



Fall 2007

227 E. Front Street, Traverse City • 231-946-1339

2751 N. US-31 S., Traverse City • 231-941-1100

www.backcountrytc.com

BACKCOUNTRY

REEL PADDLING FILM FESTIVAL

Tuesday, October 2 and Thursday, October 4



Join us October 2 and 4 at the City Opera House for the Reel Paddling Film Festival. The Film Festival showcases sea kayaking, canoeing and whitewater films. Some films are homegrown, some are professional productions, all will inspire you to get out and paddle.

Backcountry is proud to bring these films to Traverse City. We're offering more than two hours of different films each night, including award winners from around the world. Topics include sea kayaking the Queen Charlotte Islands, an epic 800 kilometer journey through the Antarctic Peninsula, a photographic collage of the Agawa Canyon and fast-

paced whitewater adventures in North America.

This is a great event to share with friends, an opportunity to meet other people passionate about the outdoors, and some of the most paddling fun you can have without being on the water. We will have door prizes and give-ways each night. Refreshments will be available to purchase before the films and at intermission. If you haven't been to the Opera House lately, you're sure to enjoy the incredible restoration work that has made this a shining star in the downtown landscape.

Tickets are \$10 for one night or \$15 for both nights. Films begin at 7:00pm, but come early to catch up with friends. You can purchase tickets at both Backcountry stores, the City Opera House or the night of the movies. Call 231-941-1100 for more information. A portion of the proceeds will be donated to support the City Opera House.

Buy a ticket and receive a free subscription to Rapid, Adventure Kayak or Canoe Roots and Family Camping Magazine (a \$17.95 value).

Please note that both Backcountry locations will close at 6:00 the nights of the Reel Paddling Film Festival so our staff can enjoy the evening too!

CUSTOMER APPRECIATION SALE SATURDAY, OCTOBER 27 THROUGH FRIDAY, NOVEMBER 2

We do not run sales everyday, so when we do it's something to get excited about! This isn't a sale to get rid of left-over spring merchandise or unload a bunch of odds and ends. It is a sale on the latest 2007 fall clothing and equipment.

We are fully stocked with clothing from The North Face, Arcteryx, Patagonia, Lole, Mountain Hardwear, Prana and more. We have boots from Merrell, Vasque, Asolo and LaSportiva. We have 2008 boats from Wilderness Systems, Wenonah, Native and Hurricane. We have tents, sleeping bags, snowshoes, stoves, climbing gear - and the list goes on.

This is our way of saying, "THANK YOU" for supporting us and helping us grow over the years. Shop early for the holidays or treat yourself to something special. Order that hard-to-find jacket or tent you've never seen on sale. We're firm about the duration, and you must present your coupon when you check-out. Beyond that there aren't too many restrictions. Get ready for winter. Get ready for the holidays. Enjoy some new gear. Save 15% and thanks for making us the best outfitting store in northern Michigan!

15% OFF COUPON

Present this coupon for 15% OFF your entire purchase from Saturday, October 27 to Friday November 2, 2007. If we don't have it, special order it, pay for it in full and still get 15% off! Good at both Backcountry locations. (No layaways. No further discounts apply. Can not be used on sale items. May not be duplicated.)

Outdoor Adventures

Winter Alpine Trip to Mt. Washington Sunday through Wednesday February 10 through February 13 Winter Alpine Trip to Mt. Washington

The northeastern United States is legendary for its harsh winter environment. Within this region, the Presidential Range contains the highest summit in the northeast, Mt. Washington. This is the largest alpine area in the United States east of the Rockies.



Mt. Washington rises to an elevation of 6,288 feet and its summit lies well above treeline, which is at 4,000 feet. The conditions above treeline always have the potential to be dangerous and it is often said that this is the area of the world's worst weather. In 1934, the strongest wind ever recorded, 231 mph, was recorded here. On past trips our staff have experienced winds at 80 mph with gusts well over 100 mph.

Meet us in New Hampshire Sunday afternoon. We will stay at Pinkham Notch at the base of Mt. Washington. One day will be spent with a professional guide covering alpine safety and equipment use. One day will be spent climbing Mt. Washington. The final day will be a vertical ice climbing day. In between the adventures there will be time to explore the outfitters and shops of North Conway.

