



August 5, 2011

SDSI and CONNECT News

SDSI welcomes new member Hydroflex

Hydroflex provides revolutionary riding performance by changing the air pressure inside the blank making it possible to adjust the board's flex characteristics according to wave and rider requirements. The pressurized board protects water from entering the board in the case of damage while the internal air pressure counteracts pressure dents caused by the surfers' feet. Check out this **video** and watch how dents disappear by charging a Hydroflex Supercharger board with air pressure. Hydroflex has created the first fully recyclable surfboards by using only three components plus air in the design requirements. There is no need for exotic materials since board performance and durability is solely achieved by its unique architecture. Learn more about the construction of Hyperflex boards in this **video**. Hyperflex's highly efficient non-waste production steps set a new standard in surf board construction. Hydroflex is supported by enthusiastic world class team riders including Tom Curren, Chris Ward and Kelohe Andino and top shapers such as Matt Biolos (founder Lost Surf boards), Robert Weiner (Shaper of the year 2011), Donald Takayama and Carl Ekström. Learn more about Hydroflex **here**.

SDSI launches SDSI Angel Group; hosts first SDSI Angel event

This past Monday at the home of SDSI Executive Chairman Bill Walton SDSI brought together upwards of 40 prospective investors to view three of Southern California's most promising sports companies. HumanCentric Performance Inc., Neptunic Technologies Inc. and The People's Movement pitched their business ventures to attendees who cooled off with **Legends Beer** while taking in the Walton's lush landscape. The goal of the SDSI Angel Group is to create a pool of qualified and active investors, interested in sports deals, who gather regularly to view SDSI member companies deemed venture ready through SDSI's rigorous vetting process. Companies who are interested in this type of opportunity please contact Renne Catalano at rcatalano@connect.org for more information. If you are an investor interested in joining the SDSI Angel Group investor pool please contact Garrett Hale at ghale@connect.org. Video of the recent SDSI Angel event coming soon to the **SDSI website**.

WANTED: SD's most innovative new sports products - nominate your sports product today

In its 24 year, CONNECT's Most Innovative New Product (MIP) Awards is one of the country's major innovation award competitions focusing on largest innovation clusters in the San Diego region: Action and Sport Technologies, Aerospace and Security Technologies, Clean Technology, Communications and IT, Hardware and General Technology, Life Sciences — Diagnostic and Research Tools, Life Science — Medical Products and Software. Nominate your sports product for the opportunity to join past Action and Sport Technologies winners ElliptiGo, Neptunic and Firewire. Nominations will be accepted until Sept. 2. To be eligible, the product must be made in San Diego, have been introduced between March 2010 and September 2011, generated revenue from sales and be a first-time product nominee. Nominate your product **here** and read full story in **La Jolla Light**.

SDSI and CRT alliance featured in *San Diego Metro*

The recent alliance of SDSI and the Chairmen's RoundTable (CRT) was featured in *San Diego Metro's* July 22 Daily Business Report. CRT's ability to provide pro-bono mentoring and strategic advice on how to manage and grow San Diego medium size businesses is the perfect partnership to help SDSI drive innovation in San Diego's growing sports industry. Read full article in ***San Diego Metro*** and more about the Chairmen's RoundTable **here**. If you think your company could benefit from CRT services please contact Kristi Cerasoli at **Kristi@ChairmensRoundTable.com** and reference SDSI.

How to Prepare for Seed Funding - FrameWorks Workshops presents

Learn the ABCs of early stage funding. In the current economic environment, founders and executives need to take steps to prepare their company for receiving outside investment long before approaching potential investors. In this workshop, Doug Giese, Vice President of Seed Track at Tech Coast Angels, will explain their Seed Track program. P. Blake Allen of Duane Morris will discuss entity formation and how to structure and prepare your company to be an enticing funding candidate for outside investors. Register for this August 31 event **here**.

Member News

Security Business Bank has banner year; opens Escondido branch

Security Business Bancorp and its operating subsidiary, Security Business Bank of San Diego, announced their unaudited 2011 second-quarter earnings showing the consistent success of the company. The results include core deposits growth of 13.9%, assets growth of 10.9% and a rise in net income of 34.8%. Paul Rodeno, president and CEO of Security Business Bank states, "Our earnings and balance sheet growth, flanked by good liquidity, strong core deposits and a solid allowance for loan loss, are testament to our positive financial performance." Read more at the ***San Diego Business Journal*** and ***The Daily Transcript***.

