



**WILDERNESS**  
SYSTEMS

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## **Steffen Leads Product Management for Wilderness Systems and Mad River Canoe**

**Easley, S.C. (February 11, 2010)** – Confluence Watersports welcomes Shane Steffen in the role of product manager for Wilderness Systems and Mad River Canoe.

Working closely with the design, research and development, engineering, and marketing teams, Shane is charged with defining market needs and continuing the legacy of delivering winning products from both brands. He is responsible for product line strategy and go-to-market launch plans that ensure timely and high quality boats, and secure ongoing success at retail for Wilderness Systems and Mad River Canoe dealer partners.

“We’re happy to work with Shane and we welcome him to Confluence,” said Cheri McKenzie, chief marketing officer of Confluence Watersports. “Wilderness Systems and Mad River are legacy brands, built from a passion for excellence. Shane brings a matching level of dedication and enthusiasm to this role, backed up with significant manufacturing and engineering experience.”

Shane’s educational background is in engineering and business. He was most recently with ModernTech Mechanical, and Rockwell Automation before that. A South Carolina local for 15 years, Shane looks forward to taking advantage of the local waterways and learning the paddling ropes from his new colleagues.

### **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 500 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).