



May 27, 2011

## SDSI and CONNECT News

### SDSI and SDSU present Game Changers, June 7 – stacked panel and Wahoo’s Fish Taco on the menu

SDSI and SDSU Sports MBA program kick off their recent partnership with ‘Game Changers Sports Networking’ featuring keynote presentation from Alex Striler, industry veteran and author of *X PLAY NATION of Action Sports Game Changers*. Alex will be followed by a stacked panel of pioneering entrepreneurs including; Fernando Aguerre, president of International Surf Association; Steve Astephen, founder of THE FAMILIE and principal of Wasserman Media Group; Shaney jo Darden, executive director of The Keep A Breast Foundation; Jeff Kearn, CEO of Stance and chairman of Skullcandy and Kevin Flanagan, CEO of The People’s Movement, who will discuss out-of-the box contributions to the action sports industry. Details and registration for this June 7 event [here](#). Sponsorship opportunities available, contact [Rcatalano@connect.org](mailto:Rcatalano@connect.org) for more information. 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). View student profiles [here](#).

### SDSI Game On! recap - featuring soft launch of SDSI’s new website

Wednesday night, SD Sport Innovators hosted its signature networking event, GameOn! at TransWorld Media headquarters to celebrate the NBA playoffs as well as the soft launch of SDSI’s new website, courtesy of Rogue. The networking event, sponsored by City National Bank and Freeman, drew an eclectic crowd of 250 well known sport industry leaders and entrepreneurs, including executives from Callaway Golf, Adidas, Reef, McBeth, DC Shoes, Skullcandy, Sun Diego Boardshops and many others. Attendees from a variety of sectors within the sports industry connected, reconnected, met with exhibiting companies, enjoyed ice cold Sapporo and kicked back to The Red Fox Tails. TransWorld Media President, Liam Ferguson, introduced SDSI Executive Chairman, Bill Walton who gave an inspirational speech emphasizing SDSI’s mission before unveiling of the new website. View event photos [here](#) and listen to The Red Fox Tail’s event set [here](#).

The new SDSI website will be accessible at [www.sdsportinnovators.org](http://www.sdsportinnovators.org) next week, any and all feedback is welcomed.

### Peter ‘PT’ Townend selected honorary chair at California Surf Museum’s 4<sup>th</sup> annual Gala

The California Surf Museum celebrates 25 years of preserving surfing heritage with the opening of its newest exhibit, “Transitional Thinking” at their 4<sup>th</sup> Annual Gala. 1976 World Surfing Champion and SDSI advisory board member, Peter “PT” Townend has been selected honorary chair for the event. The California Surf Museum has recognized Townend as a revolutionary icon of surfing, earning numerous awards and continuously supporting and promoting the sport. Join the museum for this unique experience

to bid on one-of-kind treasures, while mingling with surf legends and ocean loving individuals. Details and registration for this June 11 event [here](#).

### **Luce Forward reconnects with SDSI**

Luce, Forward, Hamilton & Scripps is proud to once again be involved with SD Sport Innovators. "SDSI has done a tremendous job of supporting and facilitating the growth of the sports industry in Southern California," said Jason Femrite, partner of Luce Forward and chair of the firm's Action Sports Practice. "We are thrilled to return to the organization and continue to do our part to help nurture and strengthen the sports industry in Southern California."

The Luce Forward attorneys combine their passion and knowledge of the sports industry with years of legal experience, offering solutions to the legal complexities associated with starting and running a sports-based business. The firm assists emerging and well-known sports companies during every stage of the business cycle. With established attorneys from various legal specialties, the firm has invaluable experience in starting businesses, developing products and identity, growing clientele, evaluating company growth, and planning for the future. While based in Southern California, the firm has an international reach. For more information, visit [Luce Forward](#).