Security Business Bank of San Diego - founded on the idea that a community-based bank, offering first-class service, sound advice and innovative technology, would help local businesses compete - is expanding to Escondido. Security Business Bank Senior VP, Chris Burt will be heading the operation. "Security Business Bank has built its reputation on fueling small business growth throughout San Diego, helping sound companies borrow money, invest in equipment, acquire new locations and meet their business goals," said Burt. "A local banking office will enable us to bring these services direct to the Escondido market." Read more at ***The Daily Transcript***.

Stance's Finders Keepers and social marketing campaign

TransWorld Business sat down with Stance Marketing Director Ryan Kingman to get the low down on the Finders Keeps marketing campaign - a scavenger hunt-style campaign which combines social media and grass roots marketing. Started when Stance President and SDSI advisory board member John Wilson devised a plan to develop a grassroots approach to increase brand awareness, Finders Keepers has proved to take Stance to the next level with the consumer. Read more about Finders Keepers and full interview with Kingman at ***TransWorld Business***.

SKLZ Performance Training Tools expanding

SKLZ Performance Training Tools are now being carried by over 460 Sports Authority locations around the country. The expanded program includes products designed to improve athletic performance in virtually every sport, as well as sport-specific training systems that combine skill and performance training tools in one package. Learn more about SKLZ Performance Training Tools **here**.

Mocactia Footwear – a revolution in style

Franck Boistel, a footwear designer with over fifteen years experience within the industry, has created Mocactia, Footwear for Humankind. Mocactia is launching with the stylish and simple Aztec Sandal, a look displaying Boistel's strong interest in the old Aztec culture. Mocactia is on Kickstarter, launching a fundraising campaign for a Spring 2012 launch. The foundation of Kickstarter is crowdfunding, one of four different strategies stemming from crowdsourcing. Mocactia's goal is to raise 14,000 dollars by tomorrow, August 6. There is still time to pledge for Mocactia. Pledge for Mocactia Kickstarter [here](#) and read full article at [Shop-eat-surf](#).

Partner News

Join Legends Beer and put back a cold "PT"

Join Legends Beer and legendary surfer and SDSI advisory board member Peter "PT" Townend at Fat Fish Cantina Grill in Pacific Beach for happy hour this Wednesday, August 10. Don't miss this one of a kind opportunity to hear PT's narration of the famous surf flick Big Wednesday. A fun night with a Legend serving Legends! PT will be signing Legends bottles and T-Shirts. Details for the Legends happy hour [here](#). More about Legends Beer [here](#).

Photos from Shop-eat-surf Executive Roundtable with Vans President Kevin Bailey

Vans President Kevin Bailey answered questions about a wide range of topics during the *Shop-eat-surf* Executive Roundtable last Friday at The Shorebreak Hotel in Huntington Beach. Interview included Vans retail and wholesale strategy, how its apparel business is progressing, information about its nuanced segmentation strategy and Kevin's take on mainstream companies entering the action sports space. details to come, view event day photos at [Shop-eat-surf](#).

Application deadline approaching for the San Diego Tech Coast Angels' 5th Annual Quick Pitch Competition

August 19 is the deadline for applications to be among the select few entrepreneurs who will be invited to pitch their ventures to members of the entrepreneurial and venture-capital communities at the competition on October 6 at the Irwin M. Jacobs Qualcomm Hall. Only the first 80 qualified applications will be considered and of those, only 15 will be invited to make 2-minute "quick pitch" presentations to over 400 experienced executives. To apply click [here](#). For more information about the competition, click [here](#).

TransWorld is getting busy

TransWorld SURF on-site at the Nike US Open of Surfing

VIP Lounge – Model Search – Autograph Signings – Video Premiere and more. *TransWorld SURF* is down in Huntington Beach staking out in the sand from July 30 to August 7. As the official surf media partner of the event, TransWorld will be covering all the news for the day as well as hosting activities including a VIP lounge, model search, autograph signings, video premiere and more. Check out the scheduled activities at [TransWorld SURF](#).

TransWorld Media - Official Media Partner for Quiksilver Pro New York

TransWorld Media is partnering up with the first-ever ASP World Championship Tour stop on the East Coast, the Quiksilver Pro New York. It will take place in Long Island, September 1-15. TransWorld will play a large role in the event by covering the surfing competition and other skateboarding, motocross, and BMX demos, along with music, fashion shows and other cool events. Read more about the event and TransWorld's involvement [here](#).

TransWorld Ride BMX announces NORA Cup Awards show dates and location

TransWorld Ride BMX has announced that the Ride BMX NORA Cup Awards will be held on Thursday, September 15, at the Palms in Las Vegas. It will be held in the Pearl Theater, a state-of-the-art venue that holds 2,500 people. "We are excited to celebrate with riders, pros, and the industry on yet another amazing year in BMX," said Editor In Chief Keith Mulligan. Read more [here](#).

