



October 6, 2010

SDSI News

SDSI board adds San Diego Hall of Champions' President Alan Kidd

CONNECT San Diego Sport Innovators (SDSI) Executive Chairman Bill Walton, announced the addition of Alan Kidd, President of the San Diego Hall of Champions Sports Museum, to the SDSI Advisory Board. "Al is dedicated to improving the lives of children in the United States through sports and promoting healthy habits that contribute to an active and responsible lifestyle. It is this foresight that compliments the SDSI initiative," Walton said.

Kidd became President of the Hall of Champions in June 2003 after a diverse career in education, advertising and marketing, venture investing and business consulting, as well as owning his own business. Read full press release [here](#) and coverage in [Malakye.com](#) and [Shop-Eat-Surf.com](#).

Finalist for CONNECT's Most Innovative New Products (MIP) Awards include three SDSI community companies

The 23rd CONNECT MIP Awards widely known as San Diego's Oscars for regional innovation, had a record breaking number of applicants from the action and sports technology category. The MIP Awards continues to showcase locally-developed, cutting-edge products covering a wide range of industries, from life-saving medical technologies to the hottest new clean technology solutions to the latest in action sport equipment. Congratulations to the 2010 MIP Award finalists in the Action and Sports Technologies:

ArtFunction, Inc. for Carabiner Skate Tool
Cleatskins for Trackskins/Bikeskins/Cleatskins Metal
ElliptiGO for ElliptiGO 8S

Hear the winning company be announced on Dec. 10th at the MIP Awards Luncheon, to an audience of over 800 of San Diego's top business leaders. Finalists were selected by industry experts and business leaders, including our own Bill Walton.

Read full announcement and register for the MIP Awards Luncheon [here](#).

SDSI board member Mark Schmid joins SDSU Alumni panel to discuss strategies for building consumer loyalty

Mark Schmid, CEO ArtFunction Company, and SDSI board member joins top local business professionals to share their keys to success in building consumer loyalty and developing strategies for retention in a challenging market. Find full details and registration [here](#).

SDSI board member Brian Enge joins The Active Network

The Active Network hired Brian Enge, SDSI board member, as vice president of strategic projects for all corporate endeavors. Enge comes to Active Network from Zoot Sports, where he served as the CEO for the past five years.

SDSI Community News

Zuum Craft zooms into the eco-friendly & surf crowd

Zuum Craft was one of many companies to partake in the Cardiff Surf Classic and Green Beach Fair which featured entertainment and booths from environmentally conscious organizations and businesses as well as a surfing competition for all ages. "This is an eco-friendly environment and we are a provider of green transportation," said Jim Scott, vice president of Zuum Craft, makers of the Zuum personal electrical vehicle. Scott was certain to have their new board rack made in time for this weekend's event in Cardiff. Read full story in [NCTimes.com](#).

ElliptiGO featured in WSJ

The Wall Street Journal's Gordon Deal test rode the ElliptiGO last week in New York's Central Park. In *WSJ This Morning*, Deal describes ElliptiGO's features, calling it his "new favorite way to exercise." ElliptiGO is a CONNECT Springboard graduate, past presenter at CONNECT SDSI's Capital Forum and Deal Network and a finalist for the 2010 Most Innovative Product Awards. Read more in *The Wall Street Journal*.

Action-sports Service Provider Network (ASPN) adds new members

Co-founded by Michael Orlando of Sheppard Mullin Richter & Hampton, LLP, SDSI's founding law firm, Doug Works of CB Richard Ellis (CBRE), Travis Fago of Morgan Stanley Smith Barney and Orion Barca of Barca Company; ASPN provides business advice, consulting, and other services to individuals and businesses in the action-sports industry. ASPN's newest members include Marie Case and Angelo Ponzi of Board-Trac, Inc., the leading action sports marketing, consulting and research company. Read full press release [here](#).


DC Shoes reaches one million Facebook fans

DC Shoes, owned by Quiksilver Inc., reached a new milestone last week on the popular social networking website Facebook, surpassing one million people who "like" the brand and follow its updates. DC said it is the first skate driven action sports apparel and footwear company to garner such a following on Facebook. "Facebook is one of the best ways to connect with consumers," said DC's President, Anton Nistl. "We understand its importance and influence and will continue to bring the latest original and creative content surrounding our athletes, events and products to our Facebook followers." Read full article on [SportsOneSource.com](#).

IASC and BRA launch Local Skateshop Days

The International Association of Skateboard Companies (IASC) announced the creation of Local Skateshop Days, two full days honoring specialty skateboard retailers. The celebration, set for October 9-10, 2010, will encourage manufacturers to focus their attention on the front lines of their distribution, the core skateboard retailer. "By creating Local Skateshop Days skateboarding, as a whole, can focus on driving awareness, energy, support and friendship to our family on the front lines- the core retailer," says Don Brown, IASC Chairman of the Board. Read full details [here](#).

'Post up' and win an autographed 1972 Sports Illustrated cover featuring Bill Walton

What is Bill Walton's actual height? The first person to become a fan of the SDSI Facebook page and post Bill's correct height on our wall is the lucky winner. 

SDSI and CONNECT events

- Oct. 7** The San Diego Tech Coast Angels present: The 4th Annual Quick Pitch Competition
- Oct. 13** CONNECT Financial Forum presents: Secrets of NIH and DoD Small Business Funding
- Oct. 13** Connect with CONNECT- the first Nearsourcing Marketplace – a networking event where buyers and sellers of technology expertise can get connected
- Oct. 20** MIT Enterprise Forum SD presents: Case presentation on Joe Media, Inc.
- Oct. 28** CONNECT FrameWorks Workshops presents: Art of the Term Sheet
- Nov. 2** Foley's Emerging Technologies Conference - Do You Speak Entrepreneur? - Presented with CONNECT
- Nov. 4** CONNECT FrameWorks Workshops present: Basics of Obtaining Commercially Effective IP
- Nov. 11** CONNECT FrameWorks Workshops present: Tax Credits: What's Available and How Can I Apply?
- Dec. 10** CONNECT presents: 23rd Annual Most Innovative New Product Awards

Community events

- Oct 9-10** Local Skateshop Days- two full days celebrating specialty skateboard retailers presented by IASC
- Oct 13** Go TribalFest Conference and Retreat 2010
- Oct 16** Life Roll on 7th Annual Night by The Ocean
- Oct 20** SDSU Alumini Association presents: Getting Personal: Building Consumer Loyalty in a Crowded Market, featuring SDSI board member Mark Schmid
- Oct 21** Six Degrees Breakfast Speaking Series- The Business of Sports: San Diego Sports and the Impact on the Local Economy
- Nov 8-9** SIMA Industry Boot Camp- An Open Forum for Manufacturers and Retailers

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