



March 18, 2011

SDSI News

Mark your calendars! SDSI Presents: Extreme Networking, April 22 at TransWorld headquarters

You thought last August's Connect with SDSI at Petco Park was fun? Wait till SDSI hits TransWorld headquarters, in Carlsbad, with Extreme Networking. Join SDSI for our signature networking event as we unveil the much anticipated SDSI website courtesy of **Rogue Brands**. Featuring exhibits by some of the most innovative action sport and active lifestyle companies in the region. Eat, drink, play and schmooze with the leaders and up-and-comers of the sport industry. Details and registration [here](#).

Join SDSI and the SD Hall of Champions for a full day of family fun at the Science of Sports

San Diego County is not only a technological hub, but also a center of the action sports industry. You can find out how the two are related on Tuesday at San Diego Sport Innovators' Science of Sports. Have you ever wondered how waves work or the mechanics that go into an ideal jump shot? Join SDSI, in conjunction with the San Diego Science Festival, for a full day of family excitement with sports displays including a wave machine, skateboard ramp, interactive surfboard shaping and much more. Check out the special presentations from Aquilogix Fitness and learn how science and technology can improve speed, quickness, grace, power; Human Centric Performance and learn how heat sensing technology can improve athletic performance and protect athletes in high heat conditions; and Destroyer Equipment who will demonstrate how innovative skateboarding pads protect riders by reducing the force transmitted to the body upon impact. Don't miss this March 22nd event sponsored by Bridgepoint Education. Admission is free. More information and full festival details [here](#).

INNOVATION: Where the geeks meet the cleats. Read event coverage in the *North County Times*.

Get your company properly financed, structured and governed with CONNECT FrameWorks Workshops!

The Employee-Ownership Alternative: Building the Business You Want

Entrepreneurs have choices about the kind of company they want to create. The VC route — giving up control over your destiny in exchange for funding — is well-known, but entrepreneurs should also be aware of the choices that employee ownership can provide. By sharing equity ownership with the rest of your team, you can gain critical advantages that help the company grow — and on your own terms. SAIC is one great example; there are now many more. Details and registration for this March 22nd workshop [here](#).

The Art of the Term Sheet: Effectively Negotiating Bridge Financing, Angel Capital and VC Funding Terms

For most start-up or emerging growth companies, raising capital is one of the most critical components to successfully growing and ultimately exiting a company. Having a comprehensive funding strategy, and understanding the provisions of a term sheet is crucial for entrepreneurs. In this workshop Rodger Rappoport will give a detailed discussion on the anatomy of term sheets for Bridge Financing, Angel Investment and VC Funding. Details and registration for this March 30th workshop [here](#).

Launch to Exit – Maximizing Opportunities and Managing Risk throughout Your Company's Lifecycle

Many sources agree that the US economy is poised for a rebound. Is your company prepared for the return of boom times and anticipated explosive post-recession growth? Are you prepared to navigate the rocky shoals of securing investment, threatened litigation and leveraging for growth or exit? Hear from a panel of executives from companies in start-up phase, through sales and beyond, as well as experts in financing and intellectual property. Details and registration for this April 7th workshop [here](#).

Getting What You Need from Boards of Directors and Advisors

Procopio Partner William Eigner will provide targeted advice on what entrepreneurs, directors and advisors need to know about recruiting, managing, incentivizing and showcasing a board and will explain governance practices, including key differences between advisors and directors, their duties and obligations and best practices. Details and registration for this April 14th workshop [here](#).

SDSI Executive Chairman Bill Walton to speak at SIMA & BRA 14th edition of Surf Summit

Surf Summit attendees, which include surf industry's most influential manufacturers and retailers, will discuss some of the important issues facing the surf industry ranging from social media to retail consolidation. Doug Palladini, SIMA President and Vans' VP of Marketing adds, "One new component we are specifically excited about is the round-table experience. San Diego Sport Innovators' (SDSI) executive chairman Bill Walton, has been announced as a seminar speaker, he will discuss his experiences at UCLA and in the NBA and how he applies them to SDSI." Surf Summit is the most important event for our industry each year," said D Nachnani of Coastal Edge and BRA Co-Chair. "It is the only format where the best of the industry executives can gather in a platform that allows for collaboration and education to flourish." Read full article at [Surfersvillage](#).

