



May 12, 2011

SDSI News

Get your GameOn! with SDSI and Bill Walton at TransWorld, updated exhibiting companies - register now!

Beer, grub, basketball, music, Bill Walton...what else do you need? Get your Game On! with SDSI at our signature networking event, sponsored by City National Bank and BINN, as we unveil the much anticipated SDSI website, courtesy of [Rogue](#). Check out exhibits by some of the most innovative, up-and-coming sports and active lifestyle companies in the region including Neptunic, Friends, DOorDIE, Yoki's Garden, BINN and Shaper Studios. Wear your favorite team jersey and win a signed photo of "Big Red" himself. Grab a cold Sapporo and get your grub on with Street Eats. Rock out to the The Red Fox Tails as you schmooze with sport industry leaders and entrepreneurs at TransWorld's skatepark. Details and registration for this May 25 event [here](#).

SDSI partners with SDSU's Sports MBA program and present Game Changers - new panelist confirmed

SDSI is proud to partner with San Diego State University's Sports MBA program in a joint effort to provide value to all areas of Southern California's sports economy. SDSI and SDSU launch this new partnership with Game Changers Sports Networking event at the San Diego Hall of Champions for an evening of networking featuring a keynote presentation by Alex Striler, industry veteran and author of *X PLAY NATION of Action Sports Game Changers*. A unique panel discussion including pioneer entrepreneurs including Kevin Flanagan, CEO of The People's Movement and former VP Marketing of Reef; Fernando Aguerre, president International Surf Association; and Jeff Kearl chairman of the board of Skullcandy and CEO of Stance, will explore some of the most recent and innovative contributions to the sports industry. Read full press release [here](#). Register for this June 7 event [here](#).

SDSI welcomes new member BINN

With the introduction of the fenix160 ski bike, BINN is revolutionizing the Snowsports Industry and changing the way the world goes downhill forever! The ski bike is a cross between a downhill mountain bike and skis, with a strong motocross influence. The fenix160 comes equipped with some revolutionary advances, most notably their PRT™ Braking System that now makes stopping in the snow as easy as riding a bike. BINN is more than just a new brand, it introduces an entirely new sales channel into the Snowsports Industry, allowing an untapped pool of consumers the opportunity to enjoy snow resorts in new, easy and exciting ways. The fenix160 ski bike allows today's action sports athletes versed in BMX, mountain biking and motocross, a very smooth and fun transition into the world of snowsports. BINN has been 10 years in the making, challenged by inspiration and adrenaline fueled development. The company roots run deep and are influenced by the Southern California lifestyle. To learn more go to www.rideBINN.com or visit them in person on May 25 at SDSI's 'Game On!' event.

Calling all exhibitors! Connect with CONNECT: get into the Action and Sport Zone

Think your sport company is one of the most innovative in the region? Each summer, Connect with CONNECT – San Diego's Innovation Showcase at Mintz Levin – attracts more than 750 business leaders and 50 exhibitors from San Diego's most innovative industries. Grab a handful of business cards and check out the exhibitor "zones" in Action and Sport, Life Sciences, Clean Tech, Digital Life, Mobile Health, Near sourcing, Biomimicry and Cyber & Robotics. Get into the Zone by checking out the coolest new products and "connecting" with San Diego's innovation leaders – from Dandler Design's 3D prototype printer, to testing the new Roc Nation Aviator headphones at Skullcandy's music station, to Mirasol's near zero power display technology modeled on butterfly wings. Details and registration for this June 29 event **here**. If you would like to exhibit your sports company at Connect with CONNECT's Action and Sport Zone please contact Linda Wells lmwells@connect.org.

Protect your company's financial resources

A typical patent infringement suit costs at least \$3.0 million through trial, exclusive of damages. For many inventors and companies being sued for infringement of patent, copyright or trademark rights is a catastrophic event, since funding the defense drains available cash, exhausts available credit lines and even can force a halt of business operations. IP insurance provides the solution by giving your company the funds to make the legal system work for your company, whether defending a charge of infringement or protecting its own intellectual property. This program will introduce you to IP insurance and will be valuable for any business that has IP assets and is concerned with protecting them. Details and registration for this May 25 event **here**.

