



# NEWSLETTER



Wednesday, November 23, 2011

[www.sdsportinnovators.org](http://www.sdsportinnovators.org)

## SDSI WELCOMES NEW MEMBER MY GOAL MINE

### SDSI Welcomes My Goal Mine

My Goal Mine aims to provide every student athlete the education and opportunity to live a successful goal oriented life. Via is My Goal Mine's easy to use, online dashboard where coaches and student athletes set goals relative to their GPAs, fitness, well-being, community, finances, habit change, relationships and life planning. My Goal Mine affords coaches the ability to assign goals to student athletes, track the progress of those goals and to read time stamped notes from student athletes relative to their goal achievement. The company's go to market strategy includes small financial contributions from Rotary, Kiwanis, Boosters, Lion's Clubs, Optimist Groups or other organizations allowing My Goal Mine to provide services to an athletic department in the contributors name for one year. The founders have dedicated their careers to helping others accomplish their goals while owning and operating companies, managing departments and leading teams. For more information please visit [www.my-goalmine.com](http://www.my-goalmine.com). To read about My Goal Mine's contribution to raising student GPA's at San Pasqual High School click [here](#).

### Why SDSI? event recap and video

November 15's Why SDSI? event sponsored by Procopio, Cory, Hargreaves & Savitch LLP brought together nearly 130 of Southern California's sport minded entrepreneurs, executives and business leaders on the back patio of Yogi's Bar and Grill to talk shop, expand networks and learn more about the SDSI organization. Moderator Lisel Ferguson of Procopio discussed with panelists how SDSI's services and programs help sport businesses at all stages of development. Panelists include; John Vance, former President and COO of Sanuk; John

Sarkisian, CEO of SKLZ; Lisa Freedman, SDSI Executive Director; and Bill Walton, SDSI Executive Chairman. Highlights of the panel discussion included opportunities for SDSI members AquaLogix Fitness and The People's Movement to share their experiences with the organization, the benefits of the Springboard mentoring program as well as the increased accessibility to influencers through SDSI's network. Check out the event video recap at SDSI YouTube station [here](#) courtesy of [VERB TV](#).

### **Attend: Spotlight on Start-ups featuring HumanCentric Performance**

Join SDSI and UC San Diego Rady School of Management November 29 for a live case study on the emerging start-up company HumanCentric Performance (HCP). HCP's Smart Mouth Guard™ technology monitors real time changes in body temperature during physical exertion in athletes, military personnel, first responders and physical laborers. Rob Logan, CEO of HumanCentric Performance (HCP) brings over 20 years of innovation as a turn-around CEO, multinational technology executive, product developer, award-winning designer and behavioral scientist. Rob is an Entrepreneur-In-Residence (EIR) with SDSI and CONNECT's Springboard program where he mentors entrepreneurs and start-up companies as they create their business plans and seek funding. Event details [here](#).

### **SDSI's Letters from Lisa Featured on Shop-Eat-Surf**

SDSI launched its first Letter from Lisa this month as the organizations first monthly contribution to *Shop-Eat-Surf's* Industry Insight column. The Industry Insight column provides *Shop-Eat-Surf* sponsors an opportunity to provide news and advice to its readers. SDSI's first Letter from Lisa offered Lisa Freedman SDSI's new executive directory a platform to address the sports community and invite entrepreneurs and businesses of all stages of growth to reach out to SDSI for assistance in business mentoring, collaboration, education, access to new technology and talent as well as capital funding. Read the first Letter from Lisa [here](#) and visit *Shop-Eat-Surf* mid-month for upcoming Letters.

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## MEMBER NEWS

### **Chris Clark shares his SDSI experiences on SDSU Sports MBA Podcast**

The 9th edition of the SDSU Sports MBA Podcast features Chris Clark (SMBA '12), owner and founder of Shaper Studios. Chris shares his experiences as one of SDSI first industry members, highlighting Shaper Studios' acceptance into the SDSI Springboard program and the mentors, relationships and investors he has come across as a result of the organization's influential network. Chris also discusses SDSI's partnership with the SMBA program and the Game Changers event announcing that partnership. Chris is the only member of the SMBA '12 class that came to the program already owning his own company. At 21, he started his own surfing label, Surfing Is My Religion. Today the label owns a family of properties including the brand Surfing Is My Religion, retail-manufacturing surfboard workshop Shaper Studios and digital online publication *Surfboard Magazine*. In addition to SDSI, Chris discusses Shaper Studios, the business of surfing and his thoughts on surfing in the Olympics. Listen to free podcast download on iTunes [here](#).

