

FOR IMMEDIATE RELEASE

Contact: Lew Scannon of Foot, Mouthe, and Beldring

Charles Kelly is the man to watch. His unassuming looks—six foot even and 200 pounds, shod in Roadmaker shoes, flannel shirt, and honestly distressed jeans—belie his trendsetting prowess. Scrutinizing his every move can help you make millions.

Thanks to a pioneering market study using modern database analysis and trend research, the innovative ad agency of Foot, Mouthe, and Beldring has determined a way to improve upon the sometimes erroneous conclusions of our competitors at the Trend Research Institute.

"This ought to take a little wind out of their sales," quipped F M&B founder Horace Foot. "We've located a post war-boom consumer we believe to be a nanometer ahead of his 40 million peers in terms of charting his life and spending his time. We've dubbed him a SuperChooser for all his intuitive iterations on life's game board. In his 50 years, he has (according to him, unwittingly) predicted three of the biggest trends to shape the '70s and '80s. We're convinced he's onto the fourth."

"By following his circuitous career path,



ILLUSTRATION BY COLIN JOHNSON

Keyboarding: The Next Big Thing

we can help our clients acquire an unfair advantage in the race to profit from boomers. In fact, we guarantee it," said account manager Dewey Cheatham.

As all of Madison Avenue and the media knows, the postwar baby glut generated billions of dollars in real estate and auto sales which still reverberate today. Instead of risking conjecture on the habits of subsequent population surges (Post-Boomer, Gen X, Echo Boomers, etc), we feel that we are backing a winner already. All you, the client, have to do is agree that 40 million active adults still wear the patina of hipness and bold risk taking that the corporate world relies on to buy products and lead opinion. We selected Kelly as the bellwether for our client's venture-capital investment because of his solid record.

Let us outline his past career path:

1. As a rock 'n' roll devotee back when it was categorized as "a lot of loud noise," he regularly found himself in front of thousands of rock 'n' roll fans, although not as a musician. He found work as a roadie for the Sons of Champlin, a Bay Area band. A witness to the tumult of the '60s, Kelly brandished a backstage pass when the rest of his peers convened in droves to watch the show. His firsthand knowledge of the

by Jacquie Phelan

rock 'n' roll world pointed him in a new direction: creating the spectacle, as opposed to starring in it. Not surprisingly, 20 years after he first grappled with the heavy equipment of a big-venue rock band, he still moves with the band when it doesn't conflict with his current career.

2. In between gigs, Kelly cruised the dirt roads and trails in Marin County. It was understood to be the world's least-known sport. Proponents called their (erroneously believed to be unique to Marin) pastime "clunking" among other similarly unsavory names such as "thrashing," "ballooning," and "bombing." Luckily, the term "mountain bike" was coined and future Olympic status was assured, but that's getting ahead of ourselves. The rock 'n' roll roadman found instant fame off the road—not from the general public but from a hard-core group of dirt-caked trail hounds. He created the Repack Downhill and wrote himself into fat tire history. With a weather eye for trends, he positioned the race on a camera-friendly downhill and staged it often—weekly in 1976 and 1977. Race results created the demand for a written record, which began as several photocopied sheets called the *Fat Tire Flyer*. He and his erstwhile girlfriend share credit for creating this seminal mountain biking 'zine. The *Fat Tire Flyer* took a nosedive just about the time when two new magazines appeared on the horizon. The now-legendary rag remains the standard of originality.

Kelly was simultaneously working at a company called "MountainBikes," a loose partnership between Tom Ritchey, Gary Fisher, and himself. Just before that company fell apart, Kelly quietly bailed with his computer and set out for new frontiers.

Which is where we found him the past few years. On the cutting edge of human endeavor, which in the '90s means doing exactly what he chooses to do. That happens to be moving pianos.

In a county where possessions relocate at least as often as their owners, Kelly Moving is maxed out, but Kelly has the luxury of deciding which days to max out. In a world where everyone else is stressed because they can't cram two frustrating solo commutes, a job, and

exercise into the same day, he and his tiny band of piano pros have put it all together in a single lifestyle package. By winning their bread while getting exercise, they define the concept of multi-tasking. The extreme nature of this innovative combination of work/play means teamwork is crucial. Brute strength is an

asset but not without the delicate balance and split-second timing and judgment of rock climbing. To listen to Kelly tell it, everything in his life has led to

the crux moments where he finds himself assisted by his "regular guys," poised on a rotten, three-story staircase underneath a 600-pound baby grand, secure in a niche that hardly anyone knows about.

With our Web site up, a fleet of operators at the ready, and an ad campaign

rolling out next week, this is about to change. We're betting that the status-conscious, lifestyle-seeking masses will clamor for a chance to make money

while getting fit moving pianos. A governing body, the National Association of Piano Dancers, has been chartered and rules drawn up. ESPN2 has been notified of the first-ever competition, Dude Descending a Staircase, to be held in Sausalito, California. Stay tuned for further developments. ■

Lightning Strikes

Action so smooth, you won't be able to put it down!

Lightning HTA™ knives are the smoothest one-hand opening knives from Buck ever! They feature lightweight, high-tech handles—in the hottest new colors and materials for 1999! And as always, Lightning HTA blades are made of Buck's famous edge-holding steel.

Who say's lightning never strikes twice? Lightning HTA comes in two sizes, each designed to fit your needs!



Call for a Buck catalog
(800) 215-2825
or visit our web site at:
www.buckknives.com