SDSI Community News

Dave Nash SDSI advisory board member and SDBJ talk Action Sports' economic rebound

SDSI Advisory Board Member and President of Sun Diego Boardshops, Dave Nash recently sat down with *San Diego Business Journal* to discuss how the action sports industry prevailed despite not only the recent recession, but also rampant consolidation and the move of national big-box-retailers into sale of action sports gear and apparel. Emphasizing knowledge and personalized service aimed at young customers who remain loyal to brands and retailers promoting the action sports lifestyle is key. "We are always in a state of change and if you are a specialty store you better be constantly questioning everything about your business and always stressing better customer service," Nash said. Read full article at **here**.

H2O Audio named official supplier of USA Water Polo

H2O Audio announced its partnership with USA Water Polo as the official supplier of audio accessories for the USA Water Polo National Team. As part of the partnership H2O Audio will be the presenting sponsor of the "What's on My iPod?" feature in *Skip Shot* magazine, the official publication of USA Water Polo, as well as partnering on social media efforts. "We are delighted to partner with USA Water Polo and to become the official supplier of audio accessories," said Tom Kampfer, CEO of H2O Audio. "We are looking forward to bringing the concept, benefits and fun of swimming and training with music to all of USA Water Polo's members." Full press release **here**.

KLINT signs with Brian Kish

KLINT Skis, founded by SDSI advisor board member Ludo Boinnard, announced the signing of Brian Kish, an emerging up-and-coming star of the Association of Freeskiing Professionals (AFP) this year with eight top-10 finishes at four events. "I couldn't be more excited about KLINT! The graphics are killer and the skis have incredible pop on snow...it doesn't get much better for me," said Brian. "Having Brian on the KLINT team confirms our commitment to validating our products on snow performance through elite athletes," said Ben Grunow, KLINT team manager. KLINT's mission is to make things simpler and better

for all of us. KLIINT respects skiing heritage, the mountains, the enjoyment of it all, good friends and keeping things fun. Read full press release [here](#).

Overload Skateshop's exclusive interview with Tommy Sandoval on *Thrasher* cover

Overload Skateshop sat down with professional skateboarder and Chula Vista resident, Tommy Sandoval, to get the scoop on his May cover of *Thrasher Magazine*. Overload has proudly served the Southern California skate community for over eight years. Overload's slogan "Not your average skateshop" are more than words; they support the skateboard culture by regularly hosting and promoting skateboard events throughout the community and is part of Vertical Production Industries (VPI), the leading skatepark builder in the world. The Chula Vista Skatepark is often target for Overload parties. Watch interview [here](#) and more information about Overload [here](#).

Del Mar's Planet X Television captures extreme sports around globe

Planet X was the topic of a recent article in *Del Mar Times*. The article gained insight on how the San Diego-based television production company is able to cover events and stories from all around the world. Currently, Planet X is ramping up for a busy 16th year. Don Durban, who co-founded Planet X in 1995, said they are soon looking to expand on their Del Mar space, adding a bigger studio. Additionally, a national Planet X TV tour will kick off next month with an RV loaded with hosts and athletes visiting 100 cities over the course of two months. The Route 66 tour focuses on fitness for kids, advocating that children "get their kicks" in whatever sport or activity they like. Planet X airs several times a week on 200 stations in the United States and the Caribbean. Locally, you can find shows on Channel 4 San Diego and My Network 13, as well as streaming on the Planet X website. Read full article at [Del Mar Times](#).

Surf Diva featured No. 1 on 'Top Ten La Jolla Activities'

SanDiego.com recently ran an article acknowledging Surf Diva as "world's No.1 surf school for women." The article, focused on unique things to do only in La Jolla, ranks surf lessons from Surf Diva as the No. 1 activity. Located in La Jolla Shores, Surf Diva was established in 1996 by twin sisters Izzy and Coco Tihanyi. They offer surf lessons for women, as well as co-ed surf camps for would-be surfers ages 5-17. Surf Diva also has a beachy clothing boutique on Avenida de la Playa. Read full article at [SanDiego.com](#).

