



January 19, 2011

## SDSI News

### **SDSI Executive Chairman Bill Walton featured in *The Daily Transcript* for his thoughts on the sports innovation economy**

As he heads into his second year as executive chairman of San Diego Sport Innovators, Bill Walton shared his thoughts on the sports innovation economy where he believes the most valuable assets are dreams, spirits, minds and imagination. Walton also discussed his goals for SDSI in 2011 which include focusing on services to SDSI's startup companies and advocacy for its more mature companies. "My whole life has been driven by the dream of being part of a very special team... This is the best team I've been on," said Walton as he references the high standards set by CONNECT CEO Duane Roth and CONNECT President and SDSI co-founder Camille Sobrian Saltman.

Read more on *The Daily Transcript*.

### **Game on! SDSI recruits ROGUE to spearhead interactive & brand development**

Along with redesigning SDSI's website to include a robust Content Management System and SEO optimization, ROGUE will evolve the existing look and feel of the SDSI brand and create a consistent identity across all relevant off-line and digital communication vehicles. They will also provide Social Network Marketing coaching with the goal of increasing awareness and membership.

"After an extensive search, we chose ROGUE to reinvent our web presence. The high quality of their work and creative designs, combined with their expertise in developing platforms for smart phones and tablets won us over. We are looking forward to a long-term partnership," said Dana Shertz, Co-Chair Advisory Board of SDSI. Read full press release on *Transworld Business* and *Malakye.com*.

### **Erwin Financial renews 2011 membership with San Diego Sport Innovators.**

"It's inspiring to be able to contribute to the growth of SDSI and work with Bill Walton," said Mark Erwin, founder of Erwin Financial. "This is the most fun I have had in business related activities since being with Nike early in my career. SDSI's mission coincides with Erwin Financials. Our mission is to help companies and people achieve their financial and life goals. With SDSI we are able to do this in an industry that we understand and have a history in."

Mark was one of the original Nike representatives in Southern California. He spent more than ten years with New Balance and was a National Sales Manager for Hind Sportswear before establishing his financial services practice in 1998.

Erwin Financial is an independent financial services firm specializing in financial planning, wealth management and insurance for business owners, executive management and their advisors. Mark Erwin

has a BA in Economics from UC Berkeley. He is an investment adviser representative with Commonwealth Financial Network, member FINRA/SIPC, a Registered Investment Adviser. He has a Chartered Financial Consultant credential with American College and is an Accredited Investment Fiduciary®. They are located at 1604 Caminito Barlovento in La Jolla, CA (858) 750-2789. Read more [here](#).

### **SDSI and San Diego Hall of Champions partner with SD Science Festival to host 'The Science of Sports'**

CALL FOR EXHIBITORS! Details confirmed! Tuesday, March 22<sup>nd</sup> (10:00am-4:30pm) in conjunction with the San Diego Science Festival, SDSI and the San Diego Hall of Champions will host the 'The Science of Sports', an exhibition and interactive event for children of all ages aiming to engage and excite young minds on the science, mechanics and physics of the sports they love. SDSI is looking for exhibitors of all sizes to be a part of this hands-on event that is sure to appeal to a large consumer audience. We are anticipating an audience flow of 3,000 or more over the course of the day. Additionally, the San Diego Science Festival will be highlighting 'The Science of Sports' as one of its premier events of the Festival week. If you are interested in exhibiting your company or product at The Science of Sports please contact Renne Catalano at [rcatalano@connect.org](mailto:rcatalano@connect.org) or (858) 964-1334 for more details. Sponsorship opportunities are also available.

### **Ever considered applying for an SBA loan? Don't miss The ABCs of Accessing SBA Loans- In partnership with Security Business Bank of San Diego**

If you have ever considered applying for a SBA loan this workshop is a must and will be lead by experienced SBA Loan Officer, Tom Welch of Security Business Bank, SDSI founding bank sponsor. Financing your small business in today's economy can be challenging to say the least. However, understanding the various financing options available to businesses, and what you need to know to position your business to be "bankable" before you meet with a lender, can make all of the difference. In this workshop, you will learn about specifics of SBA loan programs, from small loans to multi-million dollar real estate and manufacturing transactions. In addition, this workshop will bring to light aspects of the Small Business Jobs Act and how it has helped improved access to capital for small businesses. Details and registration [here](#).

### **HumanCentric Performance among ten finalist for CONNECT's Convergence Venture Roundtable**

HumanCentric Performance, a technology and intellectual property company focused on improving performance and protection of athletes and others in high heat conditions, was one of the ten finalists for CONNECT's first Convergence Venture Roundtable. Six winners will present at the Convergence Venture Roundtable on Feb 23<sup>rd</sup>, which was launched to take advantage of the synergies taking place across clusters in San Diego. More information on HumanCentric Performance [here](#) and CONNECT's Venture Roundtables [here](#).

## **SDSI Community News**

### **Xtri talks 'Schwaggle' with and SDSI board member and Active.com's Brian Enge**

Calling all endurance consumers.... Xtri caught up with Brian Enge of Active.com to learn about the exciting new Active.com program, Schwaggle, which as Enge explained is basically a niche version of the group buying phenomenon, Groupon, created specifically for endurance consumers. "We'll do the haggling for you and you get the Schwag!" Enges speaks further about the Schwaggle launch plan, participating companies and Active.com's future initiatives on [Xtri.com](#).

### **PipeBoard featured in Womens Surf Style Magazine**

PipeBoard is breaking into the extreme sports market and gaining international recognition. Check out the December issue of Womens Surf Style Magazine for a full page feature on page 29 as well as a fashion shot on page 136. PipeBoard, currently working through CONNECT's springboard program is a balance training device for extreme skate tricks that allows boarders of all types to perfect their balance and coordination regardless of weather. View features [here](#).

