



September 14, 2011

SDSI News

SDSI welcomes new member Clarinova

Clarinova connects manufacturers, retailers and consumers by distributing product, location and sales data to retail business partners. Using our FrontWindow network, retailers get easy web and social marketing, manufacturers have accurate address and sales data, and everyone sells more. Clarinova collects product information and social media from manufacturers and gives retailers an easy way to post Action Sports articles and video to their Facebook pages, with the content being hosted on brand-specific, locally optimized microsites. Combined, the engaging Facebook content and search-optimized microsites are a cost-effective way for Action Sports manufacturers to promote their brands and give their retailers a boost with their web marketing. Learn more about Clarinova [here](#).

Semi-finalists chosen for CONNECT's Most Innovative New Product Awards

The Action and Sports Technologies category had its most competitive year yet for CONNECT'S MIP Awards; stacked with nominations for innovative products for surf, golf, soccer, hydration, sports software, endurance training and football to name a few. The six semi-finalists are: [HDX Mix, LLC](#) for HDX Hydration Mix; [Hydroflex Technology LLC](#) for Hydroflex Supercharger; [KVA Stainless](#) for MS2; [SKLZ](#) for Kickster; [TaylorMade Golf](#) for R11 Driver and [TrenchArmor Sports Gear, Inc.](#) for TrenchArmor FootGuard. Next week three finalists will be selected and each will exhibit at the MIP Luncheon Dec. 9, where the winner of each of the eight technology categories will be announced. Details and registration for the MIP Luncheon [here](#).

Sanuk founder credits CONNECT and SDSI for assisting business development

The Union-Tribune got with Jeff Kelly, founder of Sanuk who sold his company to Deckers Outdoor Corp. this past June for \$120 Million, to talk about his entrepreneur history, his 'a-ha' moment with Sanuk, how he spends his post-sale days and his advise on starting a business. On the funding front, Kelly refers entrepreneurs and start-ups to CONNECT and SDSI to pitch their ventures. CONNECT has helped 3,000 companies with business education and mentoring, who have gone onto collectively raising \$3B in funding. SDSI's new Angel Group views ventures specifically in the sport space. Read full article at [The San Diego Union-Tribune](#) and more on the SDSI Angel Group [here](#).

Member News

Nominate your company for the next SDSI member spotlight

Think your company deserves front and center on the SDSI website? Are you hot off the press? Has SDSI helped your company grow? Have you reach major milestones? Email Renne Catalano at Rcatalano@connect.org why your company should be the next member spotlight on the SDSI landing page and earn prime real estate and exposure.

Boardworks Surf and C4 Watermen part ways

C4 Waterman, Inc. and Boardworks Surf announce that they have agreed to terminate their licensing and distribution agreement effective Sep. 1, 2011. Previously, the Honolulu, Hawaii-based water and paddle sports company licensed its standup paddle (SUP) designs to Boardworks Surf, an Encinitas, California-based manufacturer and distributor of surfboards and standup paddle boards. Read full press release at [Shop-eat-surf](#).

Chris Clark to speak on New Product Development Process in Action Sports Industry

Product Development and Management Association (PDMA) presents an opportunity to network with other product innovators across many industries and gain ideas and insight that can translate and apply to your business and products. Chris Clark, CEO/Founder of Shaper Studios joins a panel of product innovators including Vipe Desai of HDX Hydration Mix to discuss insights and secrets to product innovation. Details and registration for this Sep. 29 event [here](#).

Luce Forward makes free litigation guide available

Protecting your business from litigation is crucial and even more so in California, with its reputation as the most litigious state in the country. To help businesses navigate the legal landscape unique to the Golden State and understand some of the challenges they may face, Luce Forward has created a free guide called "Litigation in California: What Every Business Needs to Know." For more information and to download the guide, click [here](#).

Shaper Studio and SDSU Surf Team host Year Zero movie premiere

Year Zero live at the Wavehouse. Shaper Studios and the defending California State Champions, SDSU Surf Team, are hosting a screening of GLOBE's largest film project to date, *Year Zero*. Come out and show your support for the team and get rowdy on the big wave. Details at Shaperstudios.com.