No alpine experience is necessary. Double boots, axes, crampons and safety equipment will be provided. You **MUST** have appropriate clothing, a technical day pack and some small personal safety items. Lodging and meals are included in the price - transportation is not provided.

This is a true adventure, and a unique alpine trip. Whether you want to experience a bit of "Everest" close to home, or have dreams of Rainier and Denali, this is a great opportunity. Few mountains are as accessible, or challenging as Mt. Washington.

Trip fee is \$700. A **NON-REFUNDABLE** deposit of \$350 is due by December 15 for this trip. Limit 10 people. Stop by either store for an information packet.

Kayak Lake Superior's Apostle Islands Wednesday through Sunday June 18 through June 22

Our staff have paddled these islands on the south shore of Lake Superior and have always had fantastic trips! We love this area in early summer - cool days, clear nights and no crowds. Paddling magazines regularly list this area as one of the best paddling destinations in the country, and we have the pictures to prove it.



The Apostle Island National Lakeshore is a 22 island archipelago known for its majestic sea caves, sandy beaches, historic lighthouses and sunken shipwrecks. Travel by kayak will allow us to explore the picturesque shoreline of Lake Superior - the world's largest freshwater sea. We will paddle into caves with twisted sandstone pillars sculpted by years of wave action, visit turn-of-the-century lighthouses, sleep under the stars and visit a sunken ship.

This trip requires no previous paddling experience. We use 21-foot tandem kayaks designed for stability and speed. These are safe and comfortable boats for everyone. We will provide all the equipment, including kayaks, wetsuits, tents and camping gear. You will need a sleeping bag and appropriate clothing.

Trip fee is \$600 per person and is all-inclusive except for transportation to and from Lake Superior. Van transportation from Minneapolis or Duluth is available for an additional charge.

A **NON-REFUNDABLE** deposit of \$300 is required for this trip. To secure permits from the National Park, we must have deposits by November 30. Limit 10 people. Stop in either store for an information packet.

What's New at Backcountry

Backcountry Classes and Workshops

Our classes and workshops are great introductions to complete before you enter into a new backcountry pursuit. We explain the technical components of gear, provide tips on planning a successful trip, and discuss trouble-shooting on the trail and water. There is no charge for the classes, but pre-registration is required. Please call the store where the class is being held to register: Downtown store 231-946-1339 or US31 store 231-941-1100.

Backpacking Class

Thursday, October 18
or Tuesday, October 23

This is an introduction to low impact backcountry use. The evening focuses on a presentation and discussion of lightweight, modern backpacking equipment. This class will provide you with the basic knowledge needed to prepare for a backpacking trip and will help you in selecting your personal gear. This is a good introduction to complete before your first trip. Class is 7:00 pm to 8:30 pm at the US31 store. Limit 10 people.

What's for Dinner?

Wednesday, November 7

Good food can provide more than just sustenance when you're on the water or trail. Good food makes a good day better and a bad day bearable. Food in the backcountry can warm your belly and your soul. Join us for this introduction to backcountry cooking. We'll talk about menu planning, food preparation, and gourmet feasting. The evening discussion will include stoves, water filters, preparing food from scratch and the ease of using pre-packaged freeze dried meals. Class is 7:00 pm to 8:30 pm at the Downtown store. Limit 10 people.



What to Bring and How to Pack Your Kayak

Thursday, October 11

An overnight kayak trip is the ultimate escape. In a short time you can be beyond the reach of civilization and enjoying a night of solitude under the stars. In this class we discuss the compact, lightweight gear ideal for kayak camping, how to pack your boat for balance, and the equipment you need to keep your trip safe. Class is 7:00 to 8:30 at the Downtown store. Limit 10 people.

Outfitting Your Kayak

Tuesday, November 6

Paddle your boat at a higher skill level and push your kayak to its maximum potential. If you're having trouble sculling, bracing, Eskimo rolling and controlling your boat, it probably doesn't fit. If you want to increase your kayak's response, it needs to fit comfortably tight - in other words, you need to wear your boat, not slosh around the cockpit. You provide the materials and the grunt, Sandy will provide the coaching.



Class is 6:30 pm to 8:30 pm at the Downtown store. Bring your boat, paddle, PFD, skirt and safety gear. Participants receive 10% off outfitting materials that night. Limit 6 people.

Call 231-946-1339 for reservations and more information.

