



July 8, 2011

SDSI and CONNECT News

SDSI welcomes new members DD STUDIO, SurfAid and The Wheat Group

DD STUDIO

DD STUDIO invites you to visit its Carlsbad studio and meet the team of strategists, usability experts, industrial designers, graphic designers and engineers. DD STUDIO is San Diego's largest and most established design firm, delivering immediate value to local clients for the past 25 years. Its activities are tailored to clients' development needs. The company designs responsibly and develops iconic products which generate quantifiable results for its clients' businesses, tells brand stories and connect with the world in meaningful ways. Its work with early stage companies has helped to position DD STUDIO as the go-to guys for deadline and results-driven projects. Recently, many of DD STUDIO's corporate clients are focusing on this entrepreneurial, nimble, innovative approach and DD STUDIO is committed to become an extension of your team and introduce other professionals and suppliers who are at the top of their game. Open innovation and shared experience often leads to DD STUDIO's many breakthroughs. Its inquisitive approach defines DD STUDIO as your "ideas machine" as it enters spaces yet to be explored and creates new journeys and experiences. DD STUDIO embrace simplicity-what you see is important for interaction, what is hidden is essential for function. Learn more about DD STUDIO [here](#).

SurfAid International

The mission of SurfAid International, a non-profit humanitarian organization, is to improve the health, wellbeing and self-reliance of people living in isolated regions connected to us through surfing. Founded in 2000 by a group of surfers, SurfAid's programs in Indonesia have been saving thousands of lives in isolated communities in the Mentawai and Nias islands off Sumatra. SurfAid's community-based health programs involve education in nutrition, hygiene, healthy environments and disease prevention - including mosquito net distribution. SurfAid has built an award-winning capacity in emergency preparedness and has delivered five emergency response programs following major disasters, including the October 2010 Mentawai tsunami. Learn more about SurfAid international [here](#).

THE WHEAT GROUP, INC.

THE WHEAT GROUP specializes in the design, development, sales and distribution of accessories. Passionate about surfing and skateboarding, brothers Chad (CEO) and Kelly (President) Grismer founded the company within the walls of their San Diego beach front surf/skate shop to provide their consumers with additional accessories that the brands their store carried weren't offering. The early product offerings quickly turned into a private label business as the brothers began designing, developing and manufacturing accessories for nearly all of the brands it sold in its stores. The company officially incorporated in 1994 as The Wheat Group when it entered into its first accessory license agreement. In 2000, third brother Bryan joined the company as the chief

creative officer/principal. Today, the company serves nearly every tier of retail distribution and proudly licenses the accessory categories for: Puma, Cobra Golf, Hurley, Skullcandy and Modern Amusement. THE WHEAT GROUP has offices in San Diego; Minneapolis; Boston; and Dongguan, China and its products are distributed in over 100 countries. Learn more about THE WHEAT GROUP [here](#).

Photos and videos from SDSI's Game On! and Game Changers events posted

Visit SDSI's newly-launched website to view photos of the May 25 Game On! event, courtesy of Gates Photography and the June 7 Game Changers event, courtesy of Bryan Otey Photography. Video coverage provided by VERB Network. View photos [here](#) and videos [here](#).

8th Annual Wine Social announces new features; new member offer includes free wine social

The MIT Enterprise Forum San Diego signature annual Wine Social brings together more than 700 founders and executives of growth companies, business development personnel, investors and service providers on August 3. This industry networking social creates an opportunity for technology sector leaders and entrepreneurs across all segments to connect in a relaxed and inspiring setting. Over the past eight years, the Wine Social has attracted more than 1,600 unique guests and poured wines from 42 boutique wineries and distributors from Spain, Germany, Mexico and of course up and down California's west coast. Join other fine wine enthusiasts from 6-7pm for the X2 Upgrade for a special presentation by RIEDEL, The Wine Glass Company. Sip from some of the world's most elegant stemware and learn the difference a highest quality glass can make. Savor a variety of delicious wines and enjoy a special parting gift valued at \$116, a 4-piece RIEDEL Vinum tasting set. **Registration must be made before July 20 to receive the RIEDEL glass set.** Registration and details for this August 8 event [here](#). Become a member of the MIT Enterprise Forum San Diego between now and August 3 and receive one free admission to the August 3 Wine Social. Click [here](#) for MITEF membership information.