### **Overload Skateshop thanks SDSI connections for recent funding and business growth**

Aaron Churder, owner of Overload Skateshop in San Diego, was in need of money for his small retail shop. In 2009, Churder entered CONNECT's Springboard program under the guidance of SDSI Advisory Board Member Jim Stroesser. After graduating the Springboard Program Churder knew he needed to take the next step. "We had the approval to sell all brands online, but we needed capital to have enough product and enough employees to market the product," Churder said. SDSI proved its value once again, when Kathy Taylor, a fellow Springboard entrepreneur and founder and CEO of Attagirl, introduced Churder to the founder of Mervyns who committed to providing a 'significant amount of money' over the next three years. As a result, Overload now has seven employees, a 9,000 square foot warehouse and a significant partner in the large retail world. Read full article [here](#). More information on Springboard [here](#) or please contact Renne Catalano at [Rcatalano@conenct.org](mailto:Rcatalano@conenct.org). More information about the Springboard program will soon be available on SDSI's new website launching next week [www.sdsportinnovators.org](http://www.sdsportinnovators.org).

### **Great upcoming FrameWorks Workshops!**

#### **Maximizing Value: Design your Company to Unleash its True Potential**

This workshop offers an alternative to the traditional company design to allow for successful navigation in today's open markets. A *Flexible, adaptive network*, comprising a portfolio of businesses that leverage a central business platform is suggested. This workshop will present an overview of this new approach to company design. Details and registration for this June 7 workshop [here](#).

#### **Licensing Fundamentals for the Business Executive**

This half-day workshop will present the fundamental concepts of licensing, including how these concepts are reflected in a contract, such as provisions regarding IP rights, royalties, exclusivity, and technology transfer. Details and registration for this June 16 workshop [here](#).

#### **LAUNCHING A WEBSITE: Protecting Yourself and Customers Online**

Launching a new website can be a daunting process given the many commercial factors and legal implications that come into play along the way. From pre-launch to completion, what are the steps necessary to ensure a successful launch? this panel of experts will delve into the process and pitfalls most companies face when creating and launching a website. Details and registration for this June 23 workshop [here](#).

## Community News

### Marie Case of Board-Trac featured in *OC Business Journal*

The *Orange County Business Journal* interviewed Marie Case, co-founder of the action sports consulting firm and SDSI member, Board-Trac Inc., in an article discussing the recent licensing agreement between Hobie Designs Inc. and Hurley International LLC. According to Board-Trac, about 60% of surfers in the U.S. are ages 25 or older. Case feels this should benefit the Hobie brand which hopes to stick with its target age of 30 and older. "In general, the older demographic will spend more per item and shop less frequently," said Case. Hobie could advance by marketing to the older shopper who is already aware of the brand's history. "I think of Hobie as being a pioneer," continued Case, "there's this idea of going back to the pioneers of surfing and their names, and their brands. They still have a lot of brand equity." Read full article at *Orange County Business Journal*.

### Surfing for a Cure with Legends

For the past 17 years, the Luau & Longboard Invitational has been a one-of-a-kind event to raise money for our very own UC San Diego Moores Cancer Center. To date, this event has raised more than \$5 million to translate promising scientific discoveries into new and better options for those fighting cancer. The event consists of a surf contest at Scripps Pier in La Jolla paired with a Hawaiian themed Luau on the bluffs of La Jolla Shores and will take place on August 21. "We are six teams away from meeting our goal and are looking for local companies to join us and support cutting-edge cancer research and care. Team sponsors send four representatives to be paired with a surf legend, compete in the surf contest and attend the luau, all in support of a really important cause," said Taylor Peterson, Director of Education Programs at CONNECT and co-chair of the 2011 event. Robert August, Steve Walden and SDSI Advisory Board Member Peter "PT" Townend are just a few of the legends who are paired with the sponsored teams. For more information, visit [Luau & Longboard](#); or to sponsor a team, contact Taylor at [tpeterson@connect.org](mailto:tpeterson@connect.org).

### Seshday.com featured on Malayke

Marcello Bengoechea founder of Seshday.com, a private sale website of action sports brands, sat down with Malayke to discuss the story behind Seshday as well as the progress of the company. The Seshday team includes veterans Ze Burity, co-founder of V i X Swimwear; Allison Millenacker, previously of PacSun and Swell; and Lee Hieb former CFO Reef. In 2009, the group came together to create Seshday.com. Bengoechea refers to the private sale model as "proliferating across many industries with new sites launching on a regular basis to cater to various consumer interests." Read full interview at [Malakye.com](#).

