

CANOECOPIA

SHOW GUIDE

WORLD'S LARGEST PADDLESPO RTS EXPO
MARCH 13-15, 2020

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Art: S. Schnell

A woman with a joyful expression is carrying a dark-colored canoe on her shoulders. She is wearing a purple tank top, a black backpack, and a pink headband. The canoe is positioned horizontally across her shoulders, with its bow pointing upwards. The background is a dense forest with trees and foliage, some showing autumnal colors. The entire scene is framed by a thin yellow border.

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What's New

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Cool Stuff Debuts in 2020

Amazing stuff from Thule, Dagger, NRS, Level Six, MTI, Yakima, Wilderness Systems, Wenonah and more!



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The Sunrise River Race



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Every Needful Thing

Build bridges, not walls



The Canoeecopia Show Guide is published by Rutabaga Paddlesports, LLC, Darren Bush, Owner and Publisher. Editor-in-Chief Editor: Jim Pippitt. 'Editor' editors: Connie Lane, Jon Long, Amelia Goetz, and Catherine Pippitt.

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This year's show is **March 13-15, 2020**. Find last-minute updates and additional details on the web: www.canoecopia.com.

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WELCOME TO CANOECOPIA 2020

A few quick words from Darren Bush, Rutabaga's Chief Paddling Evangelist.

In March of 1991, a young man with a broken ankle sat on a folding chair, leg propped up on a box of portage packs. He was sitting in the old Dane County Forum, sticking price tags on hundreds of dry bags. It was the only job he could do, but those dry bags weren't going to tag themselves. It was his first Canoecopia. He had hair then. Yep. That was me.

A lot of water has flowed beneath my canoe(s) in the last three decades. I went from temporary help, to weekend warrior, to full-time sales, to manager, to GM, to co-owner, to owner. To quote Brother Garcia, "Lately it occurs to me what a long, strange trip it's



been." But what a wonderful one. It has never been, for one moment, easy, but most worthwhile things aren't, right?

As we know, nothing is constant but change. This year we said farewell to Ethan, Kate, and Tadhg, who left to pursue their next adventures, but they still come in and we keep in touch. We are grateful for all their contributions to Rutabaga during their tenure.

Filling some big shoes are some amazing people! Our new accountant Pam is delightful. We rescued her from the corporate world and she's a ray of sunshine, not to mention being wicked smart. We hired Steve, a 25-year veteran buyer and manager from Erewhon, and Kris, an experienced outdoor manager. We also promoted several of our staff into management positions, and it's so rewarding to watch them grow into their new roles.

So what will happen in 2020? We're not sure of the details; but I will predict another year of friendship, community, and wet paddles. And it all starts with Canoecopia.

With gratitude, *Darren*

CANOECOPIA SPONSORS

Canoecopia is generously sponsored by:



The Josh Kestelman Scholarship Fund helps Rutabaga partner with local community centers to get kids out on the water. Josh was a youth and adult instructor for Rutabaga and was loved and admired for his deep commitment to teaching everyone how to be comfortable and secure out on the water. When he passed away at age 23 from cancer, we created a scholarship in his honor. The fund has helped thousands of underprivileged kids get out and learn to paddle, thanks to people like you who donate. Consider contributing at the show.

GETTING THE MOST OUT OF CANOECOPIA

Tips and tricks for maximizing your time at the show.

Come all three days. If we had one recommendation, that's it. There is so much to see.

See at least one **presentation**. Sitting down and hearing a presentation is informative (and restorative for your body). Plus, the speakers are top-notch. Our speaker schedule starts on page 22. Check the web for any last-minute changes.

Talk to everyone. The vendors, speakers, 'Baga staff, and exhibitors are glad to discuss any questions you have. We're all paddlers, which means the "Cool Factor" is absurdly high. Take advantage of that.

Sit in a lot of boats. Canoecopia offers an opportunity to sit in hundreds of models under one roof. Make sure to adjust the seat properly and take your time.

Take advantage of the **General Boat Deposit**. It is

a great option for the "sure, but not sure" customer. We take a (fully-refundable) deposit of \$500 at a Boat Register. That deposit guarantees you Canoecopia pricing on a boat at Rutabaga until June 15th. We *highly recommend* getting your accessories (lifejackets, paddles, racks, etc.) at the show, because you'll get the best prices and the best selection.

Special Orders are a way to get that special thing you wanted if it is not in stock and you can wait 6-10 weeks to get it.

Questions? Lost something? Come up to the Customer Service booth. We're amazingly good at getting answers and reuniting people with their treasures.

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POLICIES AND PROCEDURES

How does this all work?

Boats and Trailers

To purchase a boat or trailer, go to one of the two large Boat Register areas inside the main hall.

If we have your **boat in stock**, you can take it home that day. Proceed to the Boat Pick-Up booth at the back of the hall after making your purchase.

Special ordering a boat (or a boat not in stock)? A Rutabaga Staffer at a Boat Register will explain the timeline for your boat arriving at Rutabaga. Forms are at each vendor booth and need to be filled out before you check out. Boat SOs go to the Boat Registers, everything else to the Accessory Registers.

Need a **roof rack or trailer**? Racks can be installed at the show if you are taking a boat home. Start this process early. It can take a while. Pay for trailers at a Boat Register, roof racks at Accessory Registers. If you don't need the rack right away, take it home and we'll install it later at Rutabaga (a \$40 value).

General Boat Deposit is good if you're not sure which boat(s) you want. You can pay \$500 per boat, fully refundable, and get Canoecopia pricing until June 15th. This lets you test paddle before you buy.

Layaways are an option if you want to pick up your boat a week or more after Canoecopia. We ask for half of the purchase price. Deposits are fully refundable until June 15th.

Trade-ins for used boats are accepted. Please ask for details at the Boat Pick Up booth or call us at Rutabaga prior to Canoecopia.

Accessories (everything else)

Purchase accessories outside the hall. Accessory Register entrance is by the Customer Service booth.

If you don't need a rack to get your boat home from Canoecopia, we're happy to install it later at Rutabaga.

We have **shopping totes** to carry your items. If you want to go see a speaker, leave your totes at one of the Tote Checks. **Shopping totes are emptied each night.** Buy your stuff before you leave that day.



Special Orders? Your special item isn't in stock? Staff in the vendor booths will fill out a form for you (make sure your contact information is complete). Bring the completed form with all of the rest of your accessory purchases to the Accessory Registers near the Customer Service booth.

Check-out lines move fast. The line time peaks just a little during the speaker changes.

Returns need to be in "like-new, sellable condition," with its tags, packaging, and receipt. All returns must be made by May 31 at Rutabaga.

Questions? Look for anyone wearing a staff shirt. They can give you an answer or direct you to the proper place to find it.

Where is Rutabaga? During Canoecopia, we're at the Alliant Energy Center. Other than that, at 220 W Broadway.

