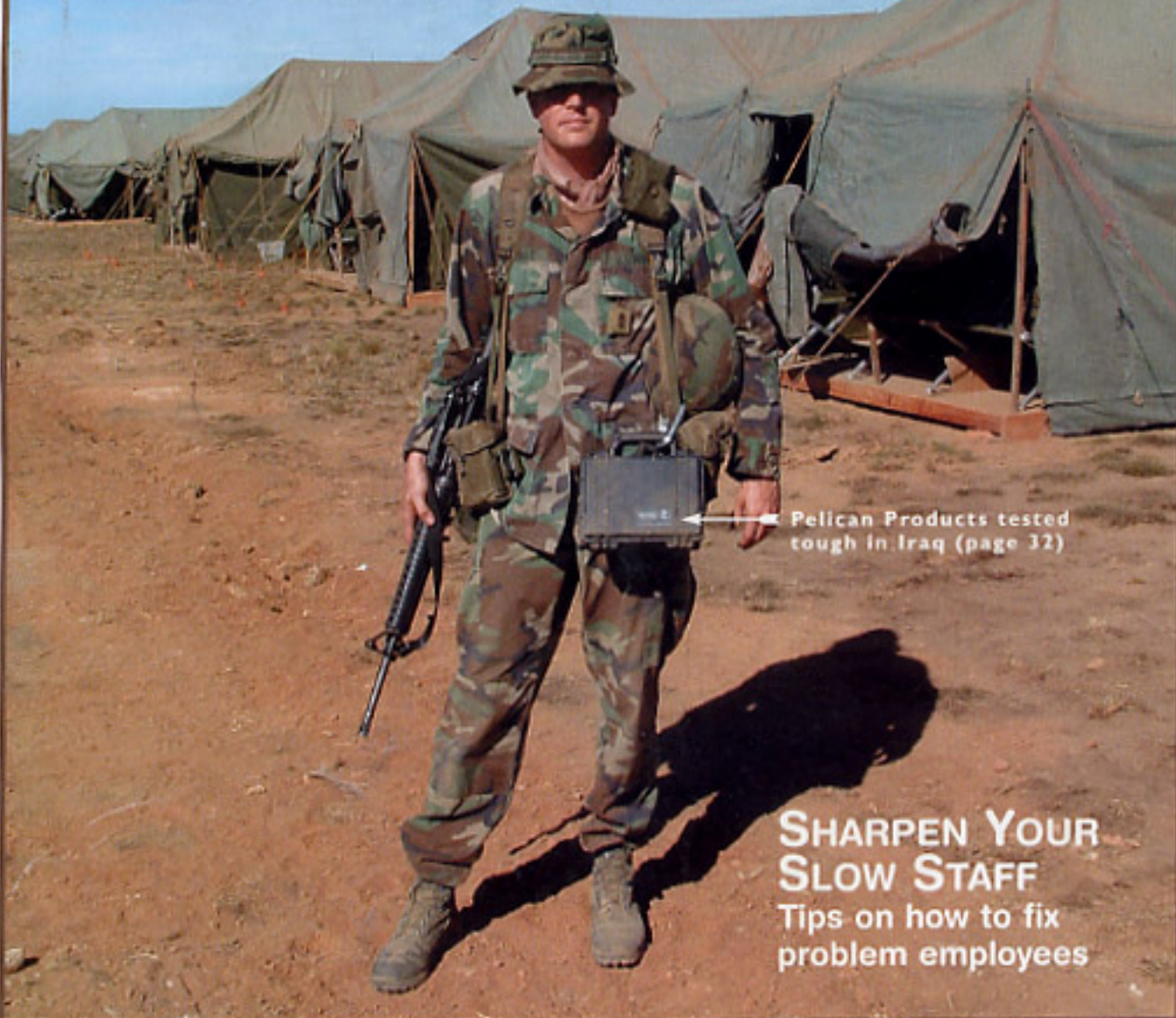


# Paddle Dealer

THE TRADE MAGAZINE FOR PADDLESPO RTS

## The Military and Paddlesports:

*AN ALTERNATIVE AVENUE FOR INCREASING YOUR BOTTOM LINE*



Pelican Products tested tough in Iraq (page 32)

**SHARPEN YOUR SLOW STAFF**

Tips on how to fix problem employees

Werner's Kelly Stone Pitches Paddles • Walden Kayaks Profiled, New Products and more!

Plus: Riot, Addison Go Separate Ways • Spring Shows Bring Confidence

## Dagger Sponsors Girls at Play

### *Paddle with the Pros continues to reach out to Joe Boater*

Silly boys, kayaking's for girls, too. And Dagger's making sure of it. This spring and summer, Dagger will bring "Girls at Play," a series of kayaking clinics for women led by Team D member Anna Levesque, to rivers across the country. Designed to bring more women into kayaking in a supportive, relaxed environment, these free two-day clinics offer participants the opportunity to learn the basic skills of kayaking, outfitting, as well as recognizing and correcting common technique challenges specific to women. In addition, women can demo the latest Dagger kayaks, along with products from sponsors Nike ACG water apparel, Shred Ready helmets and others. Begun April 24 in Washington D.C., "Girls at Play" will take place through July at 11 different locations. "We jumped at the chance to support the 'Girls at Play' tour and bring more women into the sport," says Robin Culver, Dagger field marketing coordinator and manager of Team D. "We have seen more and more women buying boats and getting into the sport, but women are still the minority. You don't have to be an elite athlete to enjoy kayaking. There are boats and kayaking locations for every skill level."

### Girl Playgrounds

Dagger's Girls at Play program will take place at the following locations:

**Washington, D.C.:** April 24-25

**Cheat River, Va.:** May 1

**Richmond, Va:** May 8-9

**Ocoee, Tenn.:** May 15-16

**Boulder, Colo.:** May 20-22

**Salida and Silverthorne, Colo.:**  
May 29-30

**Steamboat Springs, Colo.:** June 11

**Sacramento, Calif.:** June 19-20

**Hood River, Ore.:** July 10-11

**Palmer Rapids, Ontario:** July 31-Aug. 1



Dagger's support for the "Girls at Play" initiative will be complemented by its own successful consumer outreach program "Paddle with the Pros." The program, sponsored by *Paddler* and *Kayak* magazines, as well as Nike ACG, features Team D professional athletes in 34 locations in 2004. The national tour, launched in 2002, will run through July. Beginners and more advanced paddlers can try

the latest boats from Dagger and build their skills by paddling with experts. At each location, Dagger works with a local kayak dealer to host the event. "Kayaking is the fastest-growing, human-powered outdoor sport and we are proud to help people get into a kayak for the first time or help current paddling enthusiasts hone their skills," says WaterMark's Mike Steck. Info: [www.watergirlsatplay.com](http://www.watergirlsatplay.com), [www.dagger.com](http://www.dagger.com).