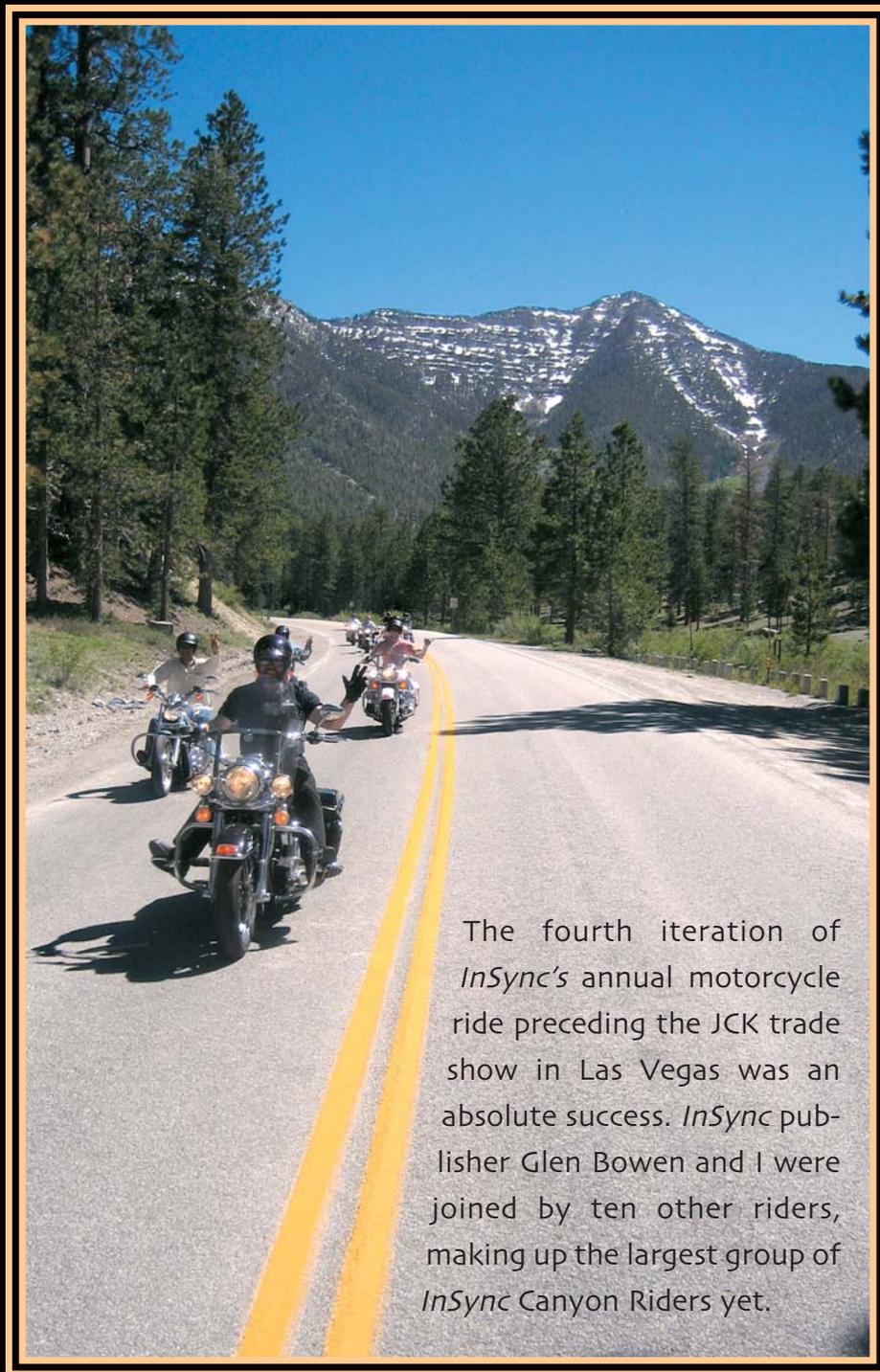


ROLLING THUNDER

INSYNC CANYON RIDERS



The fourth iteration of *InSync's* annual motorcycle ride preceding the JCK trade show in Las Vegas was an absolute success. *InSync* publisher Glen Bowen and I were joined by ten other riders, making up the largest group of *InSync* Canyon Riders yet.