### **AWM makes history with surfing dog**

American Wave Machines (AWM) and Fiesta Floats developed a 70 foot long wave pool float for the prestigious 123rd Rose Parade sponsored by Dick Van Patten's Natural Balance Pet Foods, Inc. Riding into the Guinness World Records for the world's heaviest and longest float it will also be the world's first wave machine in the history of the event. Not to mention the surfing dogs! Over 100 dogs showed up to a casting call for the chance to show off their surfing talents on January 2, 2012 as the float makes its way down Orange Grove Boulevard in Pasadena, CA. "I never imagined that dogs would be surfing down Orange Grove Boulevard, let alone that my

company would develop the system," said AWM Founder and President, Bruce McFarland. Read the full article [here](#).

### **H2O Audio releases the new Trax waterproof, sweatproof headphones**

The leading innovators in high performance waterproof and sweatproof sport headphones, cases and accessories released the new Trax headphones with features include moldable memory wire ear hooks, five types of ear plugs and a high visibility no tangle cord - all with the company's unparalleled waterproof and sweatproof technology. Designed with customer feedback in mind, H2O Audio created the Trax Headphones to withstand any workout, maintain a comfortable stay-put fit and provide quality sound. Read the full article [here](#).

### **KLIIT introduces Egor Sorokin**

Egor Sorokin, a 21 year old up-and-coming Russian skier, has been riding on some of the largest mountains in the world, with notable finishes particularly for such a young skier. Sorokin joins the KLIIT team this winter and is optimistic for the 2014 Olympic Games which are being held in the Russian village where he resides. "I think that skiing on KLIIT is a huge opportunity" Egor says. "I have followed the way that they have positioned themselves as a high performance brand through their team of great riders and the sponsorship of Level 1 films." Read more about Edgo [here](#).

### **Ludus Tours featured in *Triathlon Magazine***

Ludus Tours was recently profiled as one of three companies in the November 2011 issue of *Triathlete Magazine* in an article titled, "Tri Travel Simplified". The company was one of three credited for removing some of the hassle of traveling so travelers can focus on racing or spectating. Read more at [Triathlete Magazine](#).

### **Make your baseball dreams a reality with the San Diego Padres at PETCO Park**

PETCO Park, known as "the world's best ball park in America's finest city", really is more than just a baseball park but also a facility offering a variety of venues where you can host memorable events. The Padres have created their Fantasy Baseball Experience that transformed spectators into players with use of many aspects of the property. The Fantasy Baseball packages provide the royal Padre treatment including suiting up in the locker rooms, innings of play on the field, behind the scene tours, hospitality, souvenirs and more. The Padres are delighted to offer fans the unique opportunity to "step between the lines" for a once-in-a-lifetime experience. For the details on the full Fantasy Baseball packages click [here](#).

For a complete list of event venues visit the PETCO Park event website at [www.petcoparkevents.com](http://www.petcoparkevents.com).

### **SKLZ CEO John Sarkisian featured in *Sports Insight***

After taking over of the company in 2003-then just a one product show- SKLZ CEO, John Sarkisian has seen the innovation of athletic equipment grow substantially. Focusing primarily on sports training equipment, SKLZ currently represents over 200 products, 40 of which were developed within the last year. Growth is largely a result of the new Athletic Performance division where products have a broader reach with the purpose to hone core skills. Traditional SKLZ products focus on skill development for specific sports. Today SKLZ products can be found in nearly 11,000 doors including Dick's, Sports Authority, Modell's and Academy Sports. "Our growth isn't in the number of doors but getting more shelf space," states Sarkisian. Read full article [here](#).

### **Skullcandy partners with Fuel for 'Get Your Tag in the Game'; files logos infringement suit**

Fuel Entertainment and development studio Playbrains, recently released Sideway: New York, the 2D platform puzzler set in a 3D world of street art, to PC gamers globally. As part of this release, Fuel has partnered with Skullcandy for "Get Your Tag in the Game" contest. To participate, Skullcandy is asking aspiring street artists to create an original piece of artwork and submit via the Skullcandy Facebook page. It will be judged by the artists who created the game,

with the grand prize winner getting their Tag immortalized in the PC version of Sideway. Read full press release [here](#).

Skullcandy, the recently publicly traded headphone company, filed a trademark logo infringement suit against Skelanimals, a toy company that makes music accessories and miniature play toys. Tom Burton, associate general counsel for Skullcandy, claims, "...we are recognized globally for that skull. We try to resolve these issues through friendly negotiations but not everyone respects our intellectual property and we have to protect it." Read more at [TransWorld Business](#).

