

# BRAINY Award Winners

## 2008 (2008 BLC)

### Lifetime Achievement

Bill Austin

### International Individual

Ying-Ming Yang, Taiwan Bicycle Exporters Association

### Green Companies

Specialized

Thule

Pedro's USA

### Green Retailers

Recreational Equipment, Inc. (REI)

Mt. Airy Bicycles/College Park Bicycles, College Park, MD

Trailhead Cycle & Ski, Buena Vista, CO

### Advocacy

Retailer: Randy Clark, Bicycle Garage Indy,

Indianapolis, IN

Company: Planet Bike

Individual: Lance Camasca, Interbike

### Retailers

Best New Shop: Plan B Cycling in Port Orange, FL

Best Multi-sport Shop: Gear West Bike and Triathlon,  
Long Lake, MN

Best Multi-Market Retailer: The Bike Source

Best Family Shop: Penn Cycle, Minneapolis, MN

Best Pro Shop: Richardson Bike Mart, TX

Most Female-Friendly Shop: River City Bicycles,  
Portland, OR

## 2006 (2007 BLC)

### Lifetime Achievement

Bill Fields

### Suppliers

Large: Trek

Midsized: Haro

Most Improved: Orbea

### Distributors

National: Quality Bicycle Products

Regional: Outdoor Gear Canada

### Accessories (Most Profitable Branded)

Bell Helmets

Cateye Computers

### Advocacy

Retailer: Mike and Claudia Nix, Liberty Bicycles,  
Asheville, NC

Company: Advanced Sports (Fuji)

Individual: Ariadne Delon Scott, Specialized

### Retailers

Best Pro Shop: Contender of Salt Lake City, UT

Best Mountain Bike Shop: Mad Duck Adventure, Grape-  
vine, TX

Best New Shop: Cynergy Cycles, Santa Monica, CA

Best New Retail Concept: Downtown Bicycles, Fort  
Lauderdale, FL

Best Family Shop: Penn Cycle, Minneapolis, MN

## 2005 (2006 BLC)

### Lifetime Achievement

Gene Smith, Kool Stop

### Suppliers

Large: Specialized

Midsized: Raleigh

Small: Bianchi

### Distributors

National: J&B Importers

Regional: Seattle Bike Supply

### Accessory Brand

Park Tool

### Advocacy

Retailer: Landry's Bicycles, Sharon, Massachusetts

Company: Giant Bicycle

Individual: Bill Fry, Bell Sports

### Retailers

Best Pro Shop: Belmont Wheelworks, Boston, MA

Best Family Shop: Plano Cycling & Fitness, Plano, TX

Best New Retail Concept: Roll Brands, Columbus, OH

Most Improved Retailer: New Mexico Bike 'n Sport, Santa  
Fe, NM

Best New Shop: Boulder Cycle Sport, Boulder, CO

## 2004 (2005 BLC)

### Suppliers

Large: Trek, Giant (tie)

Midsized: Cannondale

Small: Fuji

### Distributors

QBP

SBS

The Hawley Company

### Advocacy

Retailer: Fred Boykin, Bicycle South, Decatur, GA

Company: Saris Cycling Group

Individual/Lifetime Achievement: Rich Olken

### Retailers

Best New Retailer: Mad Duck Sports, Grapevine, TX

Best Family Shop: Penn Cycle, Minneapolis, MN

Best New Concept: Goodale's, Nashua, NH

Best Pro Shop: Belmont Wheel Works, Boston, MA

Most Improved Retailer: bikeseller.com, Little Rock, AK

## 2003 (Interbike)

### Lifetime Achievement

Phil Liggett

### Male Athlete of the Year

Tyler Hamilton

### Female Athlete of the Year

Marla Streb

### Retailer of the Year

Mike Nix, Liberty Bicycles

Chris Kegel, Wheel & Sprocket, Hales Corners, WI

### Best Ad Campaigns

Cervelo

Todson

### Best Booths

Crank Brothers

Nalgene

### Best Components

Oakley

Shimano

Trek

Ultimate

### Best Bike

Serotta Ottrott

### Best Product of the Show

Mavic

### Advocacy

Retailer: Jay Graves, The Bike Gallery

Company: Kona

Individual: Joe Breeze

### Women of the Year

Lisa Robinson, Sportworks

Martha Roskowski, America Bikes

# BRAINy Award Winners—con't

## 2002 (Interbike)

### Lifetime Achievement

Bill Austin

### Distributor of the Year

Tier 1: QBP

Tier 2: The Hawley Co.

### Bike Supplier of the Year

Tier 1: Trek

Tier 2: Fuji

### Component/Accessory Manufacturer of the Year

RockShox

### Outstanding Female Athlete

Alison Dunlap

### Outstanding Male Athlete

Dave Wiens

### Best Trade Ad Campaign

Smart Etailing.com

### Best Consumer Ad Campaign

Shimano

### Best Linear Exhibit

Maverick American

### Best Island Exhibit

Smith

### Advocacy

Retailer: Charlie McCormick & Phil Koopman,  
City Bikes, D.C.

Company: Steve Flagg & Mary Henrickson, QBP

Individual: Gary Sjoquist

**Favorite Bike Brand** (Bicycling, Mountain Bike magazines' 2002 Consumer Choice Awards)

Trek

### Best 2003 Product of the Show

Maverick American's suspension fork

### Cycling's Woman of the Year

Elissa Margolin, executive director, League of American Bicyclists

### Cycling's Man of the Year

Lance Armstrong

### Retailer of the Year

Chris Kegel, Wheel & Sprocket, Hales Corners, WI

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## 2001 (Interbike)

### Lifetime Achievement

Harry Manko

### Distributor of the Year

Tier 1: QBP

Tier 2: The Hawley Co.

### Bike Supplier of the Year

Tier 1: Trek

Tier 2: Haro

Tier 3: American Bicycle Group

### Athletes of the Year

Male: Eric Carter, Mongoose/Hyundai

Female: Verizon Women's Cycling Team

### Advocacy

Retailer: Hill Abell, Bicycle Sport Shop, Austin, TX

Company: Trek

Individual: Randy Neufeld, Chicagoland Bicycle Federation

### Man and Woman of the Year

Steve Flagg, QBP

Mary Hendrickson, QBP

### Retailer of the Year

Richardson Bike Mart, Richardson, TX

### Product of the Year

RockShox's U-Turn Travel Adjuster

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## 2000 (Interbike)

### Advocacy

Retailer: Chris Kegel, Wheel & Sprocket,  
Hales Corners, WI

Company: Quality Bicycle Parts

Individual: Patrick Seidler, WTB

Honorary Award: Rep. James Oberstar