ElliptiGO launches 3C to expand Elliptical bicycling category

ElliptiGO, the creator of the world's first elliptical bike, announced the availability of the ElliptiGO 3C, a new three-speed elliptical bike. The introduction of the 3C expands the elliptical biking category, introducing more consumers to the fun and exhilaration of the ElliptiGO experience. The 3C joins the original ElliptiGO elliptical bicycle, the 8S, in the company's current product line for consumers. "We created the 3C to deliver a high-performance workout experience with less impact by combining the most popular cardio exercises—running, cycling and the elliptical trainer—into one incredibly fun to use product," said Bryan Pate, co-founder and co-president, ElliptiGO. The ElliptiGO 3C delivers a high-performance, low-impact workout for all active adults, from casual exercisers to cross-training athletes by combining the best elements of cycling with the natural strides of the running motion. Read full press release [here](#).

Doug Works of CBRE makes moves

Doug Works, contributing member of SDSI and first VP at CB Richard Ellis, along with fellow Action-sports Service Provider Network (ASPN) members recently participated in round table discussions at the International Association of Skateboard Companies (IASC) Skateboard Industry Summit. Doug also attended the Night of Giving benefit/casino which benefited All 4 The Kids and Waves 4 Water. On the commercial real estate front, Doug has assisted many notable sports related tenants and buyers

throughout San Diego County and around the country. One of his most recent success stories involved a very favorable lease renewal that he and his partner negotiated on behalf of Dragon Alliance over a year prior to their lease expiration in Carlsbad. Read Dragon Alliance testimonial and more information about Doug's services [here](#).

Skullcandy purchases Astro Gaming Technology; updates SEC filing

Skullcandy has acquired San Francisco-based, gaming headphone company Astro Gaming Inc, for \$10.8 million. Skullcandy is currently in the process of taking the company public and has updated its full results for 2010 in a new filing with the SEC. Full article at *TransWorld Business*.

Active Network and SGMA partner to understand consumer behavior around sports participation

Active Network, the leading provider of organization-based cloud computing applications, announced today that it is teaming up with the Sporting Goods Manufacturers Association (SGMA), the trade association of leading industry sports, sporting goods and fitness brands, to understand consumer behavior around U.S. sports participation — why people begin playing, why they continue and why they eventually stop — as well as insights into the roots of brand loyalty. “As an organization focused on helping consumers search and register for the activities they love, want and need to do, we are uniquely positioned to provide deep understanding and unprecedented access to these consumers,” said Jon Belmonte, chief media officer at Active Network. “This partnership with the SGMA marries Active Network’s knowledge of active consumers with SGMA’s rich industry expertise and membership base.” This is the first time the SGMA is partnering with an industry insider like Active Network to gain insight into the behaviors that shape consumer actions in the sports industry. Full press release [here](#).

Investment Ready Companies

Bill Walton joins AquaLogix for Spring Shape Up

“Anyone can be fit for life by working out in the water,” says Bill Walton, basketball legend and SDSI executive chairman. “AquaLogix offers the ability to use technology and innovative aquatic instruction to improve your body and physical fitness.” AquaLogix is a fitness system developed by long time SoCal fitness trainer Tad Stout through years of aquatic exercise training and testing. According to Stout, “the system is the ultimate low-risk, high-reward method to boost individual’s fitness and develop their strength for total body advancement.” Join Walton and Stout on May 15 for a press conference at the Wave House Athletic Club in Mission Beach where they will honor a group of certified AquaLogix trainers who recently graduated from the AquaLogix Academy. AquaLogix is a 2011 Springboard graduate. Full press release and press conference details [here](#).