## MENTOR SPOTLIGHT

### **John B Hoeflich– SDSI Springboard Entrepreneur-In-Resident (EIR)**

John B. Hoeflich is President of HD Golf LLC, a firm that offers high level advice and consulting in management, operations, product development and marketing in the sports industry. In this capacity, he utilizes more than 40 years of US and international experience gained from building sports brands and engineering turnarounds at some of the sports industry's major players, including Titleist, TaylorMade, HEAD Sports and Tommy Armour Golf. Hoeflich has held a series of executive level positions in a variety of companies from startups to Fortune 100 leaders. He currently holds 16 US patents and is responsible for the development of some of the best-selling golf clubs of all time.

John joined SDSI/CONNECT in March of 2010 and has served as an Entrepreneur In Residence (EIR) mentor for several firms in the Springboard program. "As a long-time resident of San Diego, I am very interested in seeing the Sports business grow to aid our economy. Helping Springboard companies has been a fun and rewarding experience for me. In these challenging economic times, it is important for start-ups to be disciplined and structured so that when they are presenting to investors and building their brand, they are positioned for success." John currently acts as EIR for RIBZ and Kool 'N Fit and most recently for Surf Explorer powered by Oowom and Mocactia Footwear.

If you would like to learn more about mentoring opportunities with SDSI contact Renne Catalano at [rcatalano@connect.org](mailto:rcatalano@connect.org).



## PARTNER NEWS

### **Planning to outsource? Look near first**

CONNECT's newly created Nearsourcing Program has everything you need when the time comes and you need to outsource. San Diego is home to more than 5,000 outsourcing companies: highly qualified specialists in prototyping, R&D, Contract Research Organizations (CROs) and much more. With CONNECT's Nearsourcing Program you can access local talent instead of outsourcing out of the area or country. This means faster time to market, less cost and greater convenience. Plus, you will be doing your part to help grow San Diego's economy. To receive a customized list, submit your specific needs [here](#). Access the portal on CONNECT's website [here](#).

### **Shop-Eat-Surf launches annual CEO Compensation Series**

The annual series, comprises a three part analyzes of executive compensation for publicly traded apparel and retail companies over the previous year. Evaluated companies are retail, apparel or footwear manufacturers from inside and outside the industry for the comparison's sake. The series is presented in three parts first being the base salary of executive compensation, followed by an analysis of total compensation packages and lastly an examination of executive pre-requisites. Read the full article with executive membership at [Shop-Eat-Surf](#).

## **INDUSTRY NEWS**

### **SIMA Image Awards nominees announced including Stance and Skullcandy**

Surf Industry Manufacturers Association (SIMA) announced the nominees for the 9th annual SIMA Image Awards. Highlighting surf companies for their contributions to the industry, this ceremony celebrates the accomplishments of companies from January to September 2011.

Amongst the companies receiving nominations include two SDSI members. Stance has been nominated for Breakthrough Brand of the Year and Skullcandy's The Fix is up for Accessory Product of the Year. The Winners will be revealed during the SIMA Image Awards ceremony on February 9, 2012 at The Grove in Anaheim, Calif. Read full nominee list and details at [Shop-Eat-Surf](#).

### **Active Network makes fist acquisition in winter sports; teams up for comprehensive study of triathletes**

Springboard graduate, the Active Network, recently announced a new acquisition, Connecticut-based RTP, a provider of online registration services for ski resorts such as Vail in Colorado and other ski resorts. "RTP has built a solid reputation in the resort market and is an excellent complement to our mission of connecting people with the activities they love, want and need to do all-year-round," said Dave Alberga, CEO of Active Network. "RTP has deep and authentic vertical market expertise and helps balance the seasonality of our business." Read more [here](#)

Online registrations for triathlon events through Active.com, the flagship media property of Active Network, have increased more than 200% over the past three years. As a result of this increased participation Active Network has partnered with Triathlon America, to conduct a comprehensive study that will "provide one of the deepest dives ever done into triathlon and its trends, so that companies and individuals can provide better products and services to those who are passionate about the sport," said Triathlon America. "We have a deep understanding of and unique access to endurance athletes and their interests via our media property, Active.com, and we look forward to leveraging this knowledge for the benefit of the industry," says Vice President of media & marketing at Active Network, Kristin Carroll. Results of this in-depth study will be revealed at The Triathlon America Conference in San Diego on February 19-21, 2012. Read the full article [here](#).

### **AGENDA expands to its largest venue to date**

On January 5-6, 2012, AGENDA will be held in the Long Beach Convention Center. Providing a platform for the most inspired in the street wear and action sports industry to unite, more than 10,000 attendees are expected at the Show, which will feature over 500 brands. With new additions including longboard, skateboard and BMX segments, as well as returning segments like Snow, AGENDA is looking forward to having its biggest show to date. Read more at [Shop-Eat-Surf](#).