What's New at Backcountry

Backcountry Fall and Winter Events

Winter Trails Day

Saturday, January 12

The 13th annual Winter Trails Day offers those new to snow sports the opportunity to snowshoe and discover all the benefits of getting outside in winter. This one-day event is geared toward hikers, fitness walkers and recreational enthusiasts interested in learning more about the sport of snowshoeing.

Backcountry Outfitters has teamed with MSR Snowshoes to bring this event to northern Michigan. This is a great opportunity to experience the beauty of winter off the beaten trail and close to home. We'll provide snowshoes to trail-test, and discount coupons to use when you purchase MSR snowshoes.

For more information, call either of our stores (Downtown 231-946-1339 or US31 231-941-1100) or check the Winter Trails Day website for updates of events around the country www.wintertrails.org.

What's New

Tuesday, January 8

See it, touch it and learn about it before you read it in Backpacker and Paddler magazines! Join us at the US31 store when we present the greatest gear of 2008. From backpacks to boots, PFDs to Paddles, We'll have a sneak preview of what's hot for all your backcountry adventures. Whether you're a gear-head, need to replace old gear or are ready to invest in some quality equipment, this is the first place you'll see the 2008 innovations.

Presentation is 7:00 - 8:30 at US31 store. Limit 15 people. Call 231-941-1100 for reservations.

Downtown Holiday Happenings

Downtown Traverse City is a great place to be for the holidays. It's hard not to get the holiday spirit walking from store to store in the winter, catching up with old friends, and enjoying a hot drink. Don't miss these great downtown events for 2007! Call the Downtown store for details 231-946-1339.

Ladies' Night

Friday, November 16 from 5:30 - 9pm

When women do what they want - SHOP! Refreshments will be served and free gift with the purchase of \$50 or more.

Santa Arrives!

Friday, November 23
from 5 - 8 pm

Holiday Open House

Friday, November 30 from
5:30 - 9 pm

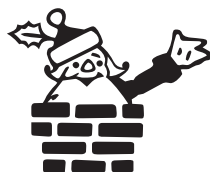
Midnight Madness

Friday, December 7 from 5:30pm - Midnight

Men's Night

Thursday, December 20 from 5:30 - 9 pm

When the men run wild and free in the world with no girls telling them what to do! Refreshments (as usual) with an added surprise.



BACKCOUNTRY OUTFITTERS HOURS

Our store hours change seasonally and are different for our two locations. We do this to offer convenience and longer shopping days for our customers. If you are making a special trip, you can always call to confirm when we'll be here.

Fall Hours

Downtown ph. 231-946-1339

Mon-Thurs 9:30 am - 6 pm

Fri 9:30 am - 7:30 pm

Sat 10 am - 6 pm

Sun 11 am - 4 pm

US31 phone 231-941-1100

Mon-Fri Noon - 8 pm

Sat 10:00am - 6:00pm

Sun Noon - 5:00pm

Holiday Hours

Dec 17-Dec 21 9:30am - 7:30pm

Dec 22 10 am - 6 pm

Dec 23 11 am - 4 pm

Dec 24 9:30am - 4 pm

Dec 31 9:30am - 4 pm

Dec 17 - Dec 21 10 am - 8 pm

Dec 22 10 am - 6 pm

Dec 23 12 am - 5 pm

Dec 24 10 am - 4 pm

Dec. 31 10 am - 4 pm

We will be closed at both locations for New Year's Day



What's New at Backcountry

Indoor Climbing

Winter can be a difficult season for outdoor enthusiasts. It's often too cold (or not cold enough), too much snow (or not enough), hours and hours of darkness. Our staff recommends indoor climbing to get through the winter doldrums, or at least until the snow falls.



Indoor Rock Climbing Wall

Fortunately, Traverse City has a facility to meet your needs. GT Rocks is the largest indoor climbing wall north of Grand Rapids and has 2,500 square feet of climbing surface. This indoor gym rises to a height of 30 feet, has over 13 different climbing ropes and 5 auto belays. The climbing gym accommodates folks who have never climbed, experienced climbers, kids and groups. Lessons and rental equipment are available.

Climbing is a great cross-training activity, a unique social outing, and a lot of fun. Whether you're looking for a challenge or just a change of scenery, give climbing a try! Contact GT Rocks for more information (231) 933-7022 or www.gt-rock.com.

