

BMO Newsletter: November 2011

Blue Mountain Outfitters

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Wow, do you think we had enough rain (and wind) this year? We've heard everything from "The Rapture" to "Armageddon"; personally would have gladly shipped at least half of the water down to Texas where they desperately needed it! Tornado, hurricane, tropical storm, 100 year flood (or two, or three), earthquake, and unprecedented October snowstorm...what could possibly be left? (Never mind, we don't want to know!)



"High Water Mark"

Small Business Saturday, and Holiday Sales

Since "Black Friday" has apparently changed from a retail sale day to a cut-throat mass merchant discount stampede, we small retailers have turned to "Small Business Saturday", an opportunity to "Shop Small" and support your local main street shops who support our local communities. Have an American Express® Card? Register it on line to get a one-time \$25 statement credit when you use the card for a purchase of \$25 or more at a registered small business on November 26th. (And we DO accept American Express! If you don't have a card, this might be a good reason to get one!)

BUT we also understand everyone's looking for a deal, so we'll be putting together some special offers throughout the holiday season. Watch our Facebook page (Blue Mountain Outfitters) for details!

The Bunny is Back!

Nine years after deciding that the Mad River logo and trademark "Confident Rabbit" needed a facelift, the Mad River spin team has realized the error of their ways and restored the originals. (We tried to tell them back then that you just don't mess with the rabbit. Would Hugh change the Playboy Bunny? Heck no!) Welcome back Mad River, the confident rabbit, and new designer (but not new to Mad River), Jim Henry!



Dougism's (If it ain't a word, it should be!)

When one of our customers was shocked that Doug and Mary had actually tied the knot, Doug responded, "Well I couldn't keep her as my contrabine forever". Huh? Since Mary isn't a Contra, guess that must be a contraband concubine!

Mind Your P's & Q's

Just when you think you've memorized all the rules and regs for non-powered boaters, a new one (or two) comes along. Approved by the Pennsylvania Fish & Boat Commission as soon as published in the Pennsylvania Bulletin, "Unpowered boat operators will be required to carry a device capable of sounding a prolonged blast for 4-6 seconds that can be heard by another boat operator in time to avoid a collision. An athletic coach's whistle is an acceptable sound producing device for unpowered boats. It is unlawful to use a sound producing device on the water under any circumstance except a situation in which assistance is needed because of immediate or potential danger to the persons onboard or it is necessary to attract the attention of another boat." The key here is that the device is mechanical; it no longer suffices to say that you can whistle louder than a construction worker, howl at the moon, or scream like a little girl. (Technically our friend Bruce's conch shell will work, though!)

Also, as of 2012, "Beginning November 1 until midnight April 30 of the following year, persons shall wear a Coast Guard approved Type I, II, III or V PFD while underway or at anchor on boats less than 16 feet in length or any canoe or kayak." Hopefully this will result in less cold water deaths (and less lost time paddling 'cause you're too busy pulling someone else's arse out of the water who thought he/she didn't need to wear a PFD!)

Speaking of Life Vests

Mary was asked to speak recently during a press release at the state capital promoting the use of PFD's. Following is the speech content – might be some speaking points when the inevitable backlash to the above reg. hits the fan. (Or it just might be an

easy way to fill up part of this newsletter; you decide!) The PFD referenced is an Astral Buoyancy Camino, in stylish purple.

"Along with serving on the Boating Advisory Board, I manage Blue Mountain Outfitters paddling shop on the Susquehanna River. In 20 years of selling and renting canoes and kayaks, I've heard every excuse in the book for not wearing PFD's. Fortunately the industry has addressed all of them.

"They're too bulky." This isn't the Mae West Vest you saw in the movie Titanic. You could almost do yoga in it! "Too heavy." How about 22 ounces? "Too hot." With this custom air channel system you stay cooler wearing your PFD than NOT wearing it. "Too ugly." I don't think so! This one's tailored specifically for women, in colors to match your boat, your wardrobe, or even your mood. (Lots of choices for the guys, too!)

And my favorite, "I don't need to wear it because I can swim." Believe me, if your boat flips over (or I should say when it flips over, because sooner or later it happens to all of us) and your boat, paddles, cooler, kids, AND PFD are all floating down the river or blowing across the lake, the last thing you need to be thinking about is treading water.

So zip, clip, and wear it! 'Cause floating is cool; drowning is definitely not!"