Call for nominations opens for CONNECT's Most Innovative New Product Awards

Now in its 24th year, the CONNECT MIP Awards are to San Diego's technology industry what the Academy Awards are to the movie industry. This high profile event attracts more than 800 of San Diego's business leaders, researchers and capital providers, offering access to some of the most cutting-edge technology being commercialized in San Diego. Past winners from the Action and Sports category include; ElliptiGO for ElliptiGO 8S, Neptunic Technologies for Neptech Protective Material and Firewire Surfboards for Direct Drive. To be eligible, products must be developed in the San Diego area, have been first introduced between March 2010 and September 2011 and must have generated revenue from sales. To nominate your company click [here](#).

Member News

Fox 5 News learns to surf with Surf-Thirty

The Surf-Thirty method was put to the test on Fox 5 Morning News last week. Surf-Thirty co-founders, Marco Thompson, SDSI advisory board vice-chair; and Murphy Sacket, captain at Seaforth Boat Rentals and SBR Wakeboarding, have created special methods guaranteeing anyone can be wakesurfing in 30 minutes and acquire skills transferable to surfing. Surf-Thirty methods were proven successful when Fox 5 News reporter Heather Ford was up and riding hands-free in just three runs. Also out on the Surf-Thirty boat was world champion surfer and SDSI advisory board member Peter (PT) Townend and big wave specialist Mark Livingston, who both wakesurfed for the first time. View the Fox 5 Morning News coverage and book your Surf-Thirty lesson at [Surf-Thirty](#).

Hookit goes mobile and hits the road

Hookit.com, the San Diego based online innovation in action sports that connects the up-and-coming amateurs with prospective corporate sponsors, has focused the last year on expanding its service offering. “This year we focused mostly on expanding and updating our mobile and location-based services,” says Co-founder and CEO Scott Tilton, “because that is where we really see things going.” A key aspect of the changes has been to include the location of Spots & Sessions for action sports-related events and activities, which have enabled Hookit to expand its gear and apparel brand advertising to include local businesses such as surf or skate shops. To promote its new Spots & Sessions feature, along with its new iPhone and Android mobile applications, Hookit devised a marketing road show using an RV to visit and promote 150 skate, motocross, surf, BMX, mountain bike, wake spots and retailers nationwide. The tour, developed with Monster Energy, began at a San Diego skate park on May 31 and is scheduled to return Sept. 15—after logging 11,000 miles. They will also stop at local hot spots for various action sports and location-based promotions, demonstrating how local sports communities can use Hookit’s mobile apps to check-in and post photos, videos and local athlete features to Hookit, Facebook and Twitter. Read full article at **Xconomy**. Also be sure to check out the new commercial spot on Fuel TV **here** and follow the tour **here**.

Overload Skateshop now carrying Tommy Sandoval’s signature shoe

Overload Skateshop is now carrying Tommy Sandoval’s latest shoe, the Coronado. Sandoval teamed up with sponsors LRG and Fallen to create this great shoe that is the epitome of slimmed down style and performance. Check out the man himself testing the shoe in the promo video produced by Overload **here**. You can pick up your own pair of these kicks at Overload on University Ave. Or you can order online **here**.

Skullcandy IPO progressing

Skullcandy, which filed for an IPO this past January, recent updated its filing indicating it plans to raise \$182 million in new equity capital through issuance of 4.2 million shares of common stock at between \$17.00 and \$19.00 per share. Skullcandy plans to list on the NASDAQ Global Market as SKUL. Read more at **TransWorld Business**.