### **The Sk8ology Floating Deck Display continues to showcase the art of sports: the immortalization of Lakers Basketball**



The Los Angeles Lakers franchise now spans across ten skateboard decks in this one of a kind piece by LA native artist, Michael Norice. The go to display tool was Sk8ology's Floating Deck Display, created by SDSI board member and Sk8ology CEO Mark Schmid. Sk8ology is the net result of years of experimentation in how to best display the art of skateboarding's soul while minimally impacting your wall. Read full article [here](#) and learn more about Sk8ology at [Sk8ology.com](http://Sk8ology.com).

### **GOTRlbal announces first podcast for female endurance athletes by female endurance athletes**

GOTRlbal®, a destination resource for women of all ages and abilities who want to maintain active lifestyles through the sports of running, swimming, cycling and triathlon, launched the first podcast of its kind featuring 23x Ironman competitor and 10x World Champion, Cherie Gruenfeld. The premiere episode was recorded yesterday, January 18th from 6:00-6:30pm. Cherie shared her personal tips for training competitively, getting into a record breaking mindset and the importance of community in endurance sports. GOTRlbal is a 2010 SDSI Springboard graduate. Listen to the debut episode [here](#) and read full press release [here](#).

## **Investment Ready Companies**

### **AttaGirl! graduates Springboard**

Attagirl! is the active woman's go-to source for everything sports and fitness. Attagirl! marries an online store and social network, creating a place for female fitness-enthusiasts to exchange advice, share stories, and shop with each other. On January 17, SDSI company Attagirl!, with the assistance of lead EIR Norm Zvail, completed CONNECT's Springboard program and graduated at a panel hosted by Stradling Yocca Carlson & Rauth. The shop, which is the revenue engine, sells brand name performance active-wear and gear. To date, Attagirl! has secured partnerships with suppliers including New Balance, Saucony, K-Swiss, Reebok, and Moving Comfort. Like a workout partner, the Attagirl! community delivers motivation and camaraderie. The social network benefits the business model by adding advertising revenue, lowering customer acquisition costs, and enhancing margin. Attagirl! was founded by Kathy Taylor, former Chief Marketing Officer for Road Runner Sports.

### **Former SDSI Capital Forum companies present at ACG San Diego**

Just as **Investors Are Making a Play for Action Sports Start-Ups**, ACG offered a platform for five sport related companies to present their businesses to potential strategic partners, service providers and investors. Former SDSI Capital Forum presenters Attagirl!, [Seshday.com](http://Seshday.com), [Clarinova](http://Clarinova), and [DOorDIE](http://DOorDIE)

were joined by **Flat Fitty** for this breakfast event; *Incubating Sports & Action Sports in San Diego*, moderated by SDSI Executive Chairman Bill Walton and Richard Kintz of Sheppard Mullin, SDSI's founding law firm. Read **this article** we also picked up at the event on how the action spots industry is catching the eye of the investment community.

## Industry News

### **MAGIC partners with Maloof for RIDE, a skate contest and park**

MAGIC announced this month the launch of RIDE Unltd., a new skate event set to debut at MAGIC, this February in Las Vegas. RIDE Unltd. will be the dedicated home for all things skate – showcasing established and emerging skate apparel, footwear and hardware brands. Highlights include a pro-am High Ollie Contest and a California Skatepark-designed street course on the RIDE Unltd. show floor. On and off-site industry events will be ongoing throughout the three-day event, including a kick-off party at the Palms Casino Resort co-hosted by Thrasher Magazine and skateboarder pro, Paul Rodriguez. Read full press release on **Shop-Eat-Surf**.

## Job openings

### **Malakye industry job round up for early – mid January**

**President & Chief Executive Officer at Street Surfing LLC** -Responsible for providing strategic leadership of the Company by working with the Board of Directors and the executive management team to establish, implement and oversee the short and long-range goals, strategies, plans and policies of the Company.

**Lead developer at GOTRIbal.com** – To create new functionalities to improve mobile and PC experience for users of GOTRIbal community (gotribal.com). More information **here**.

**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. More information **here**.

## SDSI and CONNECT events

**Jan. 19** CONNECT FrameWorks Workshops presents: Licensing Fundamentals for the Business Executive

**Jan. 27** CONNECT FrameWorks Workshops presents: The ABCs of Accessing SBA Loans in partnership with Security Business Bank of San Diego

**Feb. 3** CONNECT Frameworks Workshops presents: Agile Strategy for New Ventures

**Feb. 22** MIT Enterprise Forum SD with community partner SDSI presents: Case presentation on ElliptiGO

**Feb. 23** CONNECT Convergence Venture Round Table

**Mar. 22** SDSI and San Diego Hall of Champions present: The Science of Sports in conjunctions with the San Diego Science Festival

**Mar. 26** SDSI presents: Board Science in conjunction with the San Diego Science Festival's Expo Day

## Community events

**Jan. 23-25** The International Economic Development Council's 2011 Leadership Summit: Innovation and Competitiveness: Unlocking Your Region's Future, featuring guest speaker Bill Walton

**Jan. 25** Six Degrees San Diego Monthly Mixer- Donovan's Circle of 5<sup>th</sup>s

**Feb. 3** SIMA Image Awards ceremony

**Feb. 11** Shop Eat Surf Executive Round Table - Live conversation with Hurley Founder Bob Hurley and CEO Roger Wyatt at Shorebreak Hotel in Huntington Beach. Executive Edition members registration open now. General registration opens Jan 22.

**Feb. 13** SD UNITED Training Center presents: Parkour Clinic and Performance Session- Sponsorships available

**Mar. 21-26** San Diego Science Festival

### 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  