

# Hey You... Shop Guy



By Brooke Geery

HEY, SHOP GUY. I'M HERE TO SPEND MY HARD-EARNED MONEY ON POTENTIALLY OVER-PRICED SNOWBOARD GEAR, BUT PLEASE, DON'T GET UP.

I know you're probably hungover and I wouldn't want you to miss the video section you've only seen a thousand times. And besides, your half-hearted directional gestures are enough to help me figure out what I need. Just stay back there behind the counter watching the TV.

I'm not quite as cool as you are, and I don't snowboard nearly as much, so all I really know about shopping for gear is that my wallet is too heavy.

See, I've always wanted someone to regurgitate technical terms to me to increase the perceived value of whatever product it is to which a shop guy has a particular affinity. I really like this kind of thing. I might not snowboard a hundred times a year, but I do know that you're secretly trying to get a job as a tech rep for that new company and will spend some good time convincing me that

Welcome to "Hey You," the open letter to snowboarding. Whatever the subject, this is the place where we call people out. Need to purge a "Hey You" of your own? Tell it as it should be told at [futuresnowboarding.com](http://futuresnowboarding.com).

unless of course I've done a little of my own research and actually know what I want when I walk through the door, but that would kind of defeat the purpose of you, Shop Guy, so I promise I won't do that. The last thing I want you to feel is left out.

Plus, I would love to hear you recite your bag of tricks again, and what gear

just recommended this board I'm buying, so what's with the attitude? Maybe you're just trying to get rid of them because the shop got a really good deal and you get an even bigger commission for selling them, but you could just ring me up without the snickers and eye rolls. Even if you wait until I'm on my way out the door, I can tell you're mocking

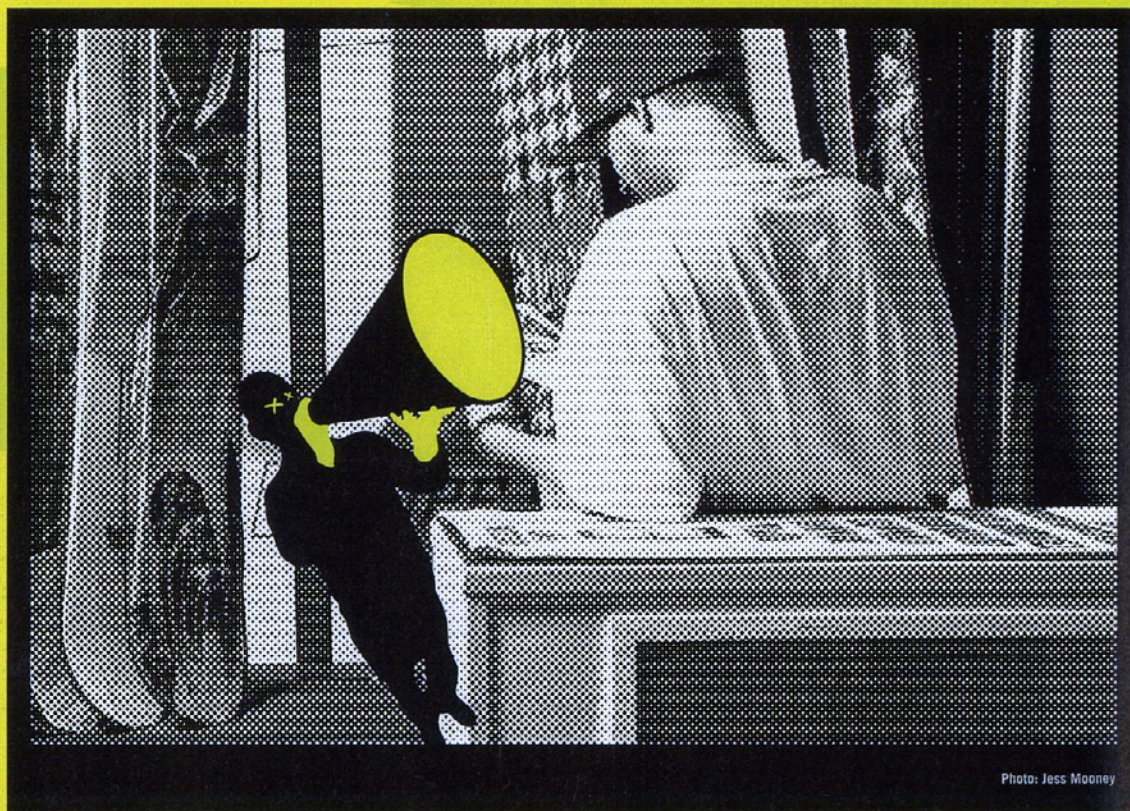


Photo: Jess Mooney

I WOULD LOVE TO HEAR YOU RECITE YOUR BAG OF TRICKS AGAIN, AND WHAT GEAR YOU'RE PERSONALLY GOING TO BE ROCKING THIS SEASON, 'CAUSE I KNOW YOU'VE BEEN DYING TO TELL SOMEONE, AND THAT'S WHAT I'M HERE FOR.

I need their spendiest board for the one trip to the mountains I'm gonna take this season. Or maybe you want me to buy something because if you sell 10 of them you get a free one, but either way, I need your help. Help me help you, Shop Guy.

Your girlfriend might not listen when you talk, but I will. I'll take your advice to heart and I'll buy the best board I can afford based solely on what you say. I mean,

you're personally going to be rocking this season, 'cause I know you've been dying to tell someone, and that's what I'm here for. Well, that and to ask if I get a discount because I'm buying a board, bindings, and gloves. I just listened to your ego trip so I think I deserve at least that. Oh, I see. You're not authorized to give deals yet, Shop Guy. I understand. Some day, Shop Guy. Some day.

But you know, you are the one who

me and damn it, I just funded your entire paycheck.

Well, I guess it's goodbye for now, Shop Guy. I'm sure I'll miss your mockery on the hill, but maybe I'll see you up there and you'll be able to give me some pointers.