SKLZ aims to help amateur athletes improve skills

John Sarkisian, SDSI advisory board member, founded Pro Performance Sports nine years ago as a way to commercialize the Hit-A-Way baseball swing trainer. In 2005 Pro Performance Sports created the SKLZ brand which has grown to become a \$60 million company distributing in 50 countries. SKLZ newest initiative, a one year exclusive merchandise deal with Dick's Sporting Goods, offers an interactive online training program paired with the SKLZ products to help mature athletes gain a competitive edge. Learn more about SKLZ training program [here](#) and read the full article at [The San Diego Union-Tribune](#).

Skullcandy acquires European distribution rights

Skullcandy, Inc. recently completed the purchase of all outstanding stock of Kungsbacka 57 AB, a subsidiary of 57 North AB, for \$18.6 million, which includes \$2.9 million in Skullcandy product inventory and \$700 thousand in related value added taxes. Kungsbacka 57 AB previously held an exclusive distribution agreement for Skullcandy products in Europe through November of 2013. With this

acquisition, Skullcandy will take direct control of its European business. The acquisition will allow Skullcandy to capture revenue that would have otherwise been earned by Kungsbacka 57 AB and accelerate growth in Europe through a rejuvenated marketing and brand building campaign. Read full article at [Shop-eat-surf](#).

HumanCentric Performance, finalists for Quick Pitch Comp

Finalists were selected through a rigorous screening process from a number of high-caliber entries representing a broad range of companies. HumanCentric Performance (HCP) was selected as one of the top 14 finalist to pitch at San Diego Tech Coast Angels' 5th annual Quick Pitch Competition on Oct. 6. HCP is an early stage wireless health and fitness technology company focused on improving the performance and protection of athletes and others who perform in high heat conditions. HCP's Smart Mouth Guard™ patent pending technology is the most practical and cost effective way to measure real time changes in body temperature during physical exertion in athletes, military personnel, first responders, and physical laborers. Finalists will present two-minute pitches to a blue ribbon panel of judges and an audience of over 450 leaders within the entrepreneurial community. Event registration, details and full list of finalists [here](#).

Hydroflex featured in *The Surfer's Journal*

Hydroflex, a semifinalists for CONNECT's MIP Awards, is making waves with their air pressurized stringerless surfboards as a leader in surfboard innovation. "We developed the first flexible stringerless surfboard in 1998. In 2003 we overcame delamination by anchoring the fiberglass in the foam core. We recycled the first surfboard in 2008. Over the years we came to realize that there is no perfect flex for every surfer and every condition. So we made it adjustable," says Rouven (Bufo) Brauers, managing director at Hydroflex. Read more in *The Surfer's Journal* [here](#) and more about Hydroflex [here](#).

Portfolio Companies

Active Network is set on getting more active

Active Network, the leading provider of organization-based cloud computing applications and recently completed its IPO, is gearing up to expand into new markets beyond its core focus of athletics. The "cloud-based, software-as-service business" has technology that provides an easy means for communities, churches, educational organizations and many other community networks to streamline and manage their operations. The company has added 100 new employees to its Sorrento Valley office over the last year and increased its revenue to \$280 million in 2010, up from \$243 million in 2009. CEO Dave Alberga is confident the company can successfully continue growing, citing that in North America alone, there are about 1.7 billion registration transactions. Active Network currently has 47,000 customers and collected fees on 70 million transactions. Read the full article at [Signonsandiego.com](#).

Bon Affair graduates Springboard

Jayla Siciliano, founder of Bon Affair comes from lifestyle brands Diesel and Burton - where business is done during happy hour. Faced with no beverage alternative that allowed her to drink longer, drink more and feel better - both that night and the next morning, Jayla took matters into her own hands. Half the calories. Half the alcohol. Proprietary anti-hangover formula. All natural, no preservatives. No sugar. Bottom line: Bon Affair is a better way to indulge. Bon Affair is the first sophisticated product for the wine market that taps into the low-calorie, low-alcohol boom seen in beer. Bon Affair is an everyday spritzer for people who balance health and having a good time. Yes, it's real wine - from Sonoma Valley, it's stylish and it tastes great. Bon Affair graduated springboard under the mentorship of Springboard

Entrepreneurs in Residences (EIRs) Tony Rodriguez and Alen Remen. Learn more about Bon Affair [here](#).

