



January 5, 2011

SDSI News

Transworld exclusive interview with Bill Walton on his role as Executive Chairman of SDSI

"We help companies expand the scope of their dream, which is what Bob Dylan did for all of us years and years ago," says Bill Walton.

When you hear NBA Hall of Famer Bill Walton's name, it's inextricably linked to basketball, not action sports. But that correlation is beginning to change in some circles. Walton—who spent more than 30 combined years on the court as a player and commentator before serious orthopedic injuries sidelined his career—has refocused his energy toward giving back to the business side of sports. Bill's exclusive interview with Transworld covers business insights he gained over a long, successful career in professional sports media, the details of battling severe health issues, his recent Congressional address, and his love of The Grateful Dead. Read full Interview [here](#).

CALL FOR EXHIBITORS! SDSI partners with SD Science Festival to host 'The Science of Sports'

During the week of March 21st, in conjunction with the San Diego Science Festival, SDSI will host the 'The Science of Sports', a 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. If you are interested in exhibiting your company or product at "The Science of Sports" please contact Renne Catalano at rcatalano@connect.org or (858) 964-1334 for more details.

Great upcoming FrameWorks Workshops!

The ABCs of Accessing SBA Loans- In partnership with Security Business Bank of San Diego

If you have ever considered applying for an 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](#).

Licensing Fundamentals for the Business Executive

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](#).

Inaugural Bill Walton Basketball Camp at Pechanga, huge success

Bill Walton, helped inspire and motivate 200 youth from 12 tribes across Southern California who participated in the inaugural Bill Walton Basketball Camp at Pechanga in early last month.

The theme and take away from this year's camp: There is much more to basketball than competition.

"The game of basketball is so much more than just putting the ball in the hoop," said Walton, who led Helix High School in San Diego to CIF Section titles in 1969 and 1970. "It is more about learning how basketball can be a lifestyle, how to compete and make choices, and realizing it's not how good you are; it's how good your team is." Read full story [here](#).

Special thanks to UCSD basketball alumni Shane Poppen of Irving Hughes, for hands on support. Irving Hughes is a future SDSI member for the 2011 year.

ElliptiGO wins 23rd annual Most Innovative New Product Awards' Action and Sport Technologies Category-recognized by KPBS

ElliptiGO was featured on KPBS with their MIP Award winning ElliptiGO 8S. Describing the prestige of the MIP Award, CONNECT CEO Duane Roth said, "It's like the academy awards of innovations." The ElliptiGO 8S is a seatless bicycle that is designed to transform outdoor fitness by allowing you to run outdoors without impacting your knees, which earned it this top innovation award in the category of action and sport technologies. Adam Zinn of ElliptiGO said, "It involves your legs, your heart, your core. There's no seat, so you're basically standing up and peddling the whole time." Watch the video at [KPBS](#) and read full announcement [here](#). Finalists for the action and sports category included Sk8ology and Cleatskins.

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

Stance Socks on growing an under developed product category

In June 2009 Skullcandy Founder Rick Alden began examining the factors behind the long-term success of brands and realized that those companies first to market in non-existent or underdeveloped product categories have reaped the most benefits. Tapping a group of talented individuals and industry veterans, including SDSI board member and former Reef President John Wilson and SDSI board member and Skullcandy Executive Chairman Jeff Kearn, Alden set his sights on the action-sports sock category and by January 2010, Stance was born. Stance released its initial line to retail last August at the ASR show, receiving a strong response and steady support from retailers and consumers. Read full interview on [Transworld Business](#).

Jim Stroesser, on the future of Adio and the skate footwear market at large

Adio footwear announced, almost exactly one year after K2 announced it was licensing Adio to New York-based footwear company AL&S, that it had cut its skate team and would be moving its headquarters to AL&S's New York offices to capitalize on efficiencies.

Transworld got the skinny from Jim Stroesser, Adio CEO and President and SDSI Advisory Board member, who has 25 years of global consumer branding experience in the sports, fashion, and entertainment industries and helped turn around Converse and sell it to Nike. Read full interview on **Transworld Business**.

Surf Diva, ambsn, Firewire and C4 Watermen nominated for SIMA image awards

The Surf Industry Manufacturers Association (SIMA) announced the list of nominees for the SIMA Image Awards, which will honor the best of the surf industry from 2010 in 15 categories and recognize them for their efforts to advance and grow the industry over the past year.

Four SDSI community members were nominated: Ambsn, located in San Clemente CA, for the Breakthrough Brand of the Year award. Firewire Surfboards' Dominator and C4 Waterman's Inflatable iSUP for Surfboard of the Year award and Surf Diva Boutique, located in La Jolla, for the Women's Retailer of the Year award.

"Besides being the original surf school for women, we feel that our most important achievement is how our customer feels when she walks through our door," says Coco Tihanyi, Surf Diva co-owner and retail buyer. Read Surf Diva's full press release on **Surfers Village**.

"We are extremely humbled to be the only SUP manufacturer honored by our peers in the surf industry," said C4 Waterman co-founder Todd Bradley. "This is the second time we've been nominated and that fact alone helps to validate our position as leaders and innovators in a category that has such a bright future in the industry." Read C4 Waterman's full press release on **Surfers Village**.

The winners will be announced at the SIMA Image Awards ceremony, which will be held on Thursday, February 3, 2011, at the House of Blues Anaheim. Read SIMA's press release and full list of nominations **here**.

