



September 1, 2011

## SDSI News

### **SDSI welcomes new member VAVi Sport & Social Club**

VAVi Sport & Social Club started with just 30 people playing beach volleyball in Pacific Beach in 2003 and now is the largest sport and social club on the west coast with over 55,000 members. VAVi brings together 21-40 year old active professionals through adult sports leagues, social events, races and volunteer opportunities. VAVi's growth strategy includes three main initiatives; **Kickin' Deals**, social and active deals for social and active consumers; **Ridiculous Obstacle Challenge** (R.O.C.) race, game show inspired obstacles + a military training course + a huge after party; and **Sport & Social Industry Association**, work with other clubs nationwide and innovate as an industry (cost sharing, national sponsorship). VAVi extends a 10% discount to all SDSI members for any VAVi league or activity. Join VAVi [here](#).

### **SDSI supports CAF's SD Triathlon Challenge - be moved much, much further - donate to the silent auction**

What began almost two decades ago as a fundraiser to help a fellow injured triathlete has grown into a celebration of life and sport that is making a difference in the lives of physically challenged athletes around the world. San Diego Triathlon Challenge (SDTC) is an event unlike any other in the world. Inspiration, perspiration and determination are the words of the day, as more than 125 of the world's top physically challenged athletes take on this grueling yet rewarding course alongside 550 able-bodied triathletes, celebrities and pros. This event is fun for the whole family! As CAF's premiere fundraiser event, SDTC raises over \$1 million each year. But SDTC is more than a fundraiser: it is a testament to the human spirit and empowerment through sport. You have the chance to make a significant difference in someone's life by contributing in-kind gifts and/or services for the silent auction in conjunction with the SDTC weekend festivities. Donation details [here](#) and more about the SDTC [here](#).

## Member News

### **American Wave Machines appoints Body Glove CEO to board of directors**

American Wave Machines, Inc. (AWM), the leading wave technology innovation company, announced the appointment of Body Glove International CEO, Robbie Meistrell, to the board of directors. The appointment of a surf industry leader affirms AWM's commitment to delivering an authentic surfing experience in AWM surf machine and surf pool installations. Read more [here](#).

### **Chris Clark, student entrepreneur jump starts his business with SDSI and SDSU**

Chris Clark, founder of Shaper Studios, a boutique surfboard workshop, enrolled in SDSU's sports MBA Program for the opportunity to perfect his business plan and ultimately prepare to land funding. Through the SDSU Entrepreneurship class lead by SDSI advisory board member Michael Brower, Chris had the opportunity to pitch

to a panel of SDSI advisory board members for valuable real life feedback and passed with flying colors. Read more about Shaper Studios [here](#) and more about the SDSU Sports MBA Program [here](#). For more information about how one of the talented students from the SDSU Sports MBA program could assist your growing organization, please contact program director Scott Minto at [smbainfo@sdsu.edu](mailto:smbainfo@sdsu.edu).

### **SKLZ makes *Inc.* magazine's 500|5000 list**

*Inc.* magazine's September issue recognized SKLZ, the industry leader in athletic performance and sports skill development products, as number 1,907 on its fifth annual *Inc.* 500|5000, an exclusive ranking of the nation's fastest-growing private companies. SKLZ and its 56 employees make this year's list with a 135% revenue increase since 2007 and \$41.4 million in revenue in 2010. Read full story [here](#).

### **Sun Diego named Retailer of the Year; Labor Day sale**

Last week in Las Vegas at Magic Marketplace, Sun Diego Boardshop owners Dave and Sharon Nash were on hand to receive "Board Retailer of the Year" at the Palms Casino in the company of the Maloof Brothers! Sun Diego is grateful for the honor. See event photos at [Shop-eat-surf](#).

Saturday, Sep. 3 through Labor Day Monday all Sun Diego locations will be 20-50% off the entire store. Additionally, Monday from 9-12 all boardshorts, walkshorts, dresses, tank tops and women's swimsuits will be 50% off. Find store nearest you [here](#).

### **Skullcandy announces Q2 results; breaks the silent period**

Jeremy Andrus, Skullcandy's President and CEO stated, "Our second quarter results are a testament to the strength of the Skullcandy brand and our differentiated operating model. Net sales in the quarter increased 46.4% to \$52.4 million, driven by strong growth across our domestic, international and online businesses. Log onto [Shop-eat-surf](#) with executive membership to read full results.

TransWorld Business caught up with Skullcandy CEO Jeremy Andrus by phone from his Park City, Utah office to discuss the IPO process, its lessons, Founder Rick Alden's resignation as CEO and the brand's post-IPO goals. Read more at [TransWorld Business](#).

### **Doug Works of CBRE lands HQ for Pily Q Swimwear**

SDSI member and commercial real estate advisor at CBRE just completed a very favorable headquarters/distribution center lease on behalf of Pily Q Swimwear in the Sorrento Mesa area of San Diego. Read what Amber Delecce-Forge, the owner of Pily Q, had to say about Doug and his team [here](#).

