUSH Magazine, The Snowboarder's Journal, and is part of Wayward, a soon-to-be-released documentary on women's snowboarding. She also runs a side project featuring her cat, Floyd The Lion.

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JERED GARRISON

HitMachineCreative

Jered Garrison is a graphic designer with over 20 years of experience articulating brands' visual voices through strategic, compelling design. As the founder of Hit Machine Creative, Jered brings deep expertise in branding, product design, and marketing campaigns, crafting logos and brand systems. He also creates packaging that doesn't just look great but connects emotionally and drives results. His freelance career spans action sports legends like K2, DC, Liquid Force, tech startups like 3DR, AimLock and Biofire, and a wide variety of industry clients, including Unrivaled Brands and WWSRA, of course. Known for his creativity and drive, Jered is always up for a design challenge.



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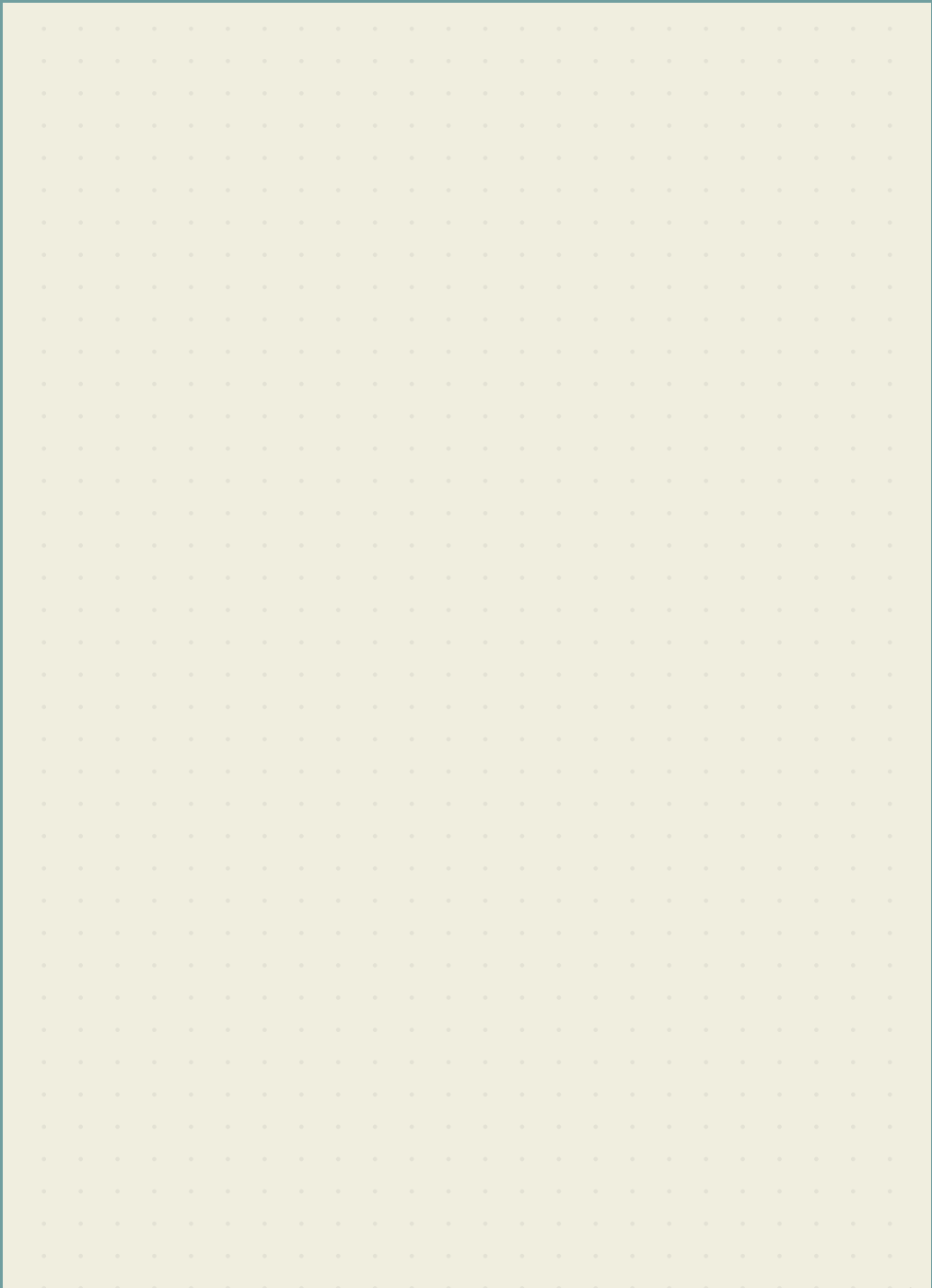
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