Timothy Tardibono, Policy Director and Chief Counsel, CONNECT weighs in on patent reform legislation in *The Daily Transcript*

This week, senators voted to add amendments to the Patent Reform Act of 2011 that would end fee diversion and enable the formation of multiple satellite patent offices. Although the measure will not be voted on by the entire U.S. Senate until next week, the provision, which will allow the U.S. Patent & Trademark Office to keep all collected user fees, is already stimulating conversation. According to Timothy Tardibono, Policy Director and Chief Counsel of CONNECT, in *The Daily Transcript*, "Before Congress undertakes all the other provisions, it should only do the funding legislation and then allow time for those funds to come in and for the patent office to implement them appropriately." In addition to this particular provision, the senators also passed an amendment that would allow the patent office to create and establish three additional regional offices nationwide, one of which Tardibono and other prominent San Diego attorneys, are pushing to have established in San Diego County. Read more on *The Daily Transcript*. If your company has policy issues or concerns SDSI can advocate on your behalf, contact Garrett Hale Ghale@connect.org.

SDSI Executive Chairman Bill Walton named Seau Foundation Legend of the Year

This year the Junior Seau Foundation has named Bill Walton, retired NBA basketball player and current executive chairman of San Diego Sport Innovators, it's Legend of the Year. Walton will be honored this Saturday, 8 p.m., at Seau's restaurant in Mission Valley. Read more at [The Daily Transcript](#).

SDSI Community News

Local businesses Boardworks and SurfDiva join the Relief Effort in Japan - You can help!

Boardworks has announced a plan to raise \$10,000 for the Save the Children Japan Earthquake and Tsunami Relief effort by donating a portion of the sale of the next 500 boards (\$20 per board) to help prove disaster relief in Japan. "We are happy to announce that many of our shapers, manufacturers and distributors will join us in our effort," says Boardworks' Mike Fox. You can help too! Send funds directly to Save the Children for their effort in the Japan disaster response through Boardworks' donation page and watch the donations tally in real time. Boardworks has started with the initial donation of \$2,500. Please join them. Visit Boardworks' donation page [here](#).

Surf Diva boutique in La Jolla joined the Japan earthquake and tsunami relief effort on March 11th by donating 20% of the day's retail sales directly to the American Red Cross relief fund. As active members of the local and global surf community, the Tihanyi sisters have travelled to Japan several times for surf camps. Through their visits, the Surf Diva team has built a network of friends in the island country, some of whom have suffered direct effects of the disaster. Because the chaos of the day didn't leave enough time to get the word out Surf Diva re-ran the relief effort on March 15th. Thank you to those who supported this effort. Read full article [here](#).

Help victims of this disaster directly through The Red Cross [here](#).

Sun Diego Boardshops celebrates flagship grand opening

Join Sun Diego Boardshops as it celebrates the official grand opening of new flagship store in Fashion Valley. Saturday, March 26th and Sunday, March 27th will feature live entertainment, signings, tons of games and prizes! Meet Pro surfer Bethany Hamilton (inspiration for the upcoming film "Soul Surfer") the Zero and eS skate teams on Saturday and don't miss Sunday's fashion shows from Volcom, O'Neill, Hurley, Roxy, Billabong and L* Space. Quiksilver, Rip Curl and Sun Diego surf teams will also be on sight Sunday for signings. There will be a Tom's "Style Your Soul" art event as well as tons of other games, music and prizes!

Join LeBron James' March Madness bracket to win a SKLZ Pro Mini Hoop

This year for March Madness, LeBron James is hosting his own bracket competition with prizes fit for a king. He's told five million facebook fans, 20,000 website visitors and thousands of twitter followers that they can win a **SKLZ Pro Mini Hoop** for being among the top 20 bracket winners. More details [here](#).

USA Diving names Ludus Tours as official hospitality package partner

New SDSI member Ludus Tours, a San Diego-based Travel Company providing complete travel, tours and hospitality packages for all major global sporting events, has announced it's partnership with USA Diving as the official Hospitality Package Partner. Linda Paul, President and CEO of USA Diving, says she is "confident they will provide an incredible experience for our families, friends and fans." Through this new partnership Ludus Tours will provide USA Diving members with discounted travel packages to a number of top events, including the 2011 FINA World Championships in Shanghai, China; and the 2012 Olympic Games in London. Read full press release [here](#).

Sheppard Mullin on how social media may require updated insurance coverage

It is now cliché to say that social media activity by companies is growing exponentially. Chances are if you are reading this you or your business is somehow engaged in social media. However according to an article by SDSI's founding law firm, Sheppard Mullin, the majority of companies are still in the process of implementing social media policies and communicating them to their employees. An even larger number

of companies need to update their document retention policies to address their social media activity. Whether or not an insurance policy will provide coverage or a duty to defend depends on the facts of a particular case. Learn what you can do to increase your company's chances of being protected. Read full article [here](#) and learn more about Sheppard Mullin's Sports Industry Team [here](#).

