



From Sneakerhead

to Tech Guru

Throughout the halls of the Benilde-St. Margaret's, there are people with a wide variety of hobbies. These various hobbies include playing sports, fishing, playing an instrument, and much more. Help Desk Manager Bill Cheney's hobby is collecting shoes.

By definition, a sneakerhead is a person who collects and trades sneakers as a hobby and who typically is knowledgeable about the history of sneakers. "In 2009-2010, I started to consider myself a sneakerhead," Cheney said.

Cheney began his hobby during his high school days. He was really into skateboarding at a young age and really liked skate shoes, so he started to slowly collect them. Then, his love for basketball skyrocketed, and basketball shoes became his new fascination. "Sneakers are almost like basketball cards. You can tie any shoe back to an NBA moment, and each shoe has a story," Cheney said.

Like many sneakerheads, Cheney does not remember his first pair of shoes. However, his first memorable shoe is the Jordan 7 (Raptor Colorway). His cousin bought them while he was overseas and wrapped them up and gave the Raptor 7s to Cheney as a Christmas present. The first shoe he geeked about was the KD 4 Scoring Title Edition.

In college, he truly began to realize that he was a sneakerhead. While he was in public, people began to look out for what shoes he was wearing that day. He realized that shoes were somewhat a part of his identity. "Going to the market at two in the morning to get milk, I would just throw on some slides. But if I knew I would be seen in public, I would wear nice shoes and color coordinate my outfit," Cheney said.

In college, he also realized that he didn't only have to buy shoes, but he could sell shoes to make a profit as well. He would buy one pair of shoes for himself and buy another two or three to resell later on. "I would sit on the shoes for a couple years and wait for them to rise in price and wait for people to become interested in them once again. The sneakerhead industry is all about supply and demand," Cheney said.

The most expensive shoes he has sold thus far are Nike Doernbecher 2s. He sold them for a couple of thousand dollars. All profits made by Doernbechers goes towards cancer research as each version of Doernbechers is made by a Make-A-Wish child.

However, Cheney's favorite part about the shoe game is the hunt of getting the shoes, like camping out for shoes and hoping a pair is still available. Waiting in line for a day and a half just hoping and praying there will be shoes left in the store. Not only will Cheney stand in line, but he will ask friends around the country to stand in line for him and enter shoe raffles for him. He will

send them money to purchase certain shoes for him. He does not always win the shoes, but when he does, he will send a little extra gratitude money to his friend.

His most expensive shoes, the Union Air Jordan One, which are worth around \$2,000 dollars, were bought by a friend that he paid to stand in line. The shoes were only available in a single store in California, and Cheney called one of his friends to see if he would be able to stand in line for him. "I had friends fly in from all over the country just to enter the raffle for the shoes not knowing if they would get the shoes for sure, so I didn't think I had a chance at getting the shoes. But lucky for me, I got a pair," Cheney said.

There is quite a big community of sneakerheads around the country. Cheney has met many cool people from around the country at many different sneaker events. His favorite event so far has been SneakerCon. SneakerCon is the world's premier sneaker show, providing a huge space for vendors and attendees to buy, sell, and trade some of the most sought after footwear in the game. Cheney enjoys events like these because he can make a profit on shoes by only walking 40 feet. Buy one shoe for \$400 then walk to another vender and sell those same shoes for \$450. "There is really no default value for shoes. You can talk people up and down in price," Cheney said.

Cheney has met many cool people in the sneakerhead community. One of those people is BSM 2016 grad Bill Lichliter.

"I helped Bill get the Travis Scott Jordan 1s. I was trying so hard to help him get them that I missed out on them," Cheney said.

Today, the sneakerhead community of BSM is quite small. There are students who have stayed involved in shoes and are very knowledgeable about the topic, but none of them are necessarily sneakerheads themselves. "I would consider myself the only sneakerhead at BSM," Cheney said.

With over hundreds of shoes, BSMs Bill Cheney loves collecting shoes and considers himself a passionate sneakerhead.

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