



December 8, 2010

SDSI News

SDSI Marketing Panel sends lasting messages to a sold out crowd

Believe in yourself. Make sure there is something unique about your product. Connect with your customers by building a community around that product.

Those were some of the lessons imparted to a standing-room-only crowd by three marketing experts during the recent SDSI panel discussion on Dec. 2 at Yogi's Beach Bar & Restaurant.



"I think it's really important to connect an emotion to your core values," said Mark "Schmidy" Schmid, founder and CEO of ArtFunction Inc., which sells a patent-protected method for customers to display consumer products that they love; including skateboard decks. "To me, a customer is somebody who I want to make smile, and have that association with the emotion of celebration.

Schmid was joined on the panel by Tony Finn, founder of leading wakeboard retailer Liquid Force; Kevin Flanagan, vice-president of marketing for Reef; and Bill Walton, executive chairman of SDSI.

Nearly 80 sport minded entrepreneurs, executives and owners of start-ups attended the panel discussion, *Marketing Lessons Learned: Turning Trip-ups into Triumphs*, sponsored by Procopio, Cory, Hargreaves & Savitch LLP, one of the largest full-service business law firms in Southern California.

"When you are selling someone a pair of sandals you are selling them a lifestyle- a dream of something that is more important than what they are doing day to day," said Flanagan. This is a message he reinforces with his staff before trade shows because "You've got to build in the importance of what your product is and how it's affecting people in a positive way. If you can sell that dream then people get excited, their sales presentations are better and you get better results." Read full press release [here](#) and on [Malakye.com](#).

Additional videos from Tony Hawk and Bill Walton Q&A at last month's SDSI Investor Panel at Skullcandy

Shop-Eat-Surf.com pumped out multiple videos of SDSI Executive Chairman Bill Walton's Q&A with professional skateboarder and business venturer Tony Hawk, at the November 11th Investor Panel Discussion, *The Hows and Whys of Investing in Action Sports Companies: The Opportunity for Investors*. View the final two video releases: '**Tony Hawk on keeping control of your brand**' and '**Tony Hawk's business wisdom**'.

Calling all investor ready sport companies looking for funding: Convergence Venture Roundtable application deadline extended!

Is your company looking for funding? Are you converging your sport product or business with another innovation including but not limited to wireless, internet, ecommerce, material science or cleantech? The CONNECT Venture Roundtables are exclusive, private, invitation-only showcases for promising emerging companies in the region. The new Convergence Venture Roundtable is being launched to take advantage of the synergies taking place in San Diego across clusters. Nominate your company now! The deadline has been extended to **December 10, 2010** and the form is easy to fill out. Winners will receive coaching and feedback and will present to a panel of angels and VCs actively funding investments on **February 23, 2011**. Details and nomination form **here**.

Taj Burrow re-signs contract with Firewire Surfboards

"I'm convinced of two things," said Firewire CEO Mark Price. "Firstly our technology is legit and secondly, without Taj's early adoption and stellar performances on the ASP Men's World Tour these past 4-years, there is no way we would have had the level of success that Firewire has enjoyed to date." Firewire, an SDSI community company and 2008 Most Innovative New Product Awards Winner, has revolutionized surfing performance with its breakthrough technology enabled a surfboard to flex like snowboards and parabolic skis. Read more on **Surfersvillage.com**.

Great upcoming FrameWorks Workshops! Corporate Valuations and Licensing Fundamentals for the Business Executive

Through a series of "real world" case studies and interactive group discussion, the Corporate Valuations workshop will cover a range of issues, including topics focused on valuation in mergers & acquisitions and corporate finance settings. Details and registration **here**.

What is a license? What are the most commonly negotiated provisions by the business team? How do you prepare to negotiate a licensing agreement? What are the pitfalls to watch out for? What questions do you as licensor or licensee need to ask to ensure that your needs are met? The half-day Licensing Workshop will present the fundamental concepts. Details and registration **here**.

Nearsourcing event- Creating and Leveraging a Technology Manufacturing Community Close to Home

CONNECT is organizing a series of quarterly events that will continue the focus on promoting and expanding the local Manufacturing and Professional Service Clusters in San Diego. The purpose of these events is to increase awareness of these clusters to our region's entrepreneurs and emerging businesses as well as increase awareness to the efficiency and cost effectiveness of contracting with local manufacturers and professional service partners. The early stage and star-up companies are no longer able to raise funding to build a manufacturing facility in anticipation of product sales. Rather they will increasingly partner early with service providers for their needs, becoming the employment drivers for our region once again by offering the promise of great middle class jobs. For more information and to register for the first of these quarterly events, 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

Flat Fitty Headwear contracts Sheppard Mullin law firm

"Making the connection with Sheppard Mullin is important to our future in so many ways", states Kevin Dring, executive vice president of Flat Fitty. "Their Shanghai office alone is of strategic importance to our manufacturing interests inside Asia. Sheppard Mullin is going to be instrumental in structuring our company's corporate identity going forward. They are the strategic partner we have been hoping to find and we're more than stoked they found value in our business, saw our passion, and wished to add us to their selective client base. Going forward we finally have the firm that has been there, done that, and can help us get to that rapid growth platform we have been preparing for." Sheppard Mullin, SDSI's founding law firm, will focus primarily on structuring Flat Fitty as a vehicle for working capital infusion. In addition Sheppard Mullin will provide legal council on the vast scope of Flat Fitty's international business needs. Read full release on ***Transworld Business***.

