

***The Pathfinder's Second Annual***

LOVE YOUR PLANET SALE



April 17 - May 2

**Loving Our Planet at The Pathfinder**

As you know, we enjoy the outdoors, and we have fun supporting our customers' outdoor experiences too, whether bicycling, hiking, bird watching, camping, kayaking or anything else. Our Love Your Planet Sale is more than just a sale to us, it's also a time to reconfirm our commitment to our planet.

We believe that by selling long-lasting, high-quality products, our customers can enjoy their gear for many years to come, helping you "re-use" them for years. We also try to support companies that are environmentally conscious, such as Patagonia (see article to the right).

Within our business, we recycle cardboard, rubber and paper, and we re-use everything from paper and file folders to computer parts and display pieces. (In fact, we rarely throw anything away... our storage areas can attest to that.)

Most of all, we believe that by encouraging our staff and our customers to spend more time in natural areas, we will all value the planet more and work harder to preserve it in every way we can.

**Patagonia: An Environmental Mission**

Many of our companies promote environmental initiatives, but none more than Patagonia. Their mission statement is "Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."

In addition to supporting environmental causes through grants, awards and conservation efforts such as *1% For The Planet*, Patagonia really commits to their mission in active ways in the creation and sale of their products.

They work hard to find materials and use processes that are less harmful to the Earth without compromising quality. Patagonia products use recycled polyester and organic cotton. They accept old products that are no longer used and re-use or recycle them. They design processes that are environmentally friendly, such as treating wool without chlorine, treating polyester without silver, and reducing use of dyes. They reduce packaging of their products.

Some of these efforts come with a financial cost, but Patagonia garments are worth that cost, both for the quality and for the environmental mission.

**Love Your Planet Sale Special Prices On**

2008 bicycles ♦ locks ♦ helmets ♦ computers ♦ gloves ♦ pumps ♦ lights ♦ seat bags  
saddles ♦ tires ♦ wheels ♦ bike shoes ♦ jerseys ♦ shorts ♦ rear racks ♦ roof rack accessories  
kayaks ♦ sunglasses ♦ backpacks ♦ sleeping bags ♦ sleeping pads ♦ headlamps  
boots ♦ sandals ♦ socks ♦ shorts ♦ shirts ♦ books ♦ maps ♦ camping gear



# Spring Gifts

## Mother's Day ideas

We have new Life is good items that are perfect for moms: flower pots, vases and mugs along with great new shirts. And mothers always enjoy Heartwood boxes, wide-brimmed hats and spring Smartwool socks.

## Gifts for the graduate

High school grads who are college-bound need a bookpack, a North Face fleece and comfortable trail shoes or boots. And college life requires a great bicycle, as well as a lock, light or pump.

## Unique wedding gifts

Outdoorsy couples may like outdoorsy gifts, like a house (tent!), a bed (sleeping bags!), or appliances (stove, water filter, or coffee press!). You could also get them a place setting — of camping dishes — or Lexan wine glasses.

## Father's Day reminder

Of course, The Pathfinder is an ideal store to shop for dads. There's not much in our store that a dad wouldn't enjoy. Bicycle accessories, performance clothing, camping gadgets, fly fishing gear, kayaking dry bags or guide books are all great ideas. For a lot of dads, The Pathfinder is the only store where they actually enjoy shopping, so a gift certificate is often the best idea of all.

## *The Pathfinder*

*Outdoor Equipment Specialists, Inc.*

*Established in 1975*



*Bill and Erma Riley, owners*

*Dave Colburn, manager*

*Heather Lansdowne, newsletter editor*



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# Where to Ride in Manhattan

## Riding as a Family

If you're taking your kids out for a ride as a family, you'll want to find a route that avoids traffic as much as possible, and doesn't push the kids beyond their abilities. The Linear Trail is an ideal option, because there is little to no traffic and few hills, depending on the section you ride.

The River Pond area at Tuttle Creek is also a flat, low-traffic area that's shady in the summer when it gets hot.