### SKLZ introduces new customized training program and SKLZ Chrome equipment

The leader in performance training, Athletes' Performance, has partnered with SKLZ to deliver the ultimate online training program---MyEdge. Based on decades of data and research gathered while training the world's best athletes, this subscription-based platform provides drills and instruction customized to an athlete's goals. More information at [SKLZ](#).

SKLZ Chrome training equipment is designed for the most dedicated athletes among us. The ones who understand that to stay ahead of the competition, you need to train hard and train often. It's professional grade. It's high performance. Visit [SKLZ Chrome](#) for more information.

### Active Network sets price range for potential IPO

The Active Network, which provides online registration services for everything from recreational races to campground reservations, has set the price range for its pending initial public stock offering. The Active

Network has shared that they expect shares to open in the range of \$16 to \$18 each. The company, founded in 1998, is selling about 8.2 million shares. Assuming the top share price, the company's stock share could generate as much as \$227 million. The Active Network has not set a date for the stock sale, but by establishing a price range for its shares, it appears to be getting close to testing the public markets. Read full article at ***The San Diego Union-Tribune*** and ***Xconomy.com***.

### **Recent AquaLogix Academy graduates addressed by Bill Walton**

An AquaLogix Academy was recently held at San Diego's Wave House Athletic club where SDSI Executive Chairman Bill Walton inspired recent Academy graduates with his story of recovery from spinal surgery and discovering the benefits of using AquaLogix equipment at the Mission Valley YMCA. AquaLogix is the premier omni-directional drag resistance equipment and training system - a leader in aquatic fitness - created to accommodate all age and fitness levels. It is an essential means to dramatically improve balance, coordination, speed, quickness, power, sports-specific skills and calorie burning. Athletes from any sport can benefit from cross training and rehabilitation with AquaLogix gear. Read more about Aqualogix **here**.

### **SportsForce featured in TechCrunch article**

Mark Suster, a prominent VC investor, discussed in a recent TechCrunch article the current unprecedented innovation. "It's not all sunshine and candy canes. We are building a lot of stuff now that has no longevity. In a way, start-ups have become kind of like the video game industry...not solving real problems." However, Suster refers to SportsForce, a company who uses online platforms to provide an expert step-by-step college recruiting and athletic scholarship system for solving 'real problems' for users; problems that will persist when hotness wears off. "SportsForce is helping high-school athletes better prepare to get picked up by college sports teams. That's a problem in need of a solution – I'm sure." More information at **SportsForce** and read full article **here**.

### **Underground surf contest sponsored by Sanuk brings big air and big names**

The Ghetto Juice Airshow sponsored by Sanuk was everything organizers hoped it would be: just big airs by big names doing what they love. The underground surf contest was resurrected in Newport Beach and brought together the top aerialists from the old school and some innovative surfers of the future. The original Airshow surf contest was put on in Santa Cruz in 1996 by Shawn Barney Barron and Skip Snead, the former *Surfing Magazine* editor who now co-publishes the Orange County surf mag *Ghetto Juice*. "That's what it's all about, creating a buzz with no speakers, no commentators," said Snead. "It's real grass roots and it's just about enjoying the surfing." Mason Ho took home the first-place prize of \$1,000, put up by Sanuk, against Gorkin Cormican, using his competitor's trademark move, the Gorkin Roll. Read full article at ***The Orange County Registrar***.

### **Ergo saves big: Lessons on bringing home back end business process**

*TransWorld Business* caught up with Rob Sickel, president of Ergo Clothing, a skate and surf inspired apparel brand, to discuss the company's new strategy to leave their Third Party Logistics (3PL) firm and handle operations in house. In 2010, the brand hired a consultant to create a new strategy, moved into a larger space in Jersey with a warehouse and opened an office in Costa Mesa which resulted in saving of \$10,000 a month. In this interview Sickel discusses Ergo's transition and the lessons learned. Read full interview at ***TransWorld Business***.