Skullcandy heads to Hollywood- Mix Master release party goes off

Skullcandy, SDSI member and host of recent SDSI Investor Panel, took Hollywood by storm last Thursday, welcoming the SKDY team, music industry greats and celebrities to My House in LA for the launch of the all-new Mix Master signature DJ headphone. Inspired by and designed with input from the legendary DJ Mix Master Mike of Beastie Boys fame, the Mix Master is the first professional-DJ-collaboration product by Skullcandy, and the Hollywood-based launch party was the first of its kind for the brand. Read more and view photos [here](#).

GOTRIbal partners with ESPN on website aimed at women's sports fans and athletes

ESPN has launched the first phase of a dedicated digital initiative covering women's sports. "espnW.com represents our commitment to serving female fans and athletes on a dedicated platform," said Laura Gentile, vice president of espnW and ESPN RISE digital and publishing, "We are bringing together top athletes, writers and newsmakers in a way that is authentic to ESPN but will be unique to espnW's audience." GOTRIbal, an SDSI community member and Springboard Graduate, has partnered with ESPN to provide content for espnW.com. GOTRIbal is an organization that empowers, engages, and connects women through endurance sports. Read full story on ***ESPNMediaZone***.

ElliptiGO and Matuse featured on NBC's best local SD gift ideas

ElliptiGO, a Solana Beach based company, SDSI community member, Capital Forum presenter and CONNECT Springboard graduate makes ElliptiGO 8S bicycle a fitness device that emulates running outdoors without the associated impact. ElliptiGO recently launched the CycleOps Fluid² stationary trainer to ride your ElliptiGO inside or on a covered deck or patio. Matuse, an SDSI community member based out of Rancho Santa Fe, makes wetsuits of Yamamoto Geoprene derived from limestone that is 99.7% pure and provides functional advantages over traditional neoprene wetsuits. Its thinner, absorbs less water and is more environmentally sustainable. View video on ***NBCsandiego.com***.

Overload Skateshop's Black Friday with Lace skate team goes off without a hitch



Early bird shoppers waited at the door to skate with the Lace team, pound some Muscle Milk, find great sales and get hooked up with some limited edition hand outs. Additional photos and recap [here](#).

GOTRibal offers online, interactive training group for women

One month after the successful inaugural GOTRibal Conference and Retreat, the organization is launching an Olympic-distance triathlon training program aimed at helping women train through the holidays with the goal of competing in a spring or summer triathlon. The 16-week program promises to help its participants improve self-confidence, get lean and meet race goals. The most unique aspect of the program is its ability to help women communicate with other women from around the world. Athletes will have the opportunity to interact with others who are following the same training program as them. Read full story on [Competitor.com](#).

Industry news

Skaters inducted into Hall of Fame

The Skateboarding Hall of Fame inducted eight new members on Saturday night during a party and auction at the Cooper Building in Los Angeles. Torger Johnson, Stacy Peralta, Steve Caballero, Eric Koston, Bob Burnquist and Patti McGee were elected into the Hall of Fame this year after a vote by IASC members and skate industry insiders. Also inducted were Craig Stecyk and Larry Stevenson under the Revolutionaries of Skateboarding category, which is dedicated to inventors, artists, visionaries and industry game changer. Full recap and photos on [Shop-Eat-Surf.com](#) and speech videos on [Boardistan](#).

Rad Collector interviews Chad Mihalick owner of Malakye.com on the outlook of the skateboard industry

The skateboard industry has seen better days according to Rad Collector columnist, Cullen Poythress. "The mags are slim, companies are laying off workers, shops are closing doors, and marketing budgets are thinner than the last chalk line at a video premiere after party... If there's anyone who's got a finger on the pulse of the skate industry job market it's Chad," owner and operator of action sports career site, [www.malakye.com](#). Read Chad Mihalick's take on the outlook of the skate industry on [Radcollector.com](#) (scroll down).

Job openings

SDSU Sports MBA Program Coordinator, College of Business Administration - Executive and Specialized Programs - significant responsibility for the administrative services of this fast-paced dynamic, customer-service oriented graduate program. The Sports MBA Coordinator collaborates with the Sports MBA Program Director, Scott Minto as well as the Executive Director of the Office of Executive and Specialized Programs. Application and more information found **here**.

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**.

SDSI and CONNECT events

Dec. 10 Nomination deadline for CONNECT Convergence Round Table

Dec. 10 CONNECT presents: 23rd Annual Most Innovative New Product Awards with action sport finalists: Artfunction Inc, for Carabiner Skate Tool, Cleatskins for Trackskins/Buckskins/CleatskinsMetal and ElliptiGO for ElliptiGO 8S

Dec. 14 CONNECT presents: Manufacturing and Professional Service Clusters: Creating a High Value-added Technology Manufacturing Community Close to Home (Near sourcing)

Dec. 16 CONNECT FrameWorks Workshops presents: Corporate Valuations

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

Feb. 3 CONNECT Convergence Round Table

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

Feb 3- SIMA Image Awards ceremony

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