Introducing the Qualcomm Wireless Fitness Challenge

The Wireless Health group colleagues of Qualcomm have began the Qualcomm Wireless Fitness Challenge (QWFC), an internal competition within Qualcomm that leverages the latest wireless technologies to improve health and fitness. They have been divided into four, all-star teams comprised of thirty-two participants spanning four countries and three continents. Everyone has selected a Withings weight scale and/or a BodyMedia FIT armband to capture our weight loss, calories burned, sleep and activity levels. Each team will have their weight loss and fitness levels recorded along with the team rankings. Read more about the competition and products [here](#).

Industry News

Photos and recap of AGENDA

The Agenda Trade Show opened Wednesday and culminated yesterday at the Hyatt Hotel in Huntington Beach and had a definitive agenda of its own: taking care of business. This show is about presenting the brands that represent the youth culture," says Aaron Levant, the President of Agenda. "We want the companies who come here to do business." Having already outgrown the space in the Hyatt, this year's Agenda featured the new Pavilion space in a large tented area outside housing most of the more traditional action sports brands. "Sunny and 88 degrees out on the beach - but even hotter inside here," said skateboard guru Mark Schmid, SDSI advisory board member and the CEO of Art Function an emerging Skate company. "Lots of retailers writing lots of orders." Read full article [here](#) and view photos at [**Shop-eat-surf**](#).

San Diego surfers honored at Huntington Beach Hall of Fame

Three San Diego surf legends got their names on granite stones in Huntington Beach in a show of how much they've meant to a sport that's synonymous with Southern California. Surf champion Rob Machado, surfboard maker Skip Frye and accomplished athlete Debbie Beacham were honored at yesterday's induction ceremony for the Surfing Walk of Fame in front of Jack's Surfboards at the corner of Main Street and Pacific Coast Highway in Huntington Beach. Announcer and SDSI advisory board member Peter "PT" Townend said it was one of the best classes inducted over the years, covering a wide depth of the surf culture spanning back to the 1950s. Read full story and honoree list at [**The Orange County Register**](#) and [**San Diego Union-Tribune**](#) and view photos at [**Shop-eat-surf**](#).

Fernando Aguerre talks status of surfing in the Olympics

Although disappointed surfing did not make the cut for the 2020 Olympics, International Surfing Association (ISA) President, Fernando Aguerre is certain its time will come. The need for high-quality, man-made wave pool is the major obstacle and Fernando believes a waves pool with world championship quality waves is only 6 to twelve month away. "We have gained a lot of respect," said Fernando. "Three years ago, they were rolling eyes. Now people inside (the Olympics) are saying this is not far-fetched." Fernando and the ISA are now focused on getting surfing on the next "preshort list" which comes out in 2013. Read full article at [**Shop-eat-surf**](#).

Snowboarding Slopestyle Olympics controversy – Henning Anderson writes open letter to TransWorld Media

While many in the industry are thrilled that slopestyle will be part of the 2014 Olympic Games in Sochi, some feel there are many issues to clean up for this to be an accelerator for the industry as a whole. Henning Anderson, initiator of the Olympic 180 Charter and CEO of the World Snowboarding Championships, wrote an open letter to TransWorld, outlining what he sees as the issues and how they can be ironed out in time for inclusion in the 2014 Olympic Games. Read the full letter and article at [**TransWorld Business**](#).

Job/Internship Openings

H20 Audio senior industrial designer, headphones - Collaborate with senior management on product strategy and to fully design headphones targeted toward sport and the active lifestyle. Coordinate closely with Engineering and Manufacturing to have selected designs manufactured with the highest quality and within schedule and cost targets

The John Brockington Foundation social media marketing internship - Help to build and maintain JBF content distribution via social media channels. Analyze campaigns and programs of JBF and translate anecdotal or qualitative data into recommendations and plans for social media campaigns

Management operations internship for Ludus Tours

Malakye industry job round-up early August Matix, Vans, Obey & many others

Malakye industry job round-up late July Quiksilver Pro New York, Stussy, many more

SDSI and CONNECT events

Aug. 31 CONNECT FrameWorks Workshops present: How to Prepare for Seed Funding

Sep. 2 Nomination deadline for CONNET's MIP Awards

Member and Partner events

Aug. 4-7 Outdoor Retail Summer Market 2011

Aug. 10 Legends Beer happy hour with Peter "PT Townend

Aug. 10 6 Degrees presents: San Diego SAVVY

Aug. 11 Waterman's Classic Golf Tournament

Aug. 12 22nd Annual Waterman's Ball

Aug. 19 Application Deadline for San Diego Tech Coast Angels' 5th Annual Quick Pitch Competition

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

Sep. 15 TransWorld Ride BMX NORA Cup Awards

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.

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 