### **X Play Nation Vol. 2 now available on Amazon**

*X Play Nation of Action Sports* is an "explanation" of how game changing innovators in youth marketing built leading brands with creative lifestyle marketing and new media. Now in its 2<sup>nd</sup> edition with a new index for easy reference, updated photos of Steve Astephen and Hezy Shaked as well as commentary by Blue C. Order *X Play Nation* Vol. 2 [here](#). (Amazon has incorrectly titled this Vol. 1).

## **Portfolio Companies**

### **Oowom aims to find the perfect wave with SurfExplorer**

Is your email inbox swamped with information and data, leaving you wondering what is relevant and what is not or how you can manage all this new information and when, finally, can you have more time for fun? A SDSI-sponsored company, Oowom graduated from Springboard this week. The company's mission is to "free you from the tyranny of choice that you face when using today's internet." With Oowom's newly developed iPhone app, SurfExplorer, surfers are the first microcommunity to benefit from Oowom's platform. More than 1,200 surfers

seeking to answer the daunting question “Where should we surf today?” are already using the beta version of SurfExplorer and are jazzed by the results. The panel was hosted by Sheppard Mullin. The entrepreneurs-in-residence were John Hoeflich and Norm Zvail. Read more about Oowom [here](#). Check out their SurfExplorer app [here](#).

### **Active Network launches Couch-to-5K App.; lands Sony; appoints new role**

Active Network’s media property, Active.com, has introduced the Couch-to-5K mobile application, which allows runners to track their route and distance with free GPS and is also the first that allows users to complete their training by registering for a 5K through the application for a special discount. The application is available for download at the **iPhone app store** for \$1.99. More information about the application [here](#).

Sony has selected Active.com to lead a nationwide online and off-line marketing campaign to promote the newest generation of Sony’s Walkman W-Series MP3 player. The campaign will include an online community that provides motivation and support for runners of all levels. Read full article [here](#).

Active Network named former Monster Worldwide executive and Chief Information Officer Darko Dejanovic as its chief technology, product and innovation officer, a newly created role. Read more [here](#).

### **Malama Composites’ exec. featured in the *Surfer’s Journal***

David Saltman, chairman and CEO of Springboard graduate Malama Composites, was recently featured in *The Surfer’s Journal*. Malama was founded in 1998 and is an environmentally innovative company that manufactures green foam composites for use in a variety of products ranging from surfboards to wind turbine blades to furniture and design applications. Read the article [here](#). Read more about Malama Composites [here](#).

### **Shape Logic featured in Siemen’s PML Software Case Study - video released**

In 2009, ShapeLogic and Firewire Surfboards came together to develop a web-based customization solution allowing surfers to custom-design their own boards and view their designs every angle throughout the process. Through the use of ShapeLogic’s patent-pending, Design-To-Order Live! for NX, Firewire’s Custom Board Design (CBD) system was created. View the newly released video feature [here](#) and read the full case study [here](#).

## **Partner News**

### **Are you a small ecotourism business in need of financing to develop and grow?**

If so, you are eligible for financing from ShadeFund, a program of The Conservation Fund. Loans are from \$5,000 to \$50,000 and can be used for working capital, new equipment, certification or facilities improvements. Find out more at [www.shadefund.org](http://www.shadefund.org) or contact us at (919) 951-0118 or shadefund@conservationfund.org.

### **Join the Padres Foundation in Teeing off “Fore” SD Kids**

The Padres Foundation invites you to the Padres Wife’s Golf Tournament at Sycuan Golf and Tennis Resort with many of your favorite Padres for an exclusive golfing event for SD Kids. The event includes an opportunity to win a Porsche vehicle as part of the hole-in-one contest and proceeds will benefit Rady Children’s Hospital (MRSA and Heart Defect Fund) and the Padres Foundation. In-kind donations for the silent auction also welcome. Tournament participation and donations details [here](#).

### **Fernando Aguerre and Liquid Nation Ball hit the press running**

Aguerre’s surfing influence started in Argentina where he founded the Argentinean Surfing Association and he continued to largely impact the U.S. surf industry as co-founder of Reef, leading the International Surfing Association (ISA) and arriving to the board of the Surf Industry Manufacturer’s Association (SIMA) Humanitarian Fund. SIMA’s 8th Annual Liquid Nation Ball which raises money for 13 surf related beneficiaries, held at

Aguerre's exquisite beach front La Jolla home was featured in [Shop-eat-surf](#) as well as [Surfer Magazine](#). Tickets still available for this Sep. 17 event [here](#). Read full interview with Aguerre at [La Jolla Light](#).

### **TransWorld SURF 2011 Imaginarium**

The second annual *TransWorld SURF* Imaginarium, the surf photography challenge that pushes the boundaries of creativity is back again in 2011. TransWorld invited four teams from four companies to conceptualize and execute a photographic feature to be shown on the pages of *TransWorld SURF* and a five-minute video for [transworldsurf.com](#). The teams had two months to go anywhere in the world and shoot anything they wanted. View videos and more details [here](#) and read full press release [here](#).

