



August 18, 2011

## SDSI News

### **SDSI welcomes new members Sun Diego Boardshops, HumanCentric Performance Inc., Liquid Mind**

#### **Sun Diego Boardshops**

Sun Diego has ten San Diego County locations specializing in Southern California active lifestyle and youth culture, providing the best selection of skate, surf and beach apparel, accessories and equipment for 30 years running. Sun Diego constantly strives to give their customers a rewarding in-store and on-line experience. "Being on the SDSI advisory board has given me a chance to see the caliber of people involved in the organization and the dedication and willingness to help new innovative companies as well as mature companies in the sports industry," said Dave Nash president of Sun Diego Boardshops and SDSI advisory board member. "As a local business I am proud to join SDSI and support it in any way possible. It's great to be involved with an organization that not only gives support to businesses like ours, but also helps new innovative companies and entrepreneurs navigate their way to success. SDSI benefits our business, our industry, our economy and beyond." Sun Diego believes it is important to make our community a better place to live and supports multiple organizations including: local schools, Feeding America, I love a Clean San Diego, Coastkeeper, Junior Achievement Biztown, Beyond the Surface and Soles4Souls. Sun Diego Boardshops has received numerous awards including the Surf Industry Manufacturers Association's (SIMA) Retailer of the Year in 2005 and Women's Retailer of the Year in 2008 and have also been voted Best Surf Shop for nine years running by the *San Diego Union Tribune* Readers Poll. Visit Sun Diego [here](#).

#### **HumanCentric Performance (HCP)**

Have you ever wondered why athletes measure heart rate while they exercise but not body temperature? It's because they couldn't until now. HumanCentric Performance (HCP) is an early stage Wireless Health and Fitness Technology Company focused on improving the performance and protection of athletes and others who have to perform in high heat conditions. The HCP Smart Mouth Guard™ technology is the most practical and cost effective way to monitor real time changes in body temperature during physical exertion in athletes, military, physical laborers and first responders. The HCP solutions are protected by a granted patent, pending applications and other intellectual property. HCP's initial focus is on the US athletic market with growth opportunities in the military, workplace and healthcare segments. The US and international total opportunity is over \$1 billion in 2015. HCP was a recent presenter at the August SDSI Angel Event. Learn more about HCP [here](#).

#### **Liquid Mind**

Liquid Mind is an innovation driven product, branding and marketing firm located in Southern California which services apparel, footwear and sporting goods brands. Liquid Mind is here to assist you in

reigniting your brand to be an industry leader with an extensive team of executive level experience in product creation, marketing, PR, communications and merchandising, with some of the world's most recognized brands. Liquid Mind, firmly believes innovation drives the marketing or the future of your brand. Whether looking to drive or reinvigorate your brand, refine or redefine your global marketing strategy, they can lay the foundation for your ongoing success. Liquid Mind's goal is to help you reach yours. If it's breaking ground on a new product, researching the feasibility of its potential success, establishing a cohesive marketing strategy or PR campaign, Liquid Mind is there to "Free Your Thoughts" and allows your team to make informed decisions. This is why Liquid Mind put significant time and effort into understanding the dynamics of your business and partner in areas where you may need to implement strategies to ensure successful long-term revenue growth. Learn more about Liquid Mind [here](#).

### **SDSI Angel Event video now live**

Check out the highlights from the August SDSI Angel Event held at the home of Executive Chairman Bill Walton [here](#). If you are interested in becoming a member of the SDSI Angel group please contact Garrett Hale at [ghale@connect.org](mailto:ghale@connect.org). More about the SDSI Angel group [here](#).

### **SDSI holds second of CEO Dream Team Luncheon series at CAF**

The CEO Dream Team Luncheon series is a membership only community of sports minded CEOs. The group hosts an extraordinarily successful CEO to share successes, challenges, confidential business strategies and management techniques to overcome obstacles and accelerate growth. The second of this series was held this week at the Challenged Athletes Foundation (CAF) with panelist from Sanuk, ElliptiGO and The People's Movement. Members of the CEO Dream Team are CEOs who have rose initial funding, acquired customers and built a core staff team. More about the CEO Dream Team series and how to join [here](#).

### **SDSI supports SIMA Liquid Nation Ball**

This unique fundraiser held at the ocean-front, La Jolla home of Fernando Aguerre - chairman of Liquid Nation Ball and co-founder of Reef - has become a not-to-be-missed event for beach and ocean lovers who care about a better world. For one night a year, join friends, surf industry legends and surf stars for a live auction, dancing, food, cocktails and a beautiful sunset. Over the last seven years the Ball has raised awareness and more than \$1.5 million for **13 Surf-Related Humanitarian Organizations**. The 2011 SIMA Humanitarian of the Year award will be presented to Shaney jo Darden, Co-Founder & CEO of The Keep A Breast Foundation. More information and ticket purchase [here](#).