Linda Benson launches Rail Grabber

Linda Benson came to SDSI last year with an idea to help solve the challenge of transporting wide and heavy surfboards to the beach. With the help of SDSI advisory board member and Springboard Entrepreneur in Resident (EIR) Peter "PT" Townend, Linda Benson, 9 months later, announced the official launch of the Rail Grabber a product which acts as an extension of the hand, giving surfers a secure grip on the rail. Rail Grabber was nominated for CONNECT's 2011 Most Innovative Product Awards in the Action and Sports Technologies category. Learn more about the Rail Grabber [here](#) and full press release [here](#).

Partner News

SDSU Center for Search Research Presents: Rising Tide Symposium

The Rising Tide Symposium, themed 'The Audacity of Stoke: An intellectual jam session on surf philanthropy and those who dare to care about surf destinations and their communities' will be introduced by Fernando Aguerre, co-founder of Reef and Senior Advisory Board of Directors for SIMA. The Saturday Sept. 17 event, held on San Diego State University's main campus will feature a range of speakers as well as a panel of surf industry foundation managers and a panel of surf related non-profits CEOs. Event details [here](#). For more information about SDSU's Center for Search Research contact Jeff Ponting, Director of Center for Surf Research at jponting@mail.sdsu.edu.

Chairman of the Chairman RoundTable passes

Dave Cox, Chairman of the Chairman's RoundTable since 2006 passed suddenly earlier this month of a fatal heart attack. Jeff Campbell will fill in as Interim Chairman for the duration of the year. The Chairman's RoundTable (CRT) is a non-profit volunteer organization comprised of successful CEO's and presidents with diverse industry backgrounds that provide small to mid-size companies in San Diego County free business advice and mentorship on how to manage and grow their businesses through a well-defined mentoring program. Learn more about The Chairman's RoundTable [here](#).

Industry News

Aguerre talks branding with the *Union-Tribune*

Branding is everything to Fernando Aguerre co-founded Reef, the Argentinean native who brought the Latin style of Brazilian girls in bikinis, surfers having fun and palm trees swaying in a tropical breeze to Reef which ultimately sold to VF Corp for nearly \$100 million. "Life is too short. Don't waste it. Go surfing," his favorite slogan and foundation of the company. "The rebranding of America" according to Aguerre is the way out of this country's financial crisis. Lee and Wrangles are lost cowboys, it is action brands that are bringing equity and growing. "There is way more money in an American brand...if we lose the American dream, there will be nothing left for America to sell!" Read the full story at Signonsandiego.com.

Board Retailers Association announces new co-chairpersons

BRA, the Board Retailers Association, welcomes two newly elected Co-Chairs for the 2011-2013 term. Bruce Cromartie, of BC Surf & Sport, and Coco Tihanyi, of Surf Diva Boutique, will replace D. Nachnani, of Costal Edge, and Duke Edukas, from Surfside Sports—who have served as Co-Chairs since 2009.

Bruce and Coco will respectively assume East and West coast roles within the organization. D. and Duke will remain members of the BRA Board of Directors. Read full press release at [TransWorld Media](#).

First Longboard Expo in Long Beach, CA

The Longboard Expo has announced its inaugural show, January 5-6, 2012 in Long Beach, California. Longboarding has progressed into more than skateboarding's stepbrother. The brand has developed into a truly innovative sport all on its own. The expo is dedicated to showcasing that innovation for retailers, buyers, and brands. Read full press release at [TransworldBusiness](#).

O'Neill wins patent for its Superfreak boardshort series

O'Neill has officially received the product patent, eight years in the making, for its top-selling Superfreak Boardshort Series notching the belt at more than 20 awards and patented products. The Superfreak incorporates patented technology, in which a stretchable panel runs along the rear of the short, providing greater flexibility and has lead the way for many of the technical boardshorts currently on the market. Read full press release at [Shop-eat-surf](#).

