



# BESPOKE PLUS

*"If your work speaks for itself, don't interrupt!"*

## Todd Nicholson

The International Paralympic Committee (IPC) Athletes' Council is the collective voice of Paralympic athletes within the IPC and the greater Paralympic Movement. As



the liaison between IPC decision-makers and Paralympic athletes, the IPC Athletes' Council works to provide effective input into decision-making at all levels of the organization.

In meetings this week, IPC announced that Todd Nicholson was elected as Chairperson of the IPC Athletes' Council for the next four years.

Nicholson, 44, a five-time Paralympian and part of Canada's 2006 Paralympic gold medal winning ice sledge hockey team takes over the role of Chairperson from six-time Paralympian American Bob Balk who was elected to the Council in 2004 and has been Chairperson since February 2009.

## VARILITE® Samples



We will be providing an increased amount of sample product this year for end users and the dealer network. We feel this will go a long way to assist us in marketing and promoting our products. Ultimately, this is designed to better

service the end user who is increasingly faced with a shrinking field of options as dealers exercise their right to product procurement processes that may favour one product over another. Dealers/end users may expect to pay for shipping and handling.

Prescribing authorities who use our product for measurement purposes will have access to the product for those sessions and we will continue to work with the dealer network on providing that product.

## Ki Mobility Chairs



We continue to provide chairs for measurement purposes to the dealer network cost sharing the shipping charges. If someone wishes to go with this product we will build whatever they wish and drop ship it directly from the factory to dealers in **good standing** and work with them to "Make it Right!"

These products (Catalyst family of products), the Tsunami in Aluminum or Titanium, the Rogue in 7000 Series Aluminum are all adjustable units and may be tweaked upon arrival and setup for the end user. Although, we wish to have all those measurements and options nailed down prior to building or sending a particular unit to ensure the best possible experience for the end user.

## RGK Chairs



We have a number of new and demo RGK units in stock ranging from Hi-Lite's, and Maxima's through Quattro's, Club Sport Units, and Elite's, etc. These units are built as one off units and are not mass produced. They are for the person that wants a unit as close to one piece as possible.

We are more than happy to work with the dealer, end user, prescribing authority and anyone else the end user wishes to assist with the specification sheet.

And, we continue to guarantee the fit of those units we are involved with prefaced with the confirmation that it not go into service unless the product meets the needs and is everything the end user wants.

## Trade Shows 2013

We hope everyone had a super time at the Canadian Seating and Mobility Show (CSMC) this week in Toronto. This show, currently sponsored by VGM Canada, provides opportunities for their independent member dealers across the country. The individual dealers, manufacturers, and distributors that belong to that group have preferred pricing to attend the show. This is one of four larger dealer owned, sponsored, or operated shows (the others being the DT Group, Shoppers Home Health Care, and Centric with Motion Specialties and MEDiChair). These shows historically cost \$10,000.00 - \$20,000.00 each for us to attend. This year we have chosen to attend smaller shows that also open their doors to the end users of our products along with prescribing authorities, dealers, etc.

Next up for us is the Rolling Spokes Open House and Show in Brandon, MB., followed by the People in Motion Show in downtown Toronto.

VARILITE®, Ki Mobility, and Kenda have made a commitment to the Abilities Shows in the USA market. Those shows have been very successful and cater to the end user of our products as well as those with peripheral business interests. We look forward to encouraging smaller more affordable shows that will educate and enlighten the people using the products and provide them with an opportunity to tell us what is right and wrong with the products and presentations that we have!

## CPC

The Canadian Paralympic Committee (CPC) is working hard with their National Sport Organizations (NSO's) to promote and develop sport in Canada for people with a disability. Alison Korn, Manager, Media Relations & Communications (613) 569-4333 [akorn@paralympic.ca](mailto:akorn@paralympic.ca) sent out this call recently in the sport that she grew up in, Rowing! It read, "Do YOU have what it takes? Rowing Canada National Team and Para National Team Talent ID Testing!" Their latest initiative will be held: Date: Sunday 12<sup>th</sup> May, 2-4pm, Location: Vancouver Rowing Club, 450 Stanley Park Drive, Vancouver. To register email Martin George, [paracoach@rowingbc.ca](mailto:paracoach@rowingbc.ca) or call (250) 307-7732.

All of the NSO's have events like this to get folks involved and hopefully discover the next great Paralympian!

## ELITE Upgrade



The Elite is a new wheelchair basketball offering from RGK. If you have an RGK Quattro, Interceptor, or Performance we will accept that product in a "trade up" to the new Elite! It is the latest addition to the RGK product line and is considered the ultimate in a basketball chair used by many of the top wheelchair basketball players in

the world including the men's and women's national teams in Great Britain. You can email [info@49Bespoke.com](mailto:info@49Bespoke.com) for a copy of the offer sheet seen here.

## Events

We continued our support of the CWBL Finals this year held in Montreal, QC., April 12-14.

The CWSA Rugby Championships which we support annually will be held in Calgary, AB May 17-19. This year they will be sporting the jerseys on the right.



## Bits and Bytes

- 49 Rolling Spokes ReOpening May 15, Brandon, MB;
- 49 People In Motion Show May 31 – June 1, Toronto;
- 49 OSOT Conference September 27-28, London, ON!

**BESPOKE PLUS** helps to market and promote **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinergy, Gance, Frog Legs, Schwalbe, Sun, MBL, Natural Fit, Blax, and other great products.

**Please give us a call or contact the editor, Reg McClellan, if you have something that you think we should expound on.**