## Riding Off-Road

There many not be actual mountains in Kansas, but there are still fun places to mountain bike. The River Trails (off Highway 24 by the Blue River bridge) have some good beginner trails and are easy to access. There is also good riding at several state parks, including Fancy Creek, Carnahan and Randolph. We've got some free handouts with more information on these and other places to ride.



## Road Riding: Flats (for fun/scenery)

There are some beautiful places to ride in this area which aren't too strenuous for cyclists looking for a fun ride. The Zeandale road (K-18) is a favorite, along with McDowell Creek Road. Both wind along farmland in a river valley. Anderson Ave. past Keats is another great route.

## Road Riding: Hills (for exercise/training)

If you're looking for more of a workout, you'll want to head for the hills. Most of them are circling Tuttle Creek Reservoir, including Tuttle Cove Road, Carnahan Road and McIntyre Creek Road.

## Books and Maps

Your best resource for area rides is the Flint Hills Bike Book, a book about local routes written by a local rider, Steve Martini. By far our bestselling book, it is a must-have for any road rider living in this area.

We also have a couple of helpful maps, including a free map by KDOT that shows Kansas highways classified by usage, so you can find the least-traveled roads.

Wherever you go, get out there and ride!

## Travel Gear

One of the best parts of working at The Pathfinder is hearing about our customers' adventures. In the last few months, we have helped some of you head out for exciting trips to Japan, Italy, Cambodia, Peru, Czechoslovakia, and other exotic locations. We keep our travel section well stocked with gear to make your travels safer and more comfortable.

### Luggage

From travel packs with zip-away hipbelts and shoulder straps to wheeled luggage to simple duffel bags, we offer a variety of options for the whole spectrum of travel destinations. You can keep your belongings organized in your luggage with packing cubes and other Eagle Creek organizers.

### Safety

Perhaps the most popular items we carry are passport carriers to keep money and identification safe under your clothing. Safety-focused Pacsafe products feature slash-proof panels and shoulder straps. TSA locks enable the airlines to open your locks to search your luggage, then re-lock them afterwards.

### Clothing

Clothing designed specifically for travel is made of lightweight, quick-dry materials that don't wrinkle. It is versatile in its use and doesn't show dirt or wear. From convertible pants that zip off to become shorts to lightweight shirts that are designed for performance but look dressy, we can help you pack for all types of travel.

# Science in the Outdoors?

You may hear us referring to our equipment and clothing as "high-tech" or "high performance" and wonder what kind of science we have to back up these claims. In fact, a great deal of scientific research actually goes into the design of many of the products we sell.



Our staff recently spent an evening with a representative from Specialized, one of our primary suppliers of bicycles and bicycle accessories, learning about their research and design. The *Body Geometry* label can be found on Specialized items which have been designed with the assistance of medical personnel.

Dr. Roger Minkow M.D. is an ergonomic specialist who worked to develop saddles which reduce pressure on the pelvis and primary arteries, and to develop gloves and grips which reduce pressure on the ulnar nerve to enhance comfort and reduce numbness. Shoes and footbeds were developed with the help of Dr. Andy Pruitt, director of the Boulder Center for Sports Medicine.



Smartwool's PhD socks were designed using science and physiological research to determine the high-impact zones for various sports. Sport-specific socks increase comfort, performance and durability. The PhD socks also offer a superior fit via the 4-Degree Fit System, with four bands along the ankle, arch, upper instep and lower instep plus a contour flex zone in the flex of the ankle.



Chaco recognizes that the foot naturally pronates (flexes and rolls) and wanted to develop a footbed that controls overpronation. With the assistance of a certified podiatrist, they designed a BioCentric footbed which has been awarded the Seal of Acceptance by the American Podiatric Medical Association.

Chaco's BioCentric footbed



1. Aggressive arch support controls pronation
2. Sculpted heel cup centers the foot's natural shock absorbing pad
3. Heel risers increase lateral stability
4. Multiple widths ensure proper fit



Some of the scientists doing research on the outdoor industry are right here at Kansas State University. The Institute of Environmental Research at K-State has worked with The North Face, doing studies on temperature rating systems for sleeping bags and cold-weather clothing. These studies help companies like The North Face rate their products, and help consumers evaluate their purchases as well.