Active Network tracks surge in U.S. running event participation; gets more social with Facebook Comments plugin

Active.com, a media property of Active Network, announced the results of a three year study on the rise of participation in running events. According to the study, which analyzed race registrations nationwide on Active.com from 2008 to 2010, there has been a 203% increase in marathon race participation, a 154% rise in half marathon race participation, while 10K events and 5K events rose by 155% and 144%, respectively. Over the three-year period, Active.com handled just under 23 million running event registrations. "We believe the Active Network has had a tremendous influence in increasing participation in our customers' running events over the past few years," said Dave Alberga, CEO of Active Network. "This is due in large part to driving more awareness and value to the millions of consumers who visit Active.com each month." Promoting healthy and active lifestyles through participatory sports has been intrinsic to Active Network's mission for many years. Read full press release [here](#).

Active.com, the online community that connects people with the sports and activities they love to do, revealed an updated Facebook Comments plugin on its site March 1st. The plugin will increase user engagement by simultaneously enabling cross-platform publishing of comments and replies on both Facebook and Active.com. Overall, the plugin will create a more customized and social experience and benefits business clients who promote their activities on Active.com by creating greater audience reach, allowing them the ability to respond to comments and direct engagement with consumers. "We fully expect the Comments plugin to continue growing our unique monthly visitors," says Kristin Carroll, vice president of marketing at Active Network. She also hopes it will "drive awareness, encouragement and participation in the events and activities we support." Read full press release [here](#).

Investment Ready Companies

HumanCentric Performance graduates Springboard

HumanCentric Performance, Inc. (HCP) is a technology and intellectual property company focused on improving performance and protection of athletes and others in high heat conditions. On March 3rd with the assistance of lead mentor Steve Tice, HCP completed CONNECT's Springboard program and graduated at a panel hosted by the law offices of Jones Day. HCP's granted U.S. patent is a major athletic technology innovation that creates the world's first Smart Mouth Guard, a combination of a traditional mouth guard with a low cost digital thermometer that provides real time measurement of body temperature trends. Their technology provides athletes with game changing solutions for heat management. Their initial market is US athletics segments with potential growth in other segments such as the workplace, military and home. More information [here](#).

Sweet Spot Golf featured in EXEGOLF magazine

EXEGOLF magazine, which offers interviews, reviews, opinions, tournament information about golf from around the world, recently featured Sweet Spot Golf for its ability to create a line of clubs designed and engineered for maximum power and precision with feminine flair. EXEGOLF highlighted Sweet Spot's proprietary design called the Precision Positioning System(PPS), which is a built in target alignment aid unlike any other currently in market. Sweet Spot Golf is a 2010 graduate of CONNECT's Springboard program. Read more [here](#).

Mocactia graduates Springboard

Mocactia is a new California-based footwear company that provides relevant, stylish and affordable lifestyle footwear for women, men and children. On March 11th, with the assistance of lead mentor John Hoefy, Mocactia completed CONNECT's Springboard program and graduated at a panel hosted by the offices of Mintz Levin. Mocactia is a S-corporation owned and operated by Franck Boistel, who has worked in footwear design and fashion for 20 years. By offering fresh, trendsetting styles with a variety of colors and materials, Mocactia has moved away from conventional footwear style and technology and will differentiate itself from the competition with un-matched design qualities. More information [here](#).

Industry News

Surfersvillage Awards officially launched

Surfersvillage launched the official 2011 Surfersvillage Awards website March 3rd, allowing journalists, photographers, videographers, bloggers and webcasters an opportunity to submit their entries for the Awards. The Surfersvillage Awards recognize and acknowledge excellence across traditional and emerging technologies, as well as facilitate growth and development in traditional and new media by educating industry professionals and amateurs in relevant trends in creating successful media. The Awards are held in two separate categories: Surf Media, which is decided by Surfersvillage Awards Academy, and Webcast and Surfer of the Year, decided by public vote. Voting will take place throughout 2011 and winners will be announced in late October 2011. Read more at [Surfersvillage](#).

