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## Confluence Watersports Earns Industry Recognition

**EASLEY, S.C. (January 22, 2010)** – Confluence Watersports, a canoe, kayak and paddling accessory manufacturer based in Easley, has earned national recognition for excellence in the outdoor industry. Confluence is one of the top three suppliers of outdoor sporting goods and equipment, according to the ‘SNEWS Annual Retailer Survey.’ Retailers across the country participated in the survey, the full version of which will appear in “SNEWS,” a highly regarded, outdoor industry trade magazine.

“We are extremely honored,” said Sue Rechner, CEO of Confluence. “As a manufacturer, our top priorities are making the highest quality product and offering the best customer service in the industry. It’s a huge honor for our efforts to be recognized by retailers, especially in what has been such a challenging year for so many small businesses. I’m exceedingly proud of our entire team, whose dedication, expertise and work ethic are the building blocks for our success as a company.”

According to “SNEWS,” this year’s survey brought in the highest number of responses ever. The magazine hypothesized that this was due to the challenging economy and questioned if retailers were feeling an intensified need to be heard. With specific regard to Confluence, the SNEWS article reported, “Confluence CEO Sue Rechner and her team are to be commended for their focus on serving specialty retailers not just well, but also with integrity and an open line of communication.”

In the same issue, Sue Rechner was listed as one of the top 10 most influential people in the outdoor industry.

To read the full story, SNEWS is available via subscription only, online or in print. To subscribe, please visit: [www.snewsnet.com](http://www.snewsnet.com). Also, please check in with Sue’s blog at: [www.confluencewatersports.com](http://www.confluencewatersports.com).

Confluence Watersports is a manufacturer of canoe, kayaks, paddles and paddling accessories, which are distributed worldwide. The company has been based in Easley, S.C., since 2005. Locally, the company employs over 425 people.

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**About Confluence Watersports:**

Confluence Watersports is a family of brands that covers the full spectrum of paddlesports. Wilderness Systems, Perception, Dagger, Wave Sport, Mad River Canoe, Adventure Technology and Harmony accessories speak to different sectors, but share the same enthusiasm for the water. Based in Easley, S.C., but employing over 400 people across the U.S. and Canada, the company is a dynamic blend of passionate paddlers, adept businesspeople and paddling industry icons, jointly committed to ensuring the future success of paddling, in all its forms. To learn more about the company and its brands, visit [www.confluencewatersports.com](http://www.confluencewatersports.com).