Partner News

TransWorld Business features 2012 Swimwear at Surf Expo’s fashion show; TransWorld SKATEboarding encourages female riders

TransWorld Business has announced its feature preview of women’s swimwear for 2012 in the July issue. TransWorld is partnering with Surf Expo for their annual fashion show THE SHOWROOM, which originates from the franchised feature in the magazine. THE SHOWROOM will preview top women’s swim brands straight out of the issue during the Surf Expo exhibition in Florida from Sep. 8-10. *TransWorld Business* Editor-in-Chief Josh Hunter states, “Our staff spends a significant amount of time and effort to ensure that the swimwear and women’s apparel features are the best they can be, displaying the industry’s top brands with first-rate photography and relevant information for all retail buyer ... Utilizing this feature from the magazine and extending it out onto the floor of Surf Expo through THE SHOWROOM makes sense not only for the participating brands, but for retailers who are looking for fresh styles to bring to their customers.” Read the full press release at **TransWorld Business**.

TransWorld SKATEboarding and MAHFIA.COM joined together during Go Skateboarding Day last month at TransWorld Media headquarters’ 5,000 square foot skate park for their second ever session of an ongoing action sports female industry ride day series. This ‘Shreducation’ was focused on skateboarding and pro riders showed up for the festivities to ride, teach and hang out with fellow ladies within the action sports industry. Following the recent exclusion of women’s vert skateboarding competitions at the X Games and the Dew Tour’s cancellation of women’s street event, the Shreducation series is a particularly important initiative providing an opportunity for

industry ladies to come out and skate to help increase awareness of a demographic in skateboarding that is most often overlooked. "Having a ladies' industry ride series will help to bring together the women who are an integral part of the action sports industry," said TransWorld Media's Lauren Machen. Read full press release [here](#).

SIMA to honor the Boobies

The Surf Industry Manufacturers Association's (SIMA) Humanitarian Fund has announced the date for Liquid Nation Ball 8, the official fundraiser for the SIMA Humanitarian Fund, on Saturday, Sep. 17, 2011 in La Jolla. SIMA is proud to announce Shaney jo Darden, co-founder and CEO of Keep A Breast Foundation, as the 2011 Humanitarian of the Year. Mixing her passion for the action sports industry, fashion design, fine art and philanthropy, Shaney jo - panelist for SDSI's recent Game Changers event - was naturally led to co-found The Keep A Breast Foundation (KAB), a nonprofit charity organization that raises funds and support for breast cancer awareness. "As a woman that has had such a positive impact on the health and awareness of hundreds of thousands in the action sports industry, her work and passion is inspiring," said Fernando Aguerre, SIMA Humanitarian Fund president and Liquid Nation Ball chairman and co-founder. Tickets for the event are now on sale and are available on a first-come, first-served basis for \$300 per person. Only 350 tickets will be sold. Read more at [Shop-Eat-Surf](#).

Industry News

Congrats to Hansen Surfboards-Small Business of the Year

Family-owned Hansen Surfboards has been declared the Small Business of the Year, by Assemblyman, Martin Garrick, of the 74th District in California. Hansen was honored particularly for its generosity in community programs such as Goods for Grades which rewards kids for excelling in school. Hansen also partners annually with One Day without Shoes and Soles4Souls to raise funds and awareness for individuals who do not have the privilege of wearing shoes. Last year, with the help of the generous involvement from the community, Hansen donated 6,000 lbs. of shoes to the Soles4Souls campaign. Read the full article at [SportsOneSource](#).

Bussiere leaves La Jolla Group

La Jolla Group President and CFO Bill Bussiere has left the company. The La Jolla Group is associated with multiple brands such as O'Neill, Rusty, Metal Mulisha, FMF, True Love & False Idols and a new relationship with The Berrics. Bussiere is reportedly taking a new job in the industry, which has not yet been disclosed. Read more at [Shop-Eat-Surf](#).