Sun Diego opens new flagship store- Bill Walton makes appearance on opening day

Sun Diego Boardshops opened a new flagship store in the upper level of Fashion Valley Mall last month. Bill Walton and the SDSI team joined Sundiego's President and SDSI board member Dave Nash to greet customers for a warm welcome. View opening day pictures **here**.

Flat Fitty Partners with CB Richard Ellis for US Expansion

Flat Fitty/Lavish Headwear signed a letter of engagement with CB Richard Ellis (CBRE) to assist in securing U.S. real estate for domestic expansion. The company is currently investigating domestic production options across the country. CBRE represents 88 of the fortune 100 companies while working with prominent Action Sports companies such as Dragon Alliance, Bonnier (Transworld's parent company), ERGO Clothing, VOX Footwear, skatepark of Tampa, Vans, Billabong, Burton, Element, Eziel and Reef among other industry notables. Read more on **Transworld Business**.

Kelly Grismer, President The Wheat Group for Shop- Eat-Surf's Core Careers series

The Wheat Group Inc, in San Diego is the accessory licensee for Hurley, Skullcandy, Modern Amusement, and Reebok.

What are three key lessons you have learned during your career?

Partnership-Business is a collaborative effort, from banking to employees, manufacturing to customers. They all work hand-in-hand. Partnership is the key and helps create a smooth flow within and throughout your supply chain. We pick our partners and trust that we all have one common goal. Great design + great product + great value = great sell through. **Listening**-Be a sponge around your peers. The industry

is filled with very dynamic individuals that share a wealth of knowledge. **Focusing**-Be the best at what you do. "Embrace your bandwidth" -- you cannot be everything to everyone. Log in to Executive Edition for full interview on **Shop-Eat-Surf**.

X Play Nation: of Action Sports Game Changers (Volume 1) by Alex Striler, hot off the press

"This book is a front seat look into the workings of the action sports culture. This perspective of the influence (and affluence) of these outdoor individual sports is refreshing, informative and different than other books." - Bob McKnight, CEO, Quiksilver, Roxy and DC Shoes. X PLAY NATION is a business marketing and branding book that explains the evolution of action sports and describes how today's most popular companies built their brands in the action sports industry through influential brand ambassadors. Now available for sale on **amazon.com** and **createspace**.

Peter 'PT' Townsend brings surfers together at HSS to "Talk Story"

Huntington Surf and Sport is going back to the roots, bringing people who have paved the path for surfing into their Huntington Beach shop to "Talk Story" events during various Saturday mornings through the year. The Surf Talk series at HSS was the brainchild of, SDSI Advisory Board member, Peter "PT" Townend last year after an icon in the industry, Dick Baker, died from cancer. Baker was head of the Surf Industry Manufacturers Association, and built a legacy by brainstorming ideas and building relationships with people of all facets in the surf world.

"Dick was all about working in the community of our culture, he'd go see everyone. He'd go talk story," Townend said.

The same idea applies here, Townend said. If 20 people came in and talked to Rusty, they may not buy a board. But they'd feel like they got special attention in the boardroom. Read full story **here**.

Ludo Boinnard CEO of SnowFab introduces the limited edition Rockstar Ski

SnowFab, announced this week its unique collaboration with Rockstar Energy Drink to create the Rockstar Ski. SnowFab founded by SDSI board member Ludo Boinnard, is a premium licensing company and private label supplier to established snow brands. This will be a true Limited Edition with only 500 pairs of the Rockstar Ski available worldwide. Read full press release **here**.

Case Study- Running Shoes: The Runaway Success of Vibram FiveFingers

How did a manufacturer of soles for boots create an all new category in a flat market and grow those sales from \$500,000 to \$50 million in four years? It's all about positioning. Read full case study **here**.

Investment ready companies

AquaLogix graduates Springboard

AquaLogix is the premier omni-directional drag resistance equipment and training system - a leader in aquatic fitness - created to accommodate all age and fitness levels. It is an essential means to dramatically improve balance, coordination, speed, quickness, power, sports-specific skills and calorie burning. On December 15, SDSI company, AquaLogix completed CONNECT's Springboard program and graduated at a panel hosted by Mintz Levin P.C. AquaLogix is known to be one of the fastest and most effective means for rehabilitation. The AquaLogix System includes five methods/sizes of resistance prescribed by personal trainers, coaches and doctors and is the choice of pro athletes, fitness enthusiasts, weekend warriors and kids. AquaLogix is perfectly designed to reach all fitness goals and, if injured, the best ways back to health and readiness. To read more, click **here**.

Sweet Spot Golf featured in Affluent Business Woman Magazine

Affluent Business Woman Magazine, a guide for women building their wealth through entrepreneurship, caught up with Brian Allman, president of Sweet Spot Golf for insight into the world of female golfing, which according to Brian is the only growing segment of golf today. Sweet Spot Golf is a CONNECT Springboard Graduate and Deal Network participant. Read full interview [here](#).

Job openings

Malakye industry job round up for late December

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 The ABCs of Accessing SBA Loans In partnership with Security Business Bank of San Diego

Feb. 3 CONNECT Convergence Round Table

Community events

Jan 6-7 AGENDA Trade Show

Jan. 11 Six Degrees San Diego Monthly Mixer- Paradise Grille & Bar

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 5th

Feb. 3 SIMA Image Awards ceremony will now be held on Thursday, February 3, 2011 at the House of Blues Anaheim.

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

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  