



# TO THE point!

Connecting our Bodypoint community to strengthen your position

March 2016

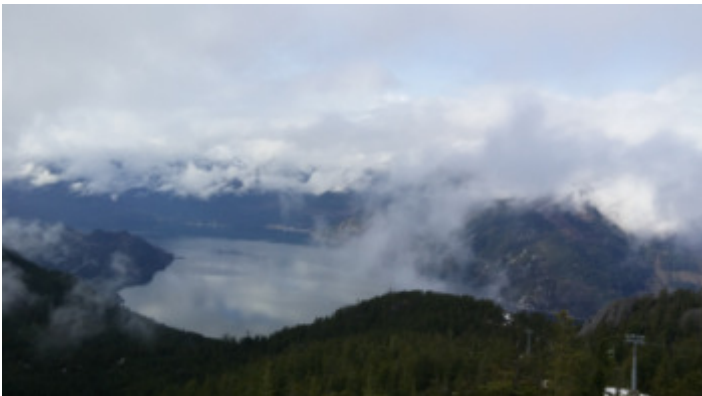
## BP News

### Bodypoint 25 Year Anniversary

On February 29th, we kicked off our 25th anniversary year the best way we knew how: by celebrating with our partners atop a mountain at the 2016 Partner Event in Vancouver, British Columbia. It started with a bus ride to the [Sea to Sky gondola](#) in Squamish where we were greeted by snow at the summit (no doubt requested by the event's master planner, Charlotte Moore)!



After the snow stopped, we enjoyed views of the water and mountains through the clouds. Some hiked all the way to Chief Lookout, some crossed the suspension bridge, and others enjoyed time inside talking with friends.



At lunch, after lively introductions, Matthew followed with a heartfelt speech. In his role as President, Matthew reminisced about the defining event 25 years ago when he and Dave Hintzman nailed a cardboard sign on the door of their first shop. Matthew continued, "After 25 years we've come a long way, together. I've had the good fortune to experience this: If you find something you are passionate about – passionate enough to stick with it through tough years and remain confident in your beliefs – you can build a strong company which makes a difference to the people it

## Why Positioning Matters



### What's your possible?

Josh Dueck joined us for the 2016 Partner Event to celebrate our 25th anniversary. His keynote on Passion + Perseverance = Possibility was an honest and profound message. He told us that before he was injured, he saw a man his age in a wheelchair and told himself that he would rather be dead than live life in a wheelchair. For him, living life in a wheelchair seemed impossible.

After his accident, everything changed. The doctor revealed the news of his paralysis by saying he would 'rock the world in a wheelchair' telling him 'before you know it you'll be back in the mountains riding a sit ski'. He now had hope. From there, a series of events led to his successes. It started with his for

touches. Dave and I always believed in what we were creating – products which make lives a little easier, jobs which people can feel proud of, and long-lasting business relationships which speak to the strength of working with others who share our values.”

Matthew concluded with this message, "The strength of our brand and, ultimately, our success as a company, owes much to your faithful representation. Thank you for making such important contributions to our growth over the last 25 years. I hope you join me in reaffirming our commitment to serving the needs of wheelchair users by making sure that innovative, well-made products retain their place in our changing markets."

We're proud of our 25th year milestone. Watch BP social media as we celebrate throughout the year!

Cheers,

Jill Alm, Marketing and Education Manager

---

## Product News



The Underseat Bag was developed to keep valuables handy at all times. Most bags are either too loose and get in the way, or too difficult to access. We knew we could do better.

### The difference is in the details.

- Two large zippered pockets with simple, no-jingle pull loops
- Reversed zipper pulls help keep track of what's in each pocket
- Find things easily with the bright orange interior
- Quickly retrieve contents from the mesh front pockets
- Attach and remove effortlessly

Lacy, now his wife, who dropped everything to be at his side in the hospital. She helped take the fear away and assured his friends and visitors to keep the mood light when they visited. Josh was still the same person they always knew.

