



November 4, 2010

SDSI News

Event update! December 2, 2010- SDSI Panel Discussion: Marketing Lessons Learned: Turning Trip-Ups into Triumphs sponsored by Procopio

Join fellow sport entrepreneurs, startups and executives; tune into industry veterans and SDSI advisory board members Tony Finn founder of Liquid Force, Kevin Flanagan VP of marketing at Reef and Mark Schmid CEO and founder of Sk8ology, as they discuss their marketing experiences growing successful sport businesses. You won't want to miss this sell out event, registration details coming very soon!

Nominate your sports company for the Convergence Venture Roundtable investor forum

Is your action sport company combining with wireless, cleantech or material science innovation? If so CONNECT'S Convergence Venture Roundtable is a funding opportunity you don't want to miss. Convergence Venture Roundtable is being launched to take advantage of the synergies taking place in San Diego across clusters and the region's new iHub designation from the Governor for wireless health, biofuels and energy storage. Nomination deadline is December 3rd. Click [here](#) for more information

CONNECT, SDSI's parent company, gets recognized for its impact on economic development

The federal government recently recognized CONNECT as a force for economic development, presenting the local nonprofit with an Innovation in Economic Development Award. Read full story in the [San Diego Business Journal](#). Separately, Time magazine recently recognized CONNECT as a metropolitan center of innovation. "When we emerged out of the period when the defense industry left San Diego, CONNECT was there. They helped to create eight clusters of technology that have been employment drivers in San Diego, and we've been able to build on that ever since," said San Diego Mayor Jerry Sanders. Read full story [here](#).

Still time to register for November's FrameWorks Workshops: IPs, Leasing Strategies and Tax Credits

Don't miss this content rich educational series designed to give founders, CEOs and business leaders the vocabulary, foundation and "frameworks" to grow their companies into successful businesses. Click [here](#) for more details and to register for upcoming Workshops. Discounted rates for SDSI members.

Action and Sports Technology category makes an impressive showing at the 2010 MIP Awards

Support our sports industry and SDSI community as this year's Action and Sports Technology Most Innovative New Product Award winner is announced from finalists Cleatskins, Sk8ology and American Wave Machines. Register [here](#) to attend the 'Oscars' honoring local technology innovation.

Kevin Flanagan, SDSI board member and VP of marketing at Reef, speaks on Reef's Hawaiian Pro strategy

Reef, best known as a surf sandal brand, has bigger ambitions to expand into multiple categories. And with the brand's tropical roots, it considers Hawaii one of its strongholds. That's one reason Reef is investing even more in the upcoming Reef Hawaiian Pro Nov. 12-23, said Kevin Flanagan. Read full story on [Shop-Eat-Surf](#).

Bill Walton to address The International Economic Development Council on leadership

Join SDSI Executive Chairman Bill Walton at The International Economic Development Council's 2011 Leadership Summit: Innovation and Competitiveness: Unlocking Your Region's Future. Focusing on lessons of life, basketball, television, rock & roll, and the human spirit, Walton will take you on an entertaining journey with a hard-hitting message. Walton will explore how characteristics of teamwork, perseverance, hard work, and a positive attitude can be employed to create personal growth and professional success in economic development. For more information and to register, click [here](#).

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.

SDSI Community News

Sk8ology featured on Daily Grommet's new Citizen Gallery

Sk8ology, 2010 MIP Awards Finalists and founded by SDSI board member Mark Schmid, was selected for the Daily Grommet's Citizen Gallery. The Daily Grommet is an online marketplace that features a really great product or 'Grommet' each day and tells its story. Read Sk8ology's full feature [here](#) and nominate your grommet idea [here](#).

OnePitch keeps the pitches coming

SDSI community member and CONNECT Springboard company, OnePitch has dramatically expanded its market with the introduction of the world's first system for tracking hits within a batting cage environment. Employing the same laser technology that the OnePitch uses to track the flight of a pitched baseball, the "Grid" is now able to track hit balls. The first installation has just been completed at The Yard, a high-end baseball training facility near Scripps Ranch. To read more or to schedule a demonstration click [here](#).