### **Upcoming Frameworks Workshops**

#### **How to Prepare for Seed Funding**

Learn the ABCs of early-stage funding and how to structure a company for seed, angel and venture capital investment. Details and registration for this Aug. 31 event [here](#).

#### **Mergers and Acquisitions in a Changing Economic Environment**

Learn how to successfully navigate an M&A transaction, optimize results and be adequately prepared to address questions and issues throughout the transaction. Details and register for this Sep. 8 event [here](#).

## Member News

### Security Business Bank CEO on small business lending

Paul Rodeno, CEO and President of Security Business Bank of San Diego chimed in on how the recent financial crises may affect loan demand. Security Business Bank opened an Escondido branch this Monday and plans to build a larger business lending base across North San Diego County. Read full article at ***North County Times***.

### Sheppard Mullin launches Beijing office

Sheppard Mullin Richter & Hampton LLP announced the opening of the firm's Beijing office, marking a natural next step in Sheppard Mullin's strategic growth plan for Asia, which saw the opening of its office in Shanghai in 2007. Read full press release **here**.

### Luce Forward update on "Swipe Free" regulation

The Federal Reserve published its final regulations limiting the amount banks can charge for swipe fees on debit card transactions. The final regulations take into account the 11,000+ comments received by the Fed regarding the proposed regulations and also adds additional proposed regulations. Read the specific regulations and how they might affect your business **here**.

### Hookit.com expands to local shops and businesses

Hookit.com is expanding to local retailers and businesses in effort to assist shops and service providers in connecting with its community of more than 700,000 action sports enthusiasts. The Spots and Sessions feature, either online or through its mobile device app, allows retailers the chance to be found by potential customers and brands to help drive foot traffic to their business. Find out more **here**.

### Ludus Tours on a hiring spree

**Events Manager, Festivals** - responsible for three main festival events – Oktoberfest, Pamplona's Running of the Bulls and Rio's Carnival. Full job description **here**.

**Account Manager, Volleyball** - responsible for managing existing relationships with clients, including USA Volleyball and other relevant groups. Full job description **here**.

**Marketing Operations Manager** - responsible for the successful implementation and execution of the Ludus marketing strategy performing all duties and incorporate digital, social media and SEO components. Full job description **here**.

### Sk8ology teams up to showcase the art of skateboarding

60 San Diego artists, a stack of used skateboard decks and Sk8ology's unique skateboard display system brought a crowd to Hard Rock Hotel's Float earlier this month for the second annual Eighth Ply skateboard deck art show. Check out event recap and photos **here** and more on Sk8ology, founded by Mark Schmid SDSI advisory board member **here**.

### Skullcandy nearly doubles Q2 earnings

Skullcandy, Inc. reported net sales in the second quarter ended June 30 increased 46.4% to \$52.4 million from \$35.8 million in the same period of the prior year. "Skullcandy's innovative products combined with our authentic roots in music, fashion and action sports uniquely position the brand with consumers around the world," said Jeremy Andrus, Skullcandy's President and CEO. "We believe this positioning, along with the continued global expansion of mobile devices and portable media provides a strong foundation for the company's continued long-term growth." Read more **here**.

### **Stance growing and making its mark**

Stance has not yet been in market for a full year and it is already making its way to European market launching first product in November. John Wilson, Stance president and SDSI advisory board member, is pleased with the brand traction; reorders are flying and sales are validating Stance as a year round product not effect by seasonal issues. Read full article at ***Shop-eat-surf***.

### **TrenchArmor interview with FootballNewsNow.com**

CS Keys, spokesperson for Trench Armor SportsGear, explains to FootballNewsNow.com how TrenchArmor is an innovator in true protective gear and performance apparel. Trench Armor was founded by former All-American football player Kevin Wells with the goal to improve an athlete's protection, performance and comfort, allowing for top levels of achievement. Listen to full interview and learn more about TrenchArmor **here**.

## **Partner News**

### **NEED FUNDING - application deadline tomorrow, SD Tech Coast Angels' 5th Annual Quick Pitch Competition**

80 qualified applications will be considered, 15 will be invited to make 2-minute "quick pitch" venture presentations to over 400 experienced executives. Apply **here**. Competition details **here**. Read more at the ***San Diego Business Journal***. SD TCA is locally managed by CONNECT.

### **BRA presents Welcome to MAGIC**

Join the Board Retailers Association (BRA) and MAGIC for an opening-day educational seminar, including a panel of retail veterans discussing both marketplace trends as well as how to make the most of your three days at MAGIC. Event details **here** and more about MAGIC **here**.

