



Related Links

[UNH CEO Forum](#)

President and CEO of Bauer Nike Hockey Tells Success Story at CEO Forum Presentation

April 22, 2004

DURHAM, N.H. - The University of New Hampshire CEO Forum will present "Building Great Brands: the Nike Story," on Thursday, May 6, 8-10 a.m., at The New England Center in Durham. Chris Zimmerman, president and CEO of Bauer Nike Hockey, will explore core principles that built the Nike brand, and some of the speed bumps that were encountered along the way. He will take a look back to the early days of the company when founder Phil Knight and others were selling track shoes out of the back of a station wagon to Bauer Nike's position today as the largest sports and fitness brand in the world.

Bauer Nike Hockey, a fully owned subsidiary of Nike, Inc., is based in Greenland. They are one of the leading makers of performance ice hockey equipment and inline skates. To register for this presentation or to become a member of the CEO Forum, call Barbara Draper at (603) 862-1107, or e-mail her at Barbara.Draper@unh.edu.

Initiated in 1997, The CEO Forum is an outreach program of the UNH Whittemore School of Business and Economics and the Division of Continuing Education serving CEOs, presidents, and senior managers of companies in northern New England. The forum provides its members with opportunities to meet and exchange ideas with their peers in business and industry in an informal setting. The CEO Forum is sponsored by the law firm of Pierce Atwood.