



IPC-IOC True Sport

Even the remnants of the Redeem Team had to work their tails off to come up with a gold medal at the Olympics; at that tournament they were reliving their high school and college days when they were playing for the letters on their jerseys. **True Sport**, as opposed to the business of their occupation as professional athletes or actors for the camera, is important and what the Olympics and the Paralympics should be all about. In a lot of cases it is; having been involved in the sport scene for four decades plus, I am now looking at the erosion of the ideals to a point where the sport that I have primarily been involved in succumb to meeting the needs of few over securing a positive growth experience for many.

Canada's wheelchair basketball base is not growing. There are some exceptional athletes today, but there are not masses of folks coming up through the system. The national domestic development is at an all time low and the decision to toast national championships and restructure the Canadian Wheelchair Basketball Finals (CWBL) to accommodate all comers who have enough money to get there shows complete disregard for municipal issues and the desperate need for an infusion of resources in grass roots development. The new direction is supported by a yet to be produced document in line with a Sport Canada Long Term Athlete Development Model (LTAD) that focuses on females to age 21 and males to age 23. The fact that the direction has been taken without the input of the Conference Commissioners or individual teams in the CWBL is disrespectful to the people working in the various municipalities across the country to grow the game at all levels; people who have been involved growing super stars in addition to meeting the needs of others at the recreational level, competitive level, and elite level!

Canada needs to rediscover what got the country on the wheelchair basketball map in the first place. They need to celebrate what they have, as Rick Hansen would say, Difference

Makers have done for the sport and grow more of them to replace or reenergize the Stan Stronge's, Gary McPherson's, Michael Bryce's, Bruce Russel's of the world. People that know it is important to grow on and off the court and to make a contribution to the team, the organization, and the community in which they live!

From their web site, *the True Sport Foundation is a national charitable organization that promotes values-driven sport. As a leader in the [True Sport Movement](#), the Foundation is focused on building and enriching communities and the lives of individuals by providing a safe, welcoming, and a rewarding environment for all participants, at all levels of sport. The True Sport Foundation is committed to ensuring that sport makes a positive contribution to Canadian society, to our athletes and to the physical and moral development of Canada's youth.*

The Foundation also plays a pivotal role in the Canadian sport system by bringing together leading sport organizations to promote, celebrate, and recognize sporting excellence.

*Their activities range from **Incubating Innovation, Framing sport as a public asset, Fund operations, and Celebrating values-driven sport.***

Canada's men's and women's teams have everything they need to be #1 in London this summer, but I think the organization needs to refocus on the resources spent growing the game, recognize, and support all involved, young and old, as they are the next generation!

RGK Under 22 Event

RGK is maintaining a super sponsorship role in wheelchair basketball. Apart from their efforts which are clear at London 2012 Paralympics, they have got on board with the Under 22 World Championships to be held in that country in 2013. Super job to the owners of RGK, Russel Simms and Greg Eden who are both former national team players for GB! www.RGKLife.com

Sun Components

Although somewhat belated, congratulations to Evan McMillen, former C-130 pilot and first officer for Midwest Airlines, who recently came on board with Sun to Manage the wheelchair division. One of his first acts was to introduce himself and reintroduce customers to the company. He did that through a newsletter that I quote from: *In 1946, Sun Metal Products began production of tricycle seats in Warsaw, Indiana. Within 8 years, Sun added a wire-spoke wheel product line, as well as wheels for lawnmowers, garden utility vehicles, and stationary bicycles. It was through this wire-spoke product line that a riveted 24" steel wheelchair wheel evolved, sold with a chrome plated steel hand ring and a rubber stretch-fit tire.*

In 1974, Sun began production of alloy rims for high-performance, off-road motorcycle racing, and by the early 80's, half of the world's professional racers were riding Sun's aluminum rims. It was during this period of success that Sun began developing high-end alloy bicycle rims, and the wheelchair product line followed suit. In 1996, Sun Metal garnered attention as one of the world's best bicycle rim makers with numerous victories in the World Cup, NORBA Nationals, and with a silver medal at the Summer Olympic Games in Atlanta. The following year, Sun purchased Ringle Racing Components and increased product development for the SUNringle brand. In 2005 Hayes acquired Sun Metal/SUNringle.

Today, the Hayes team is comprised of talented and dedicated engineers, product managers and customer service experts. To say this group is deeply committed to the world of bikes would be an

insult to their fanaticism! An integral part of the Hayes family, Sun Components inherits the strong DNA of Manitou, Hayes Disc Brake, Answer, SUNringle, and WheelSmith.

RGK's standard daily use wheel is a Fusion 16 (shown above) and the sport products come

standard with the Classic or Equalizer (shown to the left). More of their product can be seen at www.suncomponents.com.



Customer Choice

Wikipedia says consumer choice is a theory of microeconomics that relates preferences for consumption goods and services to consumption expenditures and ultimately to consumer demand curves.

The fundamental theorem of demand states that the rate of consumption falls as the price of the good rises. This is called the substitution effect. Clearly if one does not have enough money to pay the price then they cannot buy it. As prices rise, consumers will substitute away from higher priced goods and services, choosing less costly alternatives. Subsequently, as the wealth of the individual rises, demand increases, shifting the demand curve higher at all rates of consumption. As wealth rises, consumers will substitute away from less costly inferior goods and services, choosing higher priced alternatives.

But alas, in this business the person using the product is not usually the consumer as the funding for that product is provided for him/her (not to him/her) and it comes with someone else's signature. To add a further systemic pitfall, it is often a product where the dealer has the larger margin creating a situation where quality may be sacrificed for the larger margin. It seems obvious that the public funds should be in the hands of the person using the product so that they have the buying power to consume what they want and to demand the service that they need!

Bits and Bytes

- 49 REE Sept 11, 2012 Richmond, BC;
- 49 OSOT Sept 21-22, 2012 Mississauga, ON;
- 49 Rehacare October 10-13, Dusseldorf, Germany;
- 49 29th ISS March 5-9, 2013 Nashville, TN.

BESPOKE PLUS helps to market and promote **RGK Wheelchairs**, **VARILITE®** Seating and Positioning Systems, **KENDA**, and **Ki Mobility** products, along with Spinergy, Glance, Frog Legs, Schwalbe, Sun, MBL, Natural Fit, Blax, and other great products.

Please give us a call or contact the editor, Reg McClellan, if you have something that you think we should expound on.