These are just a few examples of the way scientific research is being used to improve gear and clothing in the outdoor industry. From technically designed fabrics like Gore-Tex to high-level testing procedures like the wind tunnels used by the Trek racing design teams, the science is everywhere.

Our challenge as your outdoor specialty store is to learn about all the technology behind our products so that we can continue to help you.

## Decoding Gear Measurements

### CFM

#### Cubic Feet per Minute

Refers to the air permeability of fabrics, and used to measure the windproof level of outerwear. Measurement indicates how much air in cubic feet will pass by a stationary point in one minute.

### VLT

#### Visible Light Transmission

The percentage of available light allowed to reach the eye. Used to measure level of darkness in sunglasses.

### UPF

#### Ultraviolet Protection Factor

Refers to the amount of UVA and UVB light blocked by a sun protective fabric. A fabric rated 30 UPF means that if 30 units of UV light fall on the fabric only 1 unit will pass through.

### R Value

#### Resistance Value

A measurement of thermal resistance, indicating an insulation's effectiveness. Used in the building industry, and also to measure the warmth of a sleeping pad. Higher numbers indicate greater warmth.

### Down Fill Power

A measure of the loft or "fluffiness" of down in a sleeping bag or outerwear. Measured by compressing a one-ounce sample of down in a cylinder and weighting it down; power is expressed as cubic inches per ounce. Higher fill power indicates higher quality down.



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## Inside:

Love Your Planet Sale!  
Places to Ride Your Bike  
Science in the Outdoors

or current resident



## SPRING HOURS:

**Mondays – Wednesdays 10 a.m. – 6 p.m.**  
**Thursdays 10 a.m. – 7 p.m.**  
**Fridays 10 a.m. – 6 p.m.**  
**Saturdays 9 a.m. – 6 p.m.**  
**Closed Sundays**

*Summer hours will start in  
May: open 'til 7 Mondays  
through Thursdays*

# Around the Town...

## Regular Rides:

**Monday Night Recovery Ride**  
Mondays, 6 p.m. to 7 p.m.  
*Meet behind The Pathfinder.*  
*Ride to Zeandale, about 18 miles  
round-trip, at an easier pace.*

**Tuesday Night Zeandale Ride**  
Tuesdays, 6 p.m. to 7 p.m.  
*Meet behind The Pathfinder.*  
*Ride to Zeandale, at a  
more challenging pace.*

**Saturday Morning Wamego Ride**  
Saturdays, 7:30 a.m.  
*Meet in Whiskey Creek parking lot.*  
*Ride to Wamego, about 32 miles  
round-trip, stopping for  
breakfast in Wamego.*

## Bicycling Events:

**Kansas Fat Tire Festival**  
May 2-3, 2009  
Lake Wilson, Kansas  
*For info: call 1-800-561-BIKE*

**Cycle CASA 2009**  
May 30, 2009  
Manhattan, Kansas  
*For info: <http://casa.manhattankans.org>*

**Biking Across Kansas**  
June 6-13, 2009  
Syracuse to Louisburg  
*For info: [www.bak.org](http://www.bak.org)*

*Other info about rides in Kansas &  
across the Midwest available on our  
events board in the back of the store.*

## Running Events:

**Arbor Day Fun Run**  
2-mile fun run and 5K  
April 25  
Manhattan, Kansas

**Back It Up Trail Races**  
1-mile fun run, 5K, 10K — Trail Races  
April 25, June 6, August 8, Sept. 19  
Acorns Resort, Milford

**Mercy Wild Run**  
5K and 10K  
May 2  
Sunset Zoo, Manhattan, Kansas

*For info on running events:  
[letsgorun.com](http://letsgorun.com)  
For info on Milford events:  
[www.adventureracekansas.com](http://www.adventureracekansas.com)*