### **Inter Tribal Sports looking for sponsors**

Inter Tribal Sports is looking for sponsors for its 2nd Annual Charity Golf Tournament to be held at Journey at Pechanga. Inter Tribal Sports is a non-profit organization that provides services focused on

unifying tribal youth and communities through structured athletics programs. All proceeds from the tournament will benefit Inter Tribal Sports. Details and registration for this June 13 event [here](#). For sponsorship opportunities please contact Garrett Hale, [GHale@connect.org](mailto:GHale@connect.org).

### **Join GOTRIBal for a once-in-a lifetime opportunity to train and learn from US Navy Seals**

What if you could learn the visualization, self-talk and goal-setting techniques they teach the best of the best? GOTRIBal's Expert Coach and USOC Sports Psychologist, Dr. Wendy Borlabi, has worked with the Navy Seals to create this special opportunity. Women who enjoy learning something new, challenging their minds, bodies and spirits, will benefit from this experience and enjoy doing so with the company of other strong, positive and supportive women. The program consists of a series of 5 sessions and will be offered on two different dates. Grab a group of friends or your spouse and join GOTRIBal for this amazing opportunity. Registration and details for this June 21 or June 28 event [here](#). Registration is June 1.

## **Industry News**

### **Deckers to buy Sanuk for \$120 million**

Deckers Outdoor Corporation, a publicly traded footwear company and the parent company of the respected UGG brand, has signed a definitive asset purchase agreement to acquire the Sanuk brand, an innovative action sport and adventure footwear brand known for its original sandals and shoes and irreverent marketing. According to Deckers' press release, the total purchase price for the assets related to the Sanuk brand is an initial payment of approximately \$120 million in cash, subject to certain post-closing adjustments and includes additional participation payments based upon performance over the next five years. Deckers President and CEO Angel Martinez said, "Sanuk is an ideal addition to the Deckers family of brands." Martinez believes the brand has "true global lifestyle potential." The deal is expected to close in the third quarter and senior Sanuk management will continue to manage the brand. Sanuk founder Jeff Kelley believes the acquisition will help globalize and accelerate the company's growth. "The management team at Deckers has a great track record of brand building and we look forward to accessing the experience, operational expertise and global infrastructure they've built for their family of brands," said Kelley. Read full press release and article at [Shop-Eat-Surf](#).

### **Nike CEO announces leadership changes at Converse, Hurley and Umbro**

Nike announced there will be executive shuffling among its affiliate companies. New Hurley CEO Jim Calhoun, who started the job May 2, will now serve as CEO of Converse. CEO of Converse, Michael Spillane, will now become CEO of Umbro and Jim Allaker, CEO of Umbro, will retire. Roger Wyett, president of Nike Affiliates and the former CEO of Hurley, will serve as interim CEO of Hurley while Nike searches for a replacement for Calhoun. "We would like to thank Jim Allaker for his significant contribution to both the Nike brand and Umbro as he retires from NIKE, Inc. after 23 years," said Roger Wyett. Read full press release and article at [Shop-Eat-Surf](#).

### **TransWorld SKATEboarding Awards recap**

The 13th Annual TransWorld SKATEboarding Awards presented by New Era were held on May 18, at the Avalon in Hollywood, California. Attendees waited at over-capacity doors for what is known as skateboarding's biggest night. The event was sponsored by New Era, Red Bull, Skullcandy and KRÜ 82 Vodka. The awards honored the year's most outstanding skaters in categories ranging from Best Rookie and Best Team, to TWS Readers' Choice Award. Following the awards, TransWorld SKATEboarding premiered their newest film, Not Another TransWorld Video, the newest film by Jon Holland and Chris Ray. View full list of award winners at [TransWorld Business](#).

### **San Diego State to host world's first Center for Surf Research**

The Surf Resource Network has joined forces with Dr. Jess Ponting, a leading expert on sustainable surf tourism and current professor at San Diego State University, to help develop the world's first Center for Surf Research. The Center for Surf Research is a non-profit research and teaching center housed in SDSU's Sustainable Tourism Program, aimed at inspiring and driving active stakeholder engagement with the social and economic development of destination communities, sustainable use of their resources and conservation of their critical environments. This collaboration addresses the exponential problem within surf tourism by providing leadership in the struggle for sustainability in surf tourism. Read full article at [\*\*SurfersVillage\*\*](#).