### **TransWorld SNOWboarding launches newest version Of TWSNOW+ iPad app on iTunes**

The September 2011 iPad issue is filled with intense high-definition and full-screen images, exclusive videos, new navigation features and more. The app can be downloaded and previewed for free, while a single, full issue can be purchased for just \$3.99. Read full press release **here**.

## **Industry News**

### **S<sup>3</sup> is the new voice for action sports in China**

S<sup>3</sup> (Surf, Skate, Snow) has become the new trade association in China that will help local authorities and core brand owners collaborate and benefit from increasing participation in these activities. Headed by Andrew Manly, the immediate goals of S<sup>3</sup> will be a major recruitment drive, organizing the 2011 CASE show, and establishing links with retailers and local governments to develop joint action plans and programs. Read full press release **here**.

### **Vance leaves Sanuk; new president announced**

John Vance, Sanuk COO and industry veteran is no longer with the company. Vance was with Sanuk for eight years and helped to oversee its rapid growth. Read more at ***Shop-eat-surf***. Jake Brandman named Sanuk Brand President, effective September 1. Read more at ***Shop-eat-surf***.

### **Sanuk update**

Shop-eat-surf got the goods from Sanuk Founder and Creative Director Jeff Kelley and former COO John Vance about what's new with the brand since the Deckers acquisition, Sanuk's new popup store in Cardiff-by-the-Sea, future retail plans and new key Sanuk footwear styles. Read story at **[Shop-eat-surf](#)**.

### **Active Network fuels growth with innovation**

San Diego's Active Network reported its first quarterly financial results, showing a \$5.5 million profit on \$99 million in revenue for the second quarter ended June 30. Read how Active Network's CEO, Dave Alberga uses innovation to fuel growth the growth at **[Xconomy](#)**.

### **First ever ISA World Standup Paddle and Paddleboard Championship in Peru, 2012**

The International Surfing Association (ISA) announces the first edition of the ISA World Standup Paddle (SUP) and Paddleboard Championship (ISA WSUPPC). The event will take place February 6-11, 2012 on the beaches of Miraflores. Read more about the new ISA initiative **[here](#)**.

### **Kelly Slater and Sally Fitzgibbons win Nike US Open of Surfing**

Reigning 10-time ASP World Champion Kelly Slater (Cocoa Beach, FL), 39, and Sally Fitzgibbons (AUS), 20, both won the Nike US Open of Surfing this year. Slater defeated Yadin Nicol (AUS), 26, in a dominant final of 2-4 foot waves, and Fitzgibbons topped the dangerous wildcard Lakey Peterson (Santa Barbara, CA), 16, in a hard fought battle. Read details **[here](#)**.

## **Job/Internship Openings**

**[Events Manager, Festivals - Ludus Tours](#)**

**[Account Manager, Volleyball - Ludus Tours](#)**

**[Marketing Operations Manager - Ludus Tours](#)**

**[H2O Audio senior industrial designer, headphones](#)**

**[The John Brockington Foundation social media marketing internship](#)**

**[Malakye industry job round-up early August](#)**

**[Malakye industry job round-up late July](#)**

## **SDSI and CONNECT events**

**Aug. 31** **[CONNECT FrameWorks Workshops present: How to Prepare for Seed Funding](#)**

**Aug. 19** **[Application Deadline SD Tech Coast Angels' 5th Annual Quick Pitch Competition](#)**

**Sep. 8** **[CONNECT FrameWorks Workshops present: Mergers and Acquisitions](#)**

**Sep. 14** **[CONNECT FrameWorks Workshops present: The Art of the Start-up](#)**

**Sep. 2** **[Nomination deadline for CONNECT's MIP Awards](#)**

**Nov. 9** **[SDSI and Security Business Bank present: CEO Dream Team Luncheon at PETCO Park with Jeff Moorad](#)**

## **Community Events**

**Aug. 18** Are you tracking vanity metrics or actionable data?

**Aug. 21** UCSD Moore's Cancer Center Luau & Longboard Invitational

**Aug. 22** BRA presents: Welcome to MAGIC

**Aug. 22- 24** MAGIC

**Aug. 23** 6 Degrees 4 year Anniversary party

**Sep 8-10** Surf Expo

**Sep. 15** TransWorld Ride BMX NORA Cup Awards

**Sep. 17** Liquid Nation Ball 8

**Oct. 1** TransWorld Slam Festival

**Oct. 6** San Diego Tech Coast Angels 5th Annual Quick Pitch Competition

**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](mailto:RCatalano@connect.org).

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