Die Another Day Climbing Special

The climbing world lost a legend when Todd Skinner died. His death is blamed on the belay loop on his harness breaking - a completely preventable accident. Climbing ropes should be replaced every 1 - 3 years and harnesses every 3 - 5 years. Of course, you may need to replace gear sooner if you're using it hard, or it's been compromised in some way, but there are useful limits to this stuff.

October 14 - 20, take 20% off all climbing harnesses and ropes. If we don't have it, special order it, pay for it in full, and still take 20% off. Don't whine that you can't get to the store! Pick up the phone, order what you want and give us a credit card - we can mail the stuff to you. As a bonus, buy any Black Diamond harness and get a free locking biner!

Backcountry Gift Certificates

Don't know what to get the kayaker, backpacker, climber or hiker in your life? Try a Backcountry Gift Certificate. Gift Certificates are available in any dollar amount and can be used at either of our locations. Always a perfect fit, everyone can use a Backcountry Gift Certificate.

Holiday Canoe and Kayak Delivery

Many of our customers have hectic schedules. We're here to help you out with FREE canoe and kayak delivery in time for the holidays. Let us sneak a boat to your house and surprise that special someone on your shopping list. Limited delivery area. Deliveries from December 1 to December 20 only. Stop in Downtown or US31 for more details.

We Rent Snowshoes!

We rent snowshoes: \$25 for the weekend or \$10 for the day. Advanced reservations are suggested, but not required. Try them, like them, buy them. If you purchase snowshoes within two weeks of renting them, we'll deduct the full rental fee from the purchase price. Snowshoe rental is only available at our US31 location. Call 231-941-1100 for information and reservations.



What's New at Backcountry

Zipfy Freestyle Mini Luge

Okay, these are the coolest things we've seen in a long time. Zipfy sleds are above and beyond any sleds we've used in the past. Inspired by the Olympic sport of the luge, the lightweight Zipfy (less than 4 lbs) is compact and fast. Made of high-density polyethylene plastic, it is engineered for performance, safety and maneuverability on every type of snow. It features a feet-first design so that riders can control their speed and stop by digging their heels into the snow. You can carve turns, catch air, and fly on these things. Get yours early - supply is limited. Check out videos in the Alps and on the sand dunes of Lake Michigan at www.zipfy.com. Made in the USA.



Eureka!

We have a broad selection of Eureka! backcountry tents arriving this fall. Eureka! is the only tent company who has been in business for more than 100 years (they made tents for the gold rush). Eureka! tents have summited Mt. Everest, traveled down the Blue Nile, and kept millions of Boy Scouts safe and dry over the years. Eureka! tents are known for their quality and value.



To celebrate the addition of Eureka! to our tent line-up, we are offering 20% off any in-stock Eureka! tent from November 4 - 10.

Wenonah Canoes

We are pleased to announce the arrival of Wenonah Canoes to our stores. Made in Minnesota, Wenonah Canoes have long been recognized as the leader in innovation and quality. A Wenonah Canoe is the only choice for people who know and love canoeing. Wenonah makes canoes for paddling rivers, lakes and oceans. Wenonah offers canoes in 6 different categories, with more than 25 models and 5 different constructions to choose from. Lightweight, durable and technologically superior, Wenonah Canoe will meet your needs and exceed your expectations.

We·no·nah

Stormy Kromer

Okay, these hats are fun, functional, and some would say mighty good looking. Stormy Kromers were born (and are still made) in Ironwood, Michigan.

Perhaps It's best said by the Kromer folks, "Winter, glorious winter. Nothing does a better job of getting the mealy, warm-weather-loving weenies back in the house and off the streets. And out of the woods. Folks with fortitude can go about their business without the noise pollution we in the north country refer to as whining." Stormy Kromer, a timeless approach to the simple fact that warm heads make for happy people.



Acorn Slippers and Fleece Socks

Acorn began in 1973 as a simple cottage industry with one product, wool grey twist slipper socks. The original slipper socks were personally delivered to and from the rural Maine homes of cutters, stitchers and packers. Acorn slipper socks have been on more than 100 space missions in the past 20 years, worn at the top of Everest, and kept countless little piggys warm over the decades.



We stock the original slipper socks, as well as the new favorites Tex Mocs, fleece socks and down booties. These slippers and socks keep you toasty through the long winter and make great gifts. Available at our US31 store only.