Industry News

Volcom to sell to PPR in \$607.5 million deal

French luxury company PPR and Volcom recently announced that they have signed a definitive merger agreement whereby a new wholly owned subsidiary of PPR will make a cash tender offer to acquire 100% of the shares of Volcom for a price of \$24.50 share, for a total equity value of \$607.5 million and an enterprise value of \$516.1 million. The acquisition is an important transaction for PPR, the parent of Puma as well as luxury brands such as Gucci and Yves Saint Laurent, as the French company seeks to refocus on sports and lifestyle brands. “Volcom is arguably one of the most desirable global action sports brands with an authentic legacy rooted in surf, skate and snow sports,” said François-Henri Pinault, chairman and CEO of PPR. “Volcom is complementary to Puma and we are convinced that its integration into our Sport & Lifestyle Group will speed up its development.” The deal is the latest step in Pinault’s

strategy to shrink the company's retail arm and add more sports and apparel brands to complement its strong luxury business known for brands. "PPR is the perfect partner to help take the Volcom and Electric brands to the next level of success," said Richard Woolcott, Volcom's chairman and CEO. "PPR, with its expertise gained through both Puma and its Luxury Group, could bring international market knowledge, sourcing capabilities and other operational expertise in areas such as product development and retailing to help the company grow Volcom globally, while preserving the elements that make the brands authentic." When asked in an interview why PPR bid on Volcom over rumored target Quicksilver, Pinault replied, "You need to offset the premium by growing the brand," adding that Volcom is growing fast and has a goal of increasing sales to \$550 million by 2014. "My priority was to look at a midsize brand for our portfolio. It was for me a better target financially." Full press release, interviews and articles at ***Shop-Eat-Surf***.

Local sport companies make SD Ad Club's top 100 most enduring brands

To commemorate its 100th Anniversary, the San Diego Ad Club has comprised a list of the 100 most enduring brands, selected from over 300 nominations. A number of local sport companies made the list: Callaway Golf, Cobra Golf, Hang Ten, Hansen Surfboards, Gordon and Smith Surfboards, No Fear, Rusty Surfboards, Reef Footwear, and Taylor Made Golf. Join the Ad Club on June 2 as they celebrate their birthday and announce category winners at the Ad Club's Centennial AdBash. Cruise through San Diego's Brand Blvd at the San Diego Zoo-Zoofari to check out the top 100 brands and vote for your favorites in the Brand Diego (People's Choice) Awards. Read full article and list of all nominees at ***The San Diego Union Tribune***. Read more about the Centennial AdBash ***here***.

TransWorld and Aguerre talk Olympics

TransWorld Business recently sat down with International Surfing Association's (ISA) re-elected president Fernando Aguerre in an exclusive interview on why surfing should be in the Olympics, how it would benefit the surf industry and what the ISA is doing to make these Olympic ambitions a reality. Aguerre eases into his eighth term as president and has made several key hires at the organization as well as launched Friends of Olympic Surfing. ISA Director General Bob Mignogna describes this group as "influential surfers and businessmen who support the goal of surfing in the Olympics and who will help guide and finance the ISA in its efforts to achieve that goal." When asked what the Olympics stand to gain by including surfing, Aguerre responded, "The Olympics need surfing, skateboard and BMX freestyle, for sure. These are the core of the action sports, also called urban sports. They will dynamize the young audience of the world." Read full interview at ***TransWorld Business***.

SIA cancels show date changes

SnowSports Industries America announced that it will not change the schedule for its annual Snow Show trade show and will keep the show at the end of January to avoid conflicts with retailers' schedules. The decision to keep the original dates comes from the retailer's response and concern that the new dates overlapped with Surf Expo. A poll, conducted by *TransWorld Business*, showed that 46% of respondents said the new dates would not work with their schedules and they would not be attending. SIA met with retailers last week in Baltimore and stated, "Given the many factors and constituencies SIA's Board had to consider, the goal was to provide Show dates that would be beneficial to all aspects of the industry." National Ski & Snowboard Retailers Association Chairman of the Board Brad Nelson states, "We are extremely satisfied that SIA has been responsive to our needs. We fully endorse the SIA Snow Show's new dates and will encourage our retailers to attend this national trade show for winter products." Read press release ***here*** and full article on ***TransWorld Business***.