Seventies surfboard culture returns to Huntington Beach this weekend

In the true spirit of the decade of the Seventies, this weekend in Huntington Beach as part of the new "Surf City Days" weekend, the inaugural "Seventies Sessions" event will take place. Event producer Peter "PT" Townend, SDSI advisory board member and CEO of The ActivEmpire(ATE) says "I was in the last of the original Golden Breed Expression Sessions on the [Hawaii's] North Shore and that's where the inspiration for this event is coming from only with HB flavor". Read full story at [Shop-eat-surf](#).

SIMA Image Awards nominations now open

The awards will recognize the best of the surf industry from 2011. In an effort to continue to honor the most innovative products and advancements in the industry, a new category has been added to the traditional SIMA Image Awards lineup: the Hardgoods Accessory Product of the Year award. Read full press release [here](#) and visit www.simaimageawards.com for more information. Nominations close Sep. 30.

Surfing World Tour Makes History in the U.S.

For the first time in history, four of the Association of Professional Surfing (ASP) World Title events will be hosted at surf breaks across the United States. Having never hosted this many contests before, American beaches will be the home of nearly half of the 11 contest locations on the ASP World Title Series, more than any other country. The four events taking place in the United States in 2011 are: the Quiksilver Pro New York, Sep. 4 – 15 in Long Island, N.Y.; the Hurley Pro at Trestles, Sep. 18 – 24 in San Clemente, Calif.; the Rip Curl Pro Search, Nov. 1 -12 in San Francisco, Calif.; and Billabong Pipe Masters, Dec. 8 – 20 in Oahu, Hawaii. Go behind the scenes of the Quiksilver Pro New York with [Shop-Eat-Surf](#).

Surf Expo gets new owner

UK-based DMG World Media is selling GLM Shows, its North American trade show division, to Providence Equity Partners for \$173 million in cash. GLM produces 15 trade shows, including Surf Expo. Says Surf Expo Show Director Roy Turner "I see nothing but upsides for our buyers and exhibitors, as we transition to Providence." As for Surf Expo earlier this month in FL., Turner explains it has evolved into a true international water sports and water lifestyle show with buyers from 48 states and 71 countries. Growth categories including SUP, Wake, Kite and our newest addition, free-dive. Read full article at [Shop-eat-surf](#).

Employment/Internships

[Multiple job openings with Ludus Tours](#)

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

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

SDSI and CONNECT events

Upcoming FrameWorks Workshops

Leasing 101: How to maximize leverage and minimize cost

This workshop will discuss the current state of the economy as it relates to the real estate market in San Diego County and provide you with tools to use in your next lease transaction to save money, eliminate risk and extract the optimal concession packages based on what other tenants are getting. Details and registration for this Sep. 29 event [here](#).

Sep. 29 [CONNECT FrameWorks Workshops present: Leasing 101: How to maximize leverage and minimize cost](#)

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

Dec 9 [CONNECT's Most Innovative New Product Awards](#)

Community Events

Sep. 14-30 [Nominations open for SIMA Image Awards](#)

Sep. 17 [San Diego State University's Center for Surf Research presents: The Inaugural Rising Tide Symposium](#)

Sep. 17 [Liquid Nation Ball 8](#)

Sep. 17-18 [The Cardiff Surf Classic and Rerip Green Fest](#)

Sep. 18 [Hansen Surfboards - A 50 Year Retrospective opens at Ocean Side Surf Museum](#)

Sep. 23-25 [Leadership Development Retreat](#)

Sep. 28 [SIMA New Advertising Boot Camp](#)

Sep. 29 [Panel: New Product Development Process in Action Sports Industry](#)

Sep. 29 [Year Zero Surf Premier presented by Shaper Studios and SDSU Surf Team](#)

Oct. 1 [TransWorld Slam Festival](#)

Oct. 6 [San Diego Tech Coast Angels 5th Annual Quick Pitch Competition](#)

Oct. 15-21 [Challenged Athletes Foundation's Million Dollar Challenge](#)

Oct. 23 [18th Annual San Diego Triathlon Challenge](#)

Nov 5 [Outdoor Outreach Trail and Mountain Festival](#)

Nov. 25-26 [Nomads San Diego Soccer Festival](#)