### **TransWorld SNOWboarding publisher Adam Cozens takes on TransWorld Business**

Adam Cozens, currently the head of *TransWorld SNOWboarding*, is increasing his publishing duties with the addition of *TransWorld Business*, the company's trade publication covering action-sports news and information. Cozens has been with TransWorld since 2004 and has overseen the brand's extension and growth across new and traditional media platforms. He hopes to mirror the brand's success for his new title. "The foundation of *TransWorld Business* is solid and the brand's momentum continues to build with the recent redesign and our expansion into the motocross, BMX and wakeboarding industries," adds Cozens. Read full press release on [\*\*TransWorld Business\*\*](#).

### **SIMA Surf Summit Recap**

The surf industry held its 14th annual SIMA Surf Summit during the week of May 11-14 in San Jose Del Cabo, Mexico. SDSI Executive Chairman and former professional basketball player Bill Walton kicked off the weekend with a keynote presentation to the group at large. The day continued with a state of the industry address from SIMA President Doug Palladini, revealing the results from SIMA's 2010 Retail Distribution Study. The study, which is SIMA's fourth biannual in-depth look at the surf and skate retail market, revealed that the surf and skate market, just looking at the core retail channel, was a \$4.6 billion industry in 2010. SIMA's Sean Smith began day two, moderating a discussion with Jeff Yokoyama, founder of Maui & Sons, Modern Amusement, Stussy and Generic Youth. The conversation focused on Yokoyama's inspiration behind each brand. Consumer psychologist, Kit Yarrow followed with a presentation on how brands can understand and communicate with Generation Y. Yarrow stressed on providing teenagers with a sense of belonging to the brand and letting them participate in campaigns via social media outlets. The day ended with an educational and comical talk by Baratunde Thurston, Director of Digital Media at The Onion, about the power and potential of digital media. The conference wrapped up Friday night with a cocktail party and closing ceremony on the beach. Photos and recap of event on [\*\*Shop-Eat-Surf\*\*](#) and [\*\*TransWorld Business\*\*](#).

## **Job openings**

[\*\*Malakye job roundup for mid May\*\*](#)- Arbor, Fox, Obey, Sole Tech, Sector 9 and Volcom

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

[\*\*Project Coordinator at The Active Network\*\*](#) - Responsible for handling administrative duties as well as assisting the Professional Services teams. Excellent attention to detail and organizational skills are necessary to be successful in this position. This role calls for someone who is professional, can multi-task and deal with high email volume.

**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.

**Front end web developer at The Active Network** - Responsible for supporting the existing infrastructure as well as the development of new web projects, assisting in updating existing sites and working on other web-related projects within our online marketing team.

**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**

**Jun. 7** SDSI and SDSU MBA program presents: Game Changers featuring Striler, Aguerre, Flanagan, Kearn, Jo Darden and Astephen

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

**Jun. 15** MIT Enterprise Forum SD presents: How Do We Make "Made In San Diego" a Winning Business Model?

**Jun. 16** CONNECT FrameWorks Workshop presents: Licensing Fundamentals for the Business Executive

**Jun. 19** Survivor Beach sponsored by Genentech

**Jun. 23** CONNECT FrameWorks Workshop presents: LAUNCHING A WEBSITE: Protecting Yourself and Customers Online

**Jun. 29** Connect with CONNECT: Get Into the Zone

## **Community Events**

**Jun. 2** San Diego Tech Coast Angels presents: Early Exits

**Jun. 7** Six Degrees Cigar Society & Macallan Scotch Tasting at the W Hotel and Beach Bar

**Jun. 8** Six Degrees presents: San Diego SAVVY powered by Chic CEO

**Jun. 11** Surf Museum’s 4<sup>th</sup> annual Gala featuring SDSI’s Peter ‘Pt’ Townend

**Jun. 11-12** Watermen’s Weekend

**Jun. 19** Overload and Red Bull Present: Red Bull Triple Set

**July 13** SIMA Boot Camp: New Advertising

**Aug. 4-7** Outdoor Retail Summer Market 2011

**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).

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