

# Internet market opens for outdoor enthusiasts

PROVO, UT - November 17, 1999 - Today, BurlyZone.com launched an online ski and snowboard swap in time for the upcoming snow-sports season. SkiTrade.com and BoardTrade.com are specifically intended to help college students. Students can save money by finding great deals on last year's closeouts and used ski and snowboard equipment, or earn money by selling their personal gear.

BurlyZone.com was co-founded in June 1999 in Provo, UT. A group of outdoor enthusiasts and entrepreneurs noticed a need for a convenient marketplace for individuals and companies looking to buy and sell personal and retail outdoor gear. They realized that the problem was not a lack of gear, but simply a lack of communication between buyers and sellers of used and/or closeout gear and equipment. The Internet was the obvious choice for such a marketplace.

SkiTrade and BoardTrade are the first online ski and snowboard equipment swaps. The swaps establish a connection between those who have gear and those who are searching for gear, and provide users with a search engine to easily find gear listed at SkiTrade and BoardTrade.

"The Internet provides an opportunity for SkiTrade and BoardTrade to create a network of specialty retailers and enthusiasts. This network will add significant value to the outdoor industry," said Jeremy Hanks, President and CEO of BurlyZone.com.

SkiTrade and BoardTrade boast an innovative means for linking outdoor enthusiasts together and to outdoor retailers.

Hanks said, "We know that plenty of used and closeout gear exists, but enthusiasts have faced geographical limitations in trying to locate this gear. SkiTrade and



Photo by Jeff McIntosh (Newsmakers)

Snowboarder Nick Boyer soars through the air at Lake Louise skill hill in the Canadian Rockies.

BoardTrade eliminate these geographical limitations by creating a central marketplace on the Internet."

SkiTrade and BoardTrade protect both the buyer and the seller by providing a gear inspection guarantee for the buyer and guaranteeing payment to the seller. This promotes a fair transaction process and ensures the quality of every item sold at the SkiTrade and BoardTrade swaps. Transactions done at SkiTrade and BoardTrade are processed using the latest SSL technology, enabling absolute transaction security.

In the future, BurlyZone.com will feature and continue to develop the following websites:

**mountaintrade.com:**

climbing, mountaineering, backcountry adventuring

**geartrade.com:**

backpacking, camping, hiking

**skitrade.com:**

downhill, telemark, cross-country

**skiing mtbtrade.com:**

road and mountain biking

**boardtrade.com:**

snowboarding, skateboarding, in-line skating paddletrade.com-kayaking, canoeing, rafting

This development will include the addition of features, content, and functionality. These enhancements and the leverage made available by the network of specialty retailers and enthusiasts will allow BurlyZone.com to have a positive effect on the outdoor industry.

## Pre-Registration . . . Continued from Page 1

when she sent e-mails to students, which informed them to meet with their advisors, plan a schedule and be ready to register. Students registered at times set aside by their accumulated semester hours, determining them as seniors, juniors, sophomores or freshmen, as stated in the 1999-2000 Brevard College Handbook. Many students did not agree with this process of classification. Kimberly "Cricket" Kittle said, "I should be classified as a junior, but the registrar's office has me classified as a sophomore." She remarked she has been in college four years and how ridiculous she felt being classified as a sophomore. Kittle added Brevard College did not accept some of her credits upon her transfer.

Kersh said a student's semester hours do not count until the end of the semester, dependent on whether the student passed all of their courses. Student graduation requirements can be obtained by doing a "Grad check" and help students select classes they need.

This semester marked the second occurrence of online registration through an advisor. Many students, staff and faculty prefer this electronic method to the old paper trail.

Although Kersh believes the electronic method saves time and creates contact with the advisor, she liked "registering with the student the old way," because of "the personal contact."

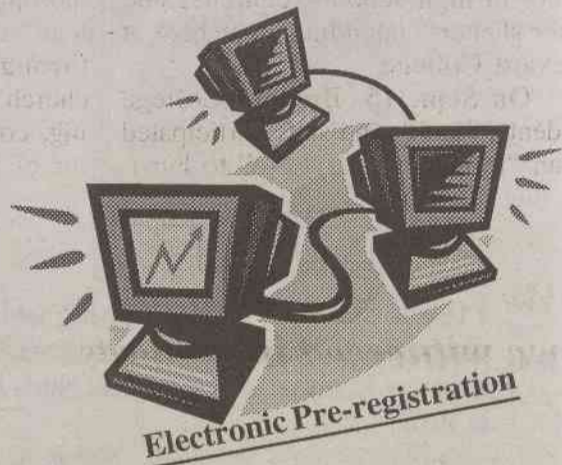
Many students prefer this closer contact with their advisor when planning a semester. Kittle replied she liked the fact she could discuss more with her advisor: "At my old school I was left on my own."

Alyse Hollingsworth, computer instructor, stated she liked the electronic method: "it gives instant feedback."

Accuracy brings another plus to online pre-registration. Kersh described the registration process

before online registration as multiple hours spent correcting a student's classes, finding classes a student could take to fulfill requirements or seeing if there was a great need to open up another section of a class. Kersh said this took much time and many meetings. However, online registration makes life easier on everyone. Online pre-registration allows advisors, staff or faculty to make changes or ensure a student obtains a certain class.

Last semester online pre-registration went through beautifully. "There have been a few bugs this semester, but computer services took care of them," said Hollingsworth. "With something this new there will always be bugs



to work out."

Nine new classes start next semester. Traits of Personality and Introduction to Feature Writing were among the new classes. Should students and teachers expect future changes in pre-registration? Kersh said most definitely.

The computer services and registrars office are working on ways to improve pre-registration. One way they've looked at gives students the capability to register online themselves. Kittle remarked on trying this type of pre-registration at Tampa. She said, "It was very quick, but I did not like losing the contact with my advisor." Kersh stated there are still problem areas with this type of pre-registration. However, Brevard College continues to work them out.

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