Hurley steps down, preparing for the next generation

Hurley Chairman and Founder Bob Hurley has announced he will be stepping down as the executive at the front of the brand with hopes of acquiring management closer to the target consumer; the younger generations. Mark Weber, Ryan Hurley (Bob's son) and Pat O'Connell, all under 40 years old, will take on elevated roles at the brand but Bob Hurley will stay very involved. The company expects to name a new CEO in 45 to 60 days. To read more log on to executive edition at [Shop-Eat-Surf](#).

Tilly's doing big things

Tilly's, the Irvine based action-sports apparel retailer, has filed with the SEC to raise \$100 million in an initial public offering. The stock will trade on the New York Stock Exchange under the symbol "TLYS." Tilly's operates 126 stores in 11 states with sales climbing nearly \$50 million from \$282.7 million in 2010, and profits raising \$3.6 million from \$20.8 million. The growth strategy for the company includes expanding the store base, driving comparable store sales, growing their e-commerce platform and increasing their operating margins. Read more at [TransWorld Business](#).

Snowsports added to 2014 Olympics

The International Olympic Committee (IOC) has announced that men's and women's slopestyle snowboarding and skiing will be included in the 2014 Sochi Winter Olympic Games. Also added were snowboard parallel special slalom (men and women). This decision follows the inclusion in April of ski halfpipe (men and women), women's ski jumping, biathlon mixed relay, figure skating team event and luge team relay. Read more at Olympics.org.

ISA responds to IOC pass for 2020 Olympic surfing

The International Surfing Association (ISA) would like to congratulate the eight sports included on the short list for further consideration by the International Olympic Committee (IOC) for the 2020 Olympic Program. Naturally disappointed that surfing was not included, ISA looks forward to continue its efforts to develop the sport of surfing on a global level and explore the best way to continue its contributions to the Olympic movement. Read more at Surfers Village.

DESTROYER safety equipment for Black Box distribution

DESTROYER EQUIPMENT which has combined the highest quality breathable materials with a strong element of durability in order to deliver the finest skateboard safety equipment to date, has recently found a new home under Black Box Distribution's stable of brands. Joining the ranks of Zero, Mystery, Slave, Threat, Fallen Footwear and Insight, DESTROYER safety equipment will be distributed through the Southern California based Black Box team, which will also handle the brand's global sales and will collaborate with staff on marketing and product development. Read full press release at TransWorld Business

The Evolution of Friends

It has been a year since the debut of the new headphone company Friends and it has shown to be a great success. Together Keir Dillon, CEO and professional snowboarder and Eric Kotch, president and Burton veteran launched the brand. This partnership has grown to develop innovative products which tell the Friends' story that "There is no I in Friends." Be sure to check out the full article at [Shop- Eat-Surf](http://Shop-Eat-Surf).

Job/Internship Openings

[H2O 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](#)

[Executive director for San Diego Coastkeeper](#)

[Front end web developer at The Active Network](#)

[Malakye industry job round-up early July](#) - Vans, DC Shoes, Olukai and more

[Malakye industry job round-up mid June](#) - Body Glove, Volcom, RVCA and more

Malakye industry job round-up for early June - Catch Surf, Fox, Vans and DC Shoes

SDSI and CONNECT events

Jul. 11 Call for Nominations opens for CONNECT's Most Innovative New Product Awards

Aug. 3 MIT Enterprise Forum Wine Social

Community Events

Jul. 13 SIMA Boot Camp: New Advertising

Jul. 15-Aug. 14 Orange County Fair: Check out the Action Sports Arena for exciting motocross, BMX, and other action sport events

Jul. 28-31 Summer X Games 17

Jul. 29 Shop-Eat-Surf Executive Roundtable: Van's President Kevin Bailey

Aug. 3 6 Degrees Breakfast Speaker Series presents- SD's Hospitality Sector and Tourism Trends: From the Hotel and Lodging Industry Perspective

Aug. 3-4 Agenda, Huntington Beach

Aug. 4-7 Outdoor Retail Summer Market 2011

Aug. 11 Waterman's Classic Golf Tournament, Monarch Beach Golf Links

Aug. 12 22nd Annual Waterman's Ball, The Ritz-Carlton Laguna Niguel

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

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.

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