### **Planet X launches new block of programming on KDOC TV LA**

Starting Oct. 1, 2011 Planet X, working with KDOC station management, is launching a three-hour weekend block of action and adventure sports TV programming with a mix of domestic and foreign video features and content. Through its national syndication, Planet X is also airing the same three hours of programming on 100-plus TV stations reaching over 70 million TV homes nationally including key markets such as New York City and Chicago. Reaching nearly 6 million cable homes in Southern California, KDOC TV is an independent leader in the LA market with a wide variety of programming including sitcoms, the new Daily Buzz morning show and other popular shows. More about Planet X [here](#).

### **TransWorld SNOWboarding launches 5th volume of how-to series: 20 Tricks**

Now in its fifth installment, *20 Tricks* filmed in Colorado, will take anyone's riding to the next level. This year's volume includes 16 beginner-to-pro level tricks to learn in the park and pipe, and for the first time, four urban street moves, all of which are taught by the best and most respected pro snowboarders. Read full press release [here](#).

## **Industry News**

### **Call for exhibitors Nomads San Diego Soccer Festival**

Join Nike Soccer, SD Hall of Champions, Eurosport/Soccer.com, Univision/Telemundo and more at the Exhibit Hall during Nomads San Diego Soccer Festival in conjunction with the Nomads Thanksgiving tournament, November. 25-26. The Thanksgiving tournament which attracts 37,250 participants including 700 coaches and 350 teams creates a unique opportunity to display your company. SDSI members extended a friendly exhibitor discount. Exhibitor details [here](#).

### **Cardiff Surf Classic and Rerip Green Fest**

Don't miss this September 17 and 18 event, which will include a surf contest, board swap, tarp surfing, live music, art demos and activities for kids. The goal is to bring the two communities together for a fun weekend of surfing and environmental education. Sponsor and exhibit opportunities are available. More details [here](#).

### **Ultimate Boarder Announces 2012 dates and locations**

The Ultimate Boarder fifth annual boardsport triathlon will kick off March 17 at Bear Mountain for the snowboard leg, continue to Seaside Reef in Cardiff March 19-23 for the surf leg and end at the Del Mar Fairgrounds March 24 for the skateboard leg. The competition will consist of 50 athletes competing for their share of a \$150,000 prize purse, with \$100,000 going to the champion. Read full press release [here](#).

### **Oceanside Surf Museum features Hansen Surfboards**

The California Surf Museum in Oceanside has announced its newest exhibit "Hansen Surfboards - A 50 Year Retrospective," which will open September 18 and include a vivid display of the legendary surf company, its founder and family's history throughout the past 50 years. Read full article [here](#).

### **Nike pledges to eliminate hazardous chemicals by 2020**

Greenpeace in July pushed for zero discharge strategies from Nike, Adidas, Puma and others like them, particularly with respect to several factories used by the companies in China. "We recognize the path to reaching this goal must be through innovation, the application of green chemistry, and broad industry and regulatory collaboration and engagement," Nike said in a statement. Read full story [here](#).

### **Interview with Carrissa More - advancing women's surfing**

Carissa Moore, 18, fresh on the heels of her win at the Roxy Pro Gold Coast in Australia. Since going on to also claim her first ASP World Champion title—the youngest to ever do so—at the Roxy Pro Biarritz last month, there's perhaps no surfer who's done more to advance the cause of women's surfing than this Hawaii native. Read interview with Carissa [here](#).

### **Decker appoints new Sanuk president**

Decker Outdoor Corp. has appointed Jake Brandman as the Sanuk brand president. Brandman will join the team after serving as the vice president of North American sales for another Decker's brand, Teva. To read more about Brandman and Sanuk at [\*\*\*TransWorld Business\*\*\*](#).

### **ISA announces scholarship program**

The International Surfing Association (ISA), the World Governing Authority for Surfing, is now accepting applications for the 2012 ISA Individual Scholarship Program. The ISA aims to award 27 scholarships to junior surfers around the world. The Scholarship Program is open to all junior surfers, age 18 and under. Applicants must prove financial need, be enrolled in school with good standing and be an inspirational role model to the surfing community. More details [here](#).

## **Job/Internship Openings**

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

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

[Marketing Operations Manager - Ludus Tours](#)

[H20 Audio senior industrial designer, headphones](#)

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

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

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

## **SDSI and CONNECT events**

### **Upcoming FrameWorks Workshops**

#### **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 registration for this Sep. 8 event [here](#).

### **The Art of the Start-up**

Founders, CEOs and managers learn how to develop and execute the right funding strategy, the anatomy of a term sheet and how to address a variety of start-up issues. Details and registration for this Sep. 14 event [here](#).

### **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](#).

### **Last chance to nominate for the MIP Awards - TOMORROW, September 2**

Nominate your sports product today to be a part of an event that has become the Academy Awards of San Diego's technology industry. Your sports product could be the winner of this year's Action and Sport Technologies category. Details and nomination form [here](#). Nominations close Friday September 2.

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

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

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

**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

## **Community Events**

**Sep. 4-15** [Quick Silver Pro New York](#)

**Sep 8-10** [Surf Expo](#)

**Sep. 15** [TransWorld Ride BMX NORA Cup Awards](#)

**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](#)

**Oct. 1** [TransWorld Slam Festival](#)

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

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

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