What's New at Backcountry

Kelty Child Carriers



An expanding family doesn't have to mean cutting back on your outdoor adventures. We stock the complete line of Kelty child carriers with a model to fit you, your baby and your activity level. Great for strolls through the neighborhood, hikes in the park or backpacking with baby (for those of you brave enough to do diapers on the trail).



October is a great month for taking the kids outside - cooler weather, no bugs and lots of leaves to rustle around in. October 1 to October 15 take 20% off all in-stock Kelty child carriers and accessories. These rarely go on sale, so don't miss this one.

Jetboil

Jetboil cooking systems have set the standard in fast, efficient and lightweight stoves. Jetboil's flux ring reduces boil time and yields fuel efficiencies up to 80% compared with the 30% to 40% typical of standard stoves.

Jetboil's versatility increases greatly in 2008 with the introduction of a Gourmet cooking system and a utensil kit. We got our hands on some of the new 2008 product early and are offering a Holiday discount. Supplies are limited.



Jetboil PCS Gourmet Kit	regular price \$169.95	holiday price \$149.95
Jetboil PCS Utensil Kit	regular price \$99.95	holiday price \$89.95
Jetboil Java Kit	regular price \$109.95	holiday price \$99.95

Limited Edition Holiday Bags

Timbuk2 has been a San Francisco original since 1989. Stitch-by-stitch, bag-by-bag, they've built a solid reputation and a loyal following among real-life, hard-working bicycle messengers, students, and young professionals as a stylish alternative to the ubiquitous two-strap daypack and the formal black briefcase.



For the holidays, Timbuk2 has introduced wool, hemp and Thornia Rose artist messenger bags. These limited edition bags take the functional and classic Timbuk2 design and polish them as fashionable messenger bags and totes. Limited supply available.

Smartwool Shoes

You love Smartwool socks. You can't get through winter without Smartwool underwear. Now you can brave the weather with Smartwool shoes and boots. Made by Timberland, Smartwool footwear keeps your feet drier and warmer while surrounding your feet in comfort. Stop in our Downtown store to try on Smartwool footwear to keep you warm and fashionable all winter long.



Keen Shoes

If you're looking for shoes that feel great on the trail and look good in town, Keen may be the answer for you. Keen is an active outdoor company made up of people who play outside and care about the world. In addition to producing some of the most popular sandals and shoes in the outdoor industry, Keen has made a commitment to rethink their approach to sustainability. From recycling scraps left-over from manufacturing to lighter, recycled shoes boxes, Keen leads the way in innovation, comfort and a HybridLife. Stop in our US31 store to slip into a pair of Keens.



Kayaks and Canoes

We have our 2008 canoes and kayaks arriving in September and October. New models and new colors. Now is a great time to put a boat in lay-away so you can launch as soon as the ice breaks up. It's also the best time to special order a boat for spring arrival with no additional freight charges. Stop in either store for more information.



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BACKCOUNTRY

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SMARTWOOL SOCK SPECIAL

Friday, November 9 through Sunday, November 11

Your feet should be comfortable and happy on the trail, the slopes and the street. That's why we sell Smartwool socks for everything you do. Warm feet let you hike and ski longer, and on the streets Smartwool makes warm fashionable. We only run this deal once in a blue moon, so mark your calendar. Friday, November 9 through Sunday, November 11, buy any 3 pairs of Smartwool socks and get 1 pair of equal or lesser value free! This is a great opportunity to stock up for yourself and get a jump on holiday shopping. Backcountry is your Smartwool headquarters.

Do I need to say anything more?

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ALEUTIAN ISLAND SLIDE SHOW - Thursday, November 1st - An avid traveler, Stan Chladek has kayaked everywhere from the arctic waters of the Polar North to the lazy waters of the Pacific. Chladek was born in Czechoslovakia and came to the United States in 1969. In 1983, Stan toured Lake Superior and became hooked on sea kayaking. He's also paddled in Maine, British Columbia, Scotland, and Ireland. Stan will present a slide show of Alaska's Aleutian Islands, where he experienced strong winds that swept down from the mountains and kicked up demoralizing seas. To date, the Aleutians have proven to be his most challenging paddling destination. Slide show is from 7:00 pm to 9:00 pm at our Downtown location. Please call 231-946-1339 for reservation. Bring your own chair.