TransWorld Business Expands into Moto, BMX, and Wake

TransWorld Business announced it would add three more sport categories to its monthly print publication and online. The magazine will expand its coverage into motocross, BMX and wakeboarding, adding to its regular lineup of skate, surf and snowboarding information beginning with the March 2011 issue. "The addition of moto, wake, and BMX is a natural fit for *Business*. TransWorld has the leading consumer titles in those sports, and now we'll have the top trade publication serving the respective industries," says *TransWorld Business* Publisher Adam Cozens. As a result 5,000 BMX, motocross and wakeboarding retailers will receive free subscriptions to *TransWorld Business*. Cozens adds, "It's our job to provide our readers with the information they need to thrive in their respective markets." Read more at [TransWorld Business](#).

2011 TransWorld Snow Conference recap

On the evening of March 1st, nearly 100 of the snowboarding industry's sharpest minds gathered in Solitude, Utah to discuss the biggest issues facing the sport, network and generally brighten the future of shred. The main goal of this year's conference, the 16th since the event began in 1990, was to cooperatively develop new perspectives on the future of the industry as well as recognize the areas that increase participation and ensure the longevity of the sport and industry. The event kicked off with a Founder's Forum by Action Sports Ready's Gerard Manion, Dragon's Will Howard and 686's Mike West, who shared inspirations for their businesses as well as their outlooks on the industry. Skullcandy Founder Rick Alden keynoted a discussion framing the conference's theme of "Revolution vs. Evolution," and how to effectively merge the two themes to keep snowboarding fun and exciting with entrepreneurship and seizing out-of-the-box opportunities. The biggest announcement, made on the last day of the event, was the 2011 *TransWorld Business* SIA Booth of the Year award, which was awarded to Skullcandy. Read more at [TransWorld Business](#).

Watson Laminates: Dedicated to staying local

Former pro skater and entrepreneur, Tod Swank, feels confident that Watson Laminates can continue to manufacture skateboards made in San Diego, even as cheap foreign labor drives many builders overseas or out of business. So confident Tod chose to buy the company in 1991 rather than see its doors close. In 1991 Swank started his own distribution company Tum Yeto Inc., which sells his exclusive skateboard brands; Foundation, Toy Machine and Pig Wheels, all manufactured by San Diego-based Watson Laminates, one of the original "old school" laminated skateboard manufacturers in the world. After years with Laminates Swank said he began to see a company that could quickly retool itself to process more lucrative special orders without losing any of its traditional sources of business. "That made me sign on the dotted line and I committed myself to the Watson Laminates cause," Swank said. "There's an art to it, a craftsmanship. We have a lot of customers who come to us because they know we can do this kind of work." Read full article on the *Los Angeles Times*.

Job Openings

Malakye job round-up early March – Red Bull, Nixon, Osiris

Malakye job round-up mid March- Billabong, Volcom, Reef

Media Planner at The Active Network- Responsible for understanding, anticipating and influencing customer behavior in order to maximize yield or profits from existing inventory. Work with the associate media planner to create media plans and pull impressions that leverages available inventory.

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

Mar. 22 SDSI and SD Hall of Champions Presents: Science of Sports

Mar. 22 CONNECT FrameWorks Workshop Presents: The Employee-Ownership Alternative: Building the Business You Want

Mar. 30 CONNECT FrameWorks Workshop Presents: The Art of the Term Sheet: Effectively Negotiating Bridge Financing, Angel Capital and VC Funding Terms

Apr. 4 CONNECT Cleantech Venture Roundtable application deadline

Apr. 7 CONNECT FrameWorks Workshop Presents: Launch to Exit – Maximizing Opportunities and Managing Risk Throughout Your Company's Lifecycle

Apr. 14 CONNECT FrameWorks Workshop Presents: Getting What You Need from Boards of Directors and Advisor

Apr. 22 SDSI Presents: Extreme Networking

Community Events

Mar. 12 Clash at Clairemont V

Mar. 19-20 Santa Cruz Sacred Craft Consumer Surfboard Expo

Mar. 19-26 San Diego Science Festival

Mar. 21 GOTRlbal Podcast: Episode 5- Podcast with Pro swim coach, Wendy Mader, 8:00 PM EDT

Mar. 22 Six Degrees San Diego Monthly Mixer- The Lincoln Room

Mar. 30 Event Planning & Marketing Boot Camp presented by SIMA

Apr. 2-9 Ultimate Board Championship: Surf, Skate, Snow. Three boards. One champion

Apr. 6 GOTRlbal Podcast: Episode 6- Podcast with Dr. Jen Mushtaler, 6:00 PM EDT

Apr. 28 CSU San Marcos Career Opportunity and Networking Fair

May 11-14 Surf Summit 14 presented by SIMA and BRA

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.

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