

Airfreight Company Finds Value in Sponsoring Mountain Biker

IRVINE, CA—It's uncommon to see a non-industry company sponsor a young mountain biker. But when R. Scott Tedro, president and chief executive officer of Sho-Air International, talks about what mountain biking has done for him personally, it's clear



Monique 'Pua' Sawicki in Saipan

why his company sponsored 24-Hour mountain bike champion Monique 'Pua' Sawicki.

Tedro has been with Sho-Air, an airfreight company specializing in tradeshow transportation, for more than 20 years. When the company fell on hard times after 9/11, Tedro began to neglect his health.

"I started mountain biking after I was diagnosed with lupus, and was told that I needed to stop smoking and

drinking immediately, and I needed to have better nutrition," said Tedro.

Tedro's lupus diagnosis turned out to be a false positive, a reflection of how unhealthy he was. At the time, he weighed 218 pounds and his body fat was 27 percent. Now, at age 42, he is down to 165 pounds and 9 percent body fat.

"Mountain biking saved my life,"

Tedro said.

His gratitude and enthusiasm for the sport led him to look for ways to stay involved. Sho-Air was already sponsoring a mountain bike team when Tedro learned of Sawicki's training challenges.

"I knew of 'Pua' through the Warrior's Society and several other Team Sho-Air riders," said Tedro. "I also saw

an article about her in *Bike* magazine, and it told about her and her husband's sacrifices so she could compete.

"My decision to sponsor her was 100 percent personal at the time. However, I am happy to say that it has been a very good marketing decision and we are getting some of the best exposure we could have ever hoped for," Tedro added. —*Sean Hong*