ElliptiGO releases stationary trainer

Rain, rain, go away! But it's not enough to keep us from training! SDSI Capital Forum and Deal Network presenter, ElliptiGO, released their new stationary indoor trainer for days you cannot ride outside. The CylceOps Fluid² stationary trainer is also a great way to supplement your outdoor workouts with interval and high intensity training. Stay tuned as Team ElliptiGO and Coach Jenny Hadfield develop catered training programs for the CyceOps Fluid² stationary trainer. Read more [here](#).

Industry News

In loving memory of Andy Irons

The world of surfing mourns an incredibly sad loss today with the news that Hawaii's Andy Irons has died. Andy was a beloved husband, and a true champion. Read the official Billabong press release [here](#) and most recent updates on Transworldsurf.com

Andy Tompkins: Economic changes forced ASR closure

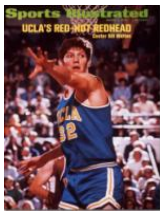
After 29 years of serving the Action Sports community, ASR closes its doors. “We are proud to have focused ASR along the California coast since 1981 and will continue to explore ways to do so but it’s time to broaden our efforts for the action sports community beyond the coastline. We are eager to help with any information you need as you explore the opportunities of exhibiting at or attending the Outdoor Retailer Summer and Winter events,” said Andy Tompkins, VP of Neilson Sports Group. “We will be increasing our efforts to expand the retail and brand base as well as the culture of the Outdoor Retailer Trade Shows in Salt Lake City to better serve the growth needs of the action sports communities.” Read full story on [Shop-Eat-Surf](#).

BRA continues to serve specialty action sports retail interests amidst changes to tradeshow schedule

Despite necessary modifications, BRA (Board Retailers Association) recognizes first and foremost that it is essential to have an event on the West Coast where manufacturers and retailers can continue to come together to conduct business and is committed to developing a model that meets the needs of retailers and manufacturers alike. BRA is working with SIMA and IASC to continue the research they’ve been conducting for the past 18 months to re-invent the West Coast tradeshow format into a structure that accounts for the various needs of the action sports industry. Read official BRA press release [here](#).

IASC and Skatelab announce the 2nd annual Skateboarding Hall of Fame including first female inductee

The International Association of Skateboard Companies (IASC) and Skatelab are proud to announce the skateboarding icons that will be inducted for the Skateboarding Hall of Fame: Torger Johnson, Stacy Peralta, Steve Caballero, Eric Koston, Bob Burnquist and the first female inductee, Patti McGee. Read full press release [here](#).



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

In honor of the Redhead’s November 5th birthday, what is Bill’s favorite birthday cake? The first person to become a fan of the SDSI Facebook page and post Bill’s favorite birthday cake on our wall is the lucky winner. [f](#)

SDSI and CONNECT events

Nov. 4 [CONNECT FrameWorks Workshops present: Basics of Obtaining Commercially Effective IP](#)

Nov. 9 [CONNECT Public Policy Forum presents: US Patten Trade Office's Proposed Three-Track Patent Examination Process: A Review of the Benefits and Pitfalls](#)

Nov. 11 SDSI Investor Forum: invitation only

Nov. 11 [CONNECT FrameWorks Workshops present: Tax Credits: What's Available and How Can I Apply?](#)

Nov. 18 [CONNECT FrameWorks Workshops present: Leasing Strategies To Protect your Bottom Line](#)

Dec. 2 SAVE THE DATE: SDSI Marketing Panel: Lessons Learned: Turning Trip-Ups into Triumphs – Sponsored by Procopio, registration details coming soon!

Dec. 3 [Nomination deadline for CONNECT Convergence Round Table](#)

Dec. 10 [CONNECT presents: 23rd Annual Most Innovative New Product Awards](#)

Feb. 3 [CONNECT Convergence Round Table](#)

Community events

Nov. 8 [Sheppard, Mullin, Richter & Hampton LLP presents Washington Comes to San Diego - What you need to know when doing business with the Government](#)

Nov. 8-9 [SIMA Industry Boot Camp- An Open Forum for Manufacturers and Retailers](#)

Nov. 27 [San Diego 6 Degrees Super Mixer and Rock Bank Karaoke at Analog](#)

Dec. 1 [San Diego 6 Degrees Holiday Party](#)

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](#)

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