The ride started early in the morning in Las Vegas. From there, we rode to scenic Red Rock Canyon, then up to Mount Charleston for a great lunch—bison and elk are regional specialties. At day's end, we headed back down to the Vegas strip, where we met at a steak

house for a fantastic dinner. We had a great time, covering about 200 miles and getting to know each other—all watch industry people—outside of a business setting.

It never fails that the JCK show is held during a heat wave. The week

before the show, high temperatures were in the 90s, relatively comfortable for Vegas. As soon as people start coming in for the show, however, the temps start ratcheting upward. The entire time we were there, it was 105°! Luckily, the ride took us up to Mt. Charleston,

The Canyon Riders

Glen Bowen
publisher, *InSync*

Keith W. Strandberg
watch editor, *InSync*

Casey Bayandor
sales director, *Europa Star*

Ed Johnson
vice president,
marketing & sales, Tutima USA

Barry Cohen
president, Luminox

Daniel Bartl
CEO, Formex USA

David McCready
president & CEO, d.freemont

Barbara McCready
d.freemont

Pippo Perez
president, Pippo Italia

Rolando Braga
president, Armand Nicolet

John Rost
adventurer

Keith Herbert
inventor and president,
Twenty-First Century
Watch Company

where the temperature is a good 30 degrees cooler. There was still snow on the mountains up there, a welcome relief from the heat of the strip.

I really love this motorcycle ride—I look forward to it every year—because

great sound.” Sure, we get down to the business of watches, but we’re coming at it from a totally different place, a shared experience, which makes it much more enjoyable and sets the stage for better communication.



it’s a chance to share the joy of motorcycling with other people in the watch industry. It gives all the riders a whole new point of reference and takes relationships to another level.

When I go into a typical business meeting, say at Baselworld or JCK, everyone shakes hands, but when I go into a meeting with anyone who has been on the annual ride, there’s a different vibe. There are hugs and backslapping and recollections—“Remember that corner?” or “That Night Train had a

It’s our hope that we can involve even more people in the ride in the future—industry executives, retailers, sales associates, watchmakers and more. Next year’s annual event is already being planned. The Canyon Riders will ride again, and we’d love for everyone to come along. ❖

*Written by Keith W. Strandberg.
For information on joining the Canyon Riders in 2007, e-mail the author at <keiths821@aol.com>.*

Random Impressions

Casey Bayandor, sales director, *Europa Star*: “This is the way I love to work—being able to meet friends who are also business contacts in such a beautiful setting is ideal. Ever since *InSync* started this tour, it has brought leaders together. I hope to participate in future tours and look forward to developing more friendships and synergies.”

Barry Cohen, president, *Luminox*: “It was an enjoyable day, spending time with a diverse group of people in the watch industry, most of whom I didn’t know before. That’s the fun part, and it makes doing business more pleasurable, because you become part of a real community.”

Daniel Bartl, CEO, *Formex USA*: “These rides are great. I like anything involving motorcycle riding. This was the first time I had an opportunity to be on a ride with Casey [Bayandor]—we’ve wanted to ride together for a long time, and we finally did it!”

Pippo Perez, president, *Pippo Italia*: “It’s my first time riding with great watch people in America. It’s nice to meet new friends.”

Rolando Braga, president, *Armand Nicolet*: “Nice place, great weather and wonderful, friendly people—this was a different and wonderful way to meet people I would not have met otherwise.”

Keith Herbert, inventor and president, *Worldchronos*: “This was my first time riding on mountain roads, and I had a total blast. Because I’m a neophyte in the industry, it was also my first opportunity to hang out with some great watch people, so it was a double charge.”