“Hobie by Hurley” starts a new chapter

Two of the most innovative names in surfing, Hobie and Hurley, announced that they are joining forces on a new line of men’s apparel. Hobie by Hurley is the first licensing effort by Hurley. The two companies envision Hobie apparel to eventually grow into a full-fledged men’s collection, including a fall offering. Hurley Founder and Chairman Bob Hurley agrees, “We’re not typically in the licensing business, but we’ve always had such an admiration for the Hobie brand. Hobie practically started this industry and shares our vision of making it even more magical in the future. We’re honored just to be associated with him.” Jeff Alter, son of surf pioneer Hobie Alter and president of Hobie Designs Inc. adds that the new line will marry Hurley and Nike innovations in apparel, such as the Phantom boardshort technology, to serve the on-the-water market. A preview of this collaboration will be available Fall 2011. Read full articles at [**Shop-Eat-Surf**](#) and [**SurfersVillage**](#).

The story behind Nike 6.0’s all women surf film

Nike 6.0 is about to release *Leave a Message*, an all-girl’s surf film that showcases some of the best female surfing seen to date. Shop-Eat-Surf caught up with 6.0 North America Brand Manager Zach Boon to find out the marketing strategy behind the film and why girls’ surfing is such an important category for the brand. Boon talks about Nike’s involvement in girls surfing and the decision to invest in this movie. Read full interview at [**Shop-Eat-Surf**](#).

Job opening

[**Malakye job round up May**](#) – Vans, Sector 9, Volcom

[**Malakye job round up late April**](#) - Vans, DC Shoes, Rip Curl, Volcom

[**Managing Editor at TransWorld Skateboarding**](#) - Manages and enforces deadlines, edit feature and column submissions and oversee the design-edit and proof book process and coordinate with the Online Editor.

[**Executive Director for San Diego Coastkeeper**](#) - To lead the organization into its next decade of accomplishments. Building on Coastkeeper’s strong foundation, this visionary will advance water quality and supply protection by blending education, community empowerment and advocacy.

[**Lead developer at GOTRIbal.com**](#) - To create new functionalities to improve mobile and PC experience for users of GOTRIbal community (gotribal.com).

[**Engineer and mobile app developer/designer at GOTRIbal.com**](#) - To create GOTRIbal's first mobile app - due to launch in early spring 2011. Will be integral to the company's growing mobile technology offerings and the prime manager behind its website growth, administration and design.

SDSI and CONNECT events

May 14 [**Shaper Studios Grand Opening Party**](#)

May 15 [**AquaLogix press conference featuring Bill Walton**](#)

May 17 [**Connect with Investors: gain access to capital at Lead America Leadership Conference and Company Showcase**](#)

May 19 CONNECT FrameWorks Workshop presents: Employment Law for Early Stage Companies

May 25 SDSI Presents: Game On! at TransWorld Headquarters, sponsored by City National Bank and BINN

May 25 Connect Financial Forum presents: Protecting Your Company's Financial Resources

Jun. 7 SDSI and SDSU Sports MBA program present: Game Changers featuring Aguerre, Flanagan, Kearl and Striler

Jun. 7 CONNECT FrameWorks Workshops presents: Maximizing Value: Design your Company to Unleash its True Potential

Jun. 29 Connect with CONNECT: Get into the Zone

Community Events

May 11-14 Surf Summit 14 presented by SIMA and BRA

May 18 13th Annual TransWorld SKATEboarding Awards

May 19 TedxOrangeCoast presents: Innovations without Boarders

Jun. 2 The San Diego Tech Coast Angels present: Early Exits Workshop

Jun. 2 San Diego Ad Club's Centennial AdBash

Jun. 4 6 Degrees Charity Poker Tournament

Jun. 7 6 Degrees Cigar Society at W Hotel

Jun. 8 6 Degrees presents: San Diego SAVVY

July 13 SIMA Boot Camp: New Advertising

Aug. 4-7 Outdoor Retail Summer Market 2011

Jun. 11-12 Watermen's Weekend

Opportunity to be included in the SDSI newsletter

Get your company's highlights and updates featured in the SDSI Newsletter, forward press releases and newsworthy information to Renne Catalano RCatalano@connect.org.

For more information on SDSI please contact Garrett Hale GHale@connect.org (858)-964-1314 or Renne Catalano RCatalano@connect.org (858) 964-1334 Follow us on  