After 9 months recovery, he was back on the mountain riding a sit ski. It took hard work, dedication and perseverance. With each challenge he became more advanced. As he prepared for the Sochi Winter Paralympics, he experienced a bad fall and sustained a serious shoulder injury. He realized that the sit ski technology he worked to advance was now better than the driver and he needed to get control over the machine.

Luckily, a serendipitous introduction to Bodypoint came just as he was getting ready to test gear and train in Switzerland. He asked if Bodypoint would look at his sit ski's 'strap system'. At Bodypoint, he immediately saw passion. "Finding passion in life is a gift," Josh said. "That's one of the reasons I connected so deeply with Bodypoint, we shared passion." Passion is built in a company, in a person, in a purpose. A business can't continue to thrive for 25 years without it.

He ended with a story of a young girl he met at the Banff Film Festival during the showing of the [Freedom Chair](#) documentary. She brought him a piece of paper and on it, instead of the word impossible, it said - I'm possible. A subtle change, a huge psychological shift. Josh left us with a challenge: Look at yourself, look at your own passion, and examine what's holding you back from achieving your own possible.

---

## Check it out!

[Product Manager: Laurie Gelb, joins Bodypoint](#)

Laurie's first day was at ISS on the show floor. Fortunately, she's a natural and jumped right in. We're excited to have her join our team. [Learn more.](#)

[ISS presentations](#)



#### How to Order:

**Part number: SP001-50** (50 pack, individually wrapped)

**Price** \$3,200 MSRP | \$1,600 Distributor Price

[View on our website.](#)

**Questions? Contact:** [sales@bodypoint.com](mailto:sales@bodypoint.com)

## Tips & Tricks

### [Mounting Hardware Gage BMR-42](#)



This handy tool helps you quickly check the size of wheelchair tube diameters, track slots and fasteners. Use it together with the [Belt Mounting Hardware Poster](#) to accurately fit products to virtually all wheelchair frames. For wheelchair techs, therapists and suppliers, this is a must-have tool for everyone's toolkit. [See it in use.](#)

**Place your order now. Limited quantity available.**

- BMR-42 \$5.00 (Each)
- BMR-42-10 \$40.00 (Pack of 10)
- BMR-42-100 \$275.00 (Pack of 100)

[View Technical Bulletin](#)

Bodypoint sponsored 2 presentations at ISS, and was featured in a biomechanics case study. Click the links below to view the content:

- [What's in the Trunk - Examining Trunk Posture, Stability and Outcomes](#) by Bart Van der Heyden, PT
- [ISO Performance Standards for Postural Support Devices](#) by Kelly Waugh, PT, MAPT, ATP
- [Utilising Bio Mechanical Principles in Conjunction with Modular Seating Solutions](#) by Malene Ahern, PT

## Out & About

### Trade Shows

AHC Surface to Surface Seminar | Edmonton, Canada | April 7

Interdisciplinary Conference for Seating & Mobility | Nottwil, Switzerland. | April 7-8

15th Kids Festa 2016 | Tokyo, Japan | April 16-17

Canadian Occupational Therapy Conference | Banff, Canada | April 19-21

Canadian Seating & Mobility Conference | Toronto, Canada | May 3-4

Assistive Technology Suppliers Australia | Melbourne, Australia | May 18-19

Exposanita | Bologna, Italy | May 18-21

The Wheel Market (Hjultorget) | Kista, Stockholm | May 24-25

## Connect with Us



### We want to hear from you

Do you have feedback or ideas for a future issue? Have an email address to add to receive this email publication? Send a note to the



STRENGTHEN YOUR POSITION

558 1st Avenue South, Suite 300  
Seattle, WA 98104  
USA

Phone: 800.547.5716 or 206.405.4555

Fax: 800.767.3828 or 206.405.4556

[www.bodypoint.com](http://www.bodypoint.com)

[Unsubscribe me](#)

editor[jillalm@bodypoint.com](mailto:jillalm@bodypoint.com).