Speaking of the Capital

Nikki spent several hours this summer helping a nice lady and her traveling companion pick out a kayak for the nice lady's husband as a surprise birthday gift. Nikki's from New York originally, and Nicaragua the last couple years, so didn't recognize the nice lady's name. Happy Birthday, Governor Corbett!

And Speaking of Nicaragua

Nights are getting a bit nippy lately, which isn't bad when the air is crisp, leaves are turning, and pumpkins are decorating porches. Not so much in January, February or March though! SO, think about joining us for 10 days of sunshine, sand, rum, paddling, howler monkeys, colorful birds, rum, basking iguanas, surfing, and excellent local rum on the beautiful Nicaragua Pacific Coast. Check out our website for details. (Did we mention the excellent local rum?)



BMO Facelift

And back at the brick and mortar store things are happening too! When Nikki came to work for us this spring her husband Jason took one look at our kayak paddle racks and went to war with them. See the results below...MUCH more organized! (Personally we think he just has a fetish for dowels; he bought out all the local stores' inventory!) Next up? Canoe paddles...and more dowels!

(Continued on next page)



BMO Online Store

<http://thebmostore.com>

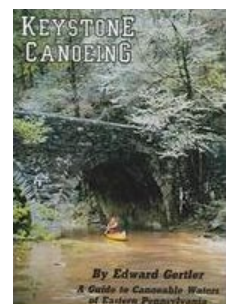
Looking for holiday gifts for your favorite paddler? Check out our new BMO online store where you will find a wide variety of accessories and gifts! Games such as canoe and kayak cribbage, super absorbent bilge sponges, kayak and canoe ornaments and paddling guides! If you don't see what you're looking for (this is a small portion of what we have available) give us a call...we're more than happy to ship!



Check out our new



BMO Online Store!



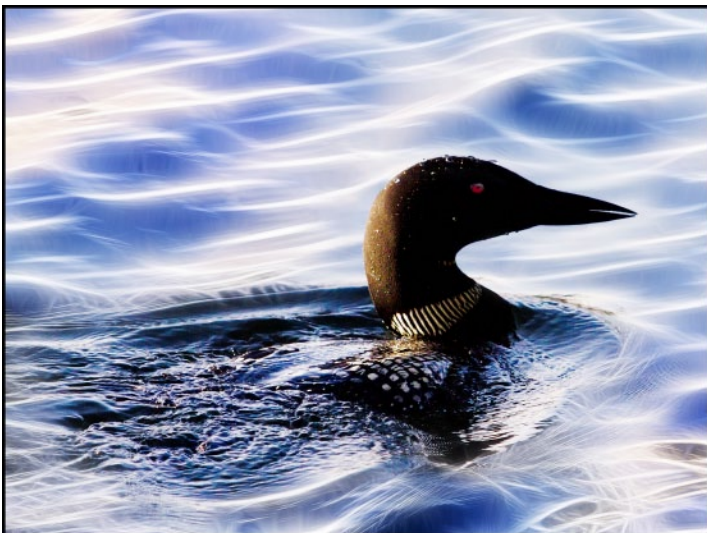
(Continued from "BMO Facelift")

Not to be outdone, Doug and crew tackled the computer room (which is really a technical paddling apparel room with a little niche carved out in the back for Kris to do his computer "stuff".) Still have our "Kids Corner" and have added a "Lady's Room" as well. (Thanks Erik!)



BMO Gallery of Fine Art

Our friend Tim Lawson has been supplying us with stunning Adirondack photos for years, but has always lamented the lack of a good loon picture. Not anymore, Tim!



I Do

Here's a photo of the first wedding performed at BMO's river lot, courtesy of Reverend Doug. Congrats, Ryan & Cat!



BMO Fun & Games; Old School!

Another "Blast from BMO's Past"



"Doug proving that you CAN teach old paddlers new tricks!"

New Boats for 2012

It's that time of year again when boating manufacturers peel back the curtains to unveil their new models. Here's a sampling of what we saw at this year's fall dealer shows:

Current Designs

Always one to look out for the little people, Current Designs has replaced the Vision 120 with the Vision 120 SP for 2012; lighter and narrower but still plenty of stability.

And for those who liked the Double Vision but saw a little cross eyed at the price, the Double Vision Roto: more weight, but less money.



Emotion

Emotion's releasing both a sit-on-top and sit-in recreational kayak for 2012. The Spitfire 9 is a maneuverable SOT that has "play" written all over it.



And for those who think 10' is too short and 12' too long (and we've run across a lot of them!) the Envy 11 sit in should be just the ticket!



Esquif

Once again the folks at Esquif are thinking outside the box in expanding their canoe line. Who else would even ATTEMPT to reproduce a Maine Rangeley Guideboat in Royalex? Is it light? Heck no! Is it stable? Heck yes! Is it fun? Heck, it's a hoot! Featuring lapstrake-like detailing, it even looks classic. (From a distance we thought it was a wood boat painted green.) Row it in the traditional style, or cheat and add a motor; it handles rough lake waters like...well, like a Rangeley. Hunters, fishermen, or anyone looking for a fast, stable boat need look no further. (Course a Cedar Rangeley would be great, if you have double the money, and lots of time for upkeep!)



And expanding their Composite Canoe lineup, they've added the Abenakis 16 and Attikamek 16, 17 & 18. (Mary stumbled over pronouncing that one and was told to "just say it really fast and no one will know the difference") Our French Canadian friend Vincent at Esquif told us they're named after the "what do you call it? Native gangs?" That's a better translation of "tribes" than we would have probably come up with!



Liquid Logic

How do you improve a Liquid Logic Remix XP? Give it a color facelift, and cool new color names! How about Black Ops Blue Knight, Green Hornet, Red Storm, and Pink Phantom? Still not convinced? Add a pivoting back band for better stern access, revamped stern wall with quicklink attachment points & extra storage space for water bottles, ropes, etc., and an easy slidelock seat adjustment system. Way to mix it up, Liquid Logic! Add the Stomper 80 and 90 for creekers, and the Freeride 57 & 67 for playboaters, with bad ass outfitting to keep you comfortable, and you have a whitewater lineup to keep everyone happy!



NuCanoe

Probably the easiest line we've ever taken on, NuCanoe up to now has had only 2 models...the NuCanoe 10 and 12; just pick a color and start adding accessories to make it uniquely yours. It was inevitable that would change, but we think the change is a great one! The new Frontier 12 is decked out with lots of innovative stuff you DON'T have to add (bow gear vault with removable hatch sack, rod chamber, 2 cup holders, 2 paddle holders, 2 scupper plugs, and two multi-seat bases with sliders...up for swivel seat, or down for regular.) Seats and accessories mount anywhere along the new gear tracks. A straighter tracking hull and two scupper holes for better drainage round out this new (Nu?) boat!



Perception

Building on the success of the Prodigy 14.5 tandem sit inside rec kayak introduced in 2011, Perception has added the Prodigy 13.5, a solo with a cockpit truly large enough to accommodate a small child or dog and still effectively paddle. A removable child (or dog) sized padded seat with backrest promises no whining, something all parents and dog owners will appreciate (well, at least not about the seat, anyway; the treats are up to you!)



Prijon

Building on the successful Seayak, Prijon is expanding this year with the Seayak 520 HV for larger folk, 500 LV for smaller, and the Seayak Jr. for the wee ones. Haven't had a chance to really check them out yet, but Mary did take the new Dayliner S out for a spin; a light touring kayak with good hull speed, great stability, and storage both fore and aft.



NovaCraft

Just got word about two new canoes from NovaCraft this year, also accommodating smaller paddlers. The Trapper 12' is a solo featuring the traditional lines of the original Chestnut Trapper, only on a smaller scale. Also new, the Teddy 12'; a solo/tandem designed for smaller paddlers (ideal to get kids psyched on canoe paddling!) Both are available in a wide range of layups; something for everyone!

Wenonah

To fill requests for last year's Canak in a smaller version, Wenonah is adding the (of course!) Mini Canak, same features; smaller footprint. And stepping outside the norm (for Wenonah), the Recon, a solo Royalex whitewater canoe that harks back to longer, faster, less edgy boats of yore.



Wilderness Systems

Wilde continues to build on their extremely popular fishing following (a little alliteration there!) by redesigning the Ride 135 and adding the more compact Ride 115 in both basic and angler versions. Changes? Moveable/removable seat, tracks for Slidetrax® accessories, larger standing/casting platform, even more stability (hard to imagine!), and a larger weight capacity. Also noting the tendency for fishermen to drag their boats (something BMO's repair crew can testify to!) one of the most bomb proof hulls we've seen yet!



Once again Mary's knocking this out at a cabin overlooking Pine Creek, waiting for the sun to come out and a chance to get on the water. Hope you're all enjoying some fall paddling as well! When you get a chance, stop by and visit (and remember to post your stories & pics on our Facebook page!)

Happy Paddling!

The BMO Gang

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