### **Billabong V1 wetsuit winds innovation awards**

As the "game-changer" in big wave surfing today, the V1 by Billabong has received a Best of What's New Award by *Popular Science* magazine and 'Gear of the Year' honors with *National Geographic Adventure* magazine. Inspired by a "near-lethal wipeout" last year, Hawaiian big wave surfer Shane Dorian consulted with Billabong and has successfully tested prototypes while riding big waves in Hawaii and other legendary spots. Billabong's V1 uses an "integrated

inflatable flotation bladder and CO2 cartridge that can be activated with a tug on a pull-cord," allowing surfers to rise up quicker when beneath the surface. Billabong's USA Vice President of Marketing, Graham Stapelberg, states, "Safety in big waves should always be the first priority, and for this reason Billabong is very proud to be associated with such an innovative product." Read more [Shop-Eat-Surf](#).

### **Malama joins Green Comm Racing Team at America's Cup**

Springboard graduate, two-time Venture Roundtable winner and producer of "green" polyurethane foam, Malama Composites, joined Spain's Green Comm Racing Team at the America's Cup Challenger in San Diego, November 12-20, 2011. Malama's products contain no toxic resins or additives and can be easily reused or recycled. There are a significant number of uses around sailing including in the panels of boat hulls as it is light weight. This was a natural fit for Malama's core mission to "promote a green agenda by leveraging the media impact of one of the pinnacle sport events in the world." David Saltman, Chairman and CEO of Malama, is enthusiastic about this partnership as it "provides a fantastic venue to premier the next generation of sustainable materials, and we are honored to be a part of it." Read the press release [here](#).

### **Wasserman Media Group's action sports division is pushing into Europe**

With the addition of ski halfpipe and slopestyle competitions to the 2014 Sochi games as well as the X Games hosting an increased number of events in Europe, Wasserman Media Group's action sports division believes that the European market is beginning to mature. Wasserman is expanding into Europe with the hiring of two Englishmen to lead the company's new action sports management effort as well as relocating longtime vice president of motorsports, Bob Moore, to Italy. Read full article at [SportBusiness Journal](#).

## JOBS/INTERNSHIPS

### **Challenged Athletes Foundation seeks Marketing Director**

Challenged Athletes Foundation (CAF) is actively recruiting a Marketing Director to align organizational goals and objectives into a cohesive marketing strategy that drives all initiatives and leads to increased awareness and funding of our mission. The marketing director will be responsible for developing marketing plans, strategies and tactics; then leading the implementation and follow-up. Submit resumes to CAF Office Manager: [anne@challengedathletes.org](mailto:anne@challengedathletes.org). Full job description [here](#).

[Ludus Tours multiple employment opportunities](#)

[Malakye industry job round-up late November](#)

[Malakye industry job round-up mid November](#)

## SDSI/CONNECT EVENTS

**Nov. 29** SD Sport Innovators & Sport Start Ups: Case study of HumanCentric Performance [click for info](#)

**Dec. 5** CONNECT Digital Life Venture Roundtable Application Deadline [click for info](#)

**Dec. 15** CONNECT FrameWorks Workshops present: Corporate Valuations [click for info](#)

**Feb. 16** CONNECT FrameWorks Workshops presents Final Social Media Series Focusing on Mobile Devices [click for info](#)

## INDUSTRY EVENTS

**Nov. 29-30** 2011 NASCAR Motorsports Marketing Forum, Las Vegas, NV [click for info](#)

**Dec. 9** Legal Compliance and Best Practice Audits: Presented by Cavnac % Associates [click for info](#)

**Dec. 18** World Snowboard Day [click for info](#)

**Jan. 2** 2012 Bridgestone NHL Winter Classic, Philadelphia, PA [click for info](#)

**Jan. 5-6** Agenda, Long Beach, CA [click for info](#)

**Jan. 19-22** Outdoor Retail Winter Market, Salt Lake City, UT [click for info](#)

**Jan. 21-22** National Baseball & Softball Expo (NBSE), San Diego Hall of Champions [click for info](#)

**Jan. 26-29** SIA Snow Show, Las Vegas, NV [click for info](#)

**Jan. 26-29** Winter X Games [click for info](#)

**Jan. 29** NHL All Star Game, Ottawa, ON [click for info](#)

**Feb. 5** NFL Super Bowl XLVI, Indianapolis, IN [click for info](#)

**Feb. 19-21** Triathlon America Conference, San Diego, CA [click for info](#)

**Mar. 17-24** Ultimate Boarder, various locations, CA [click for info](#)

**Mar. 21-22** 2012 IMG World Conference of Sports, Dana Point, CA [click for info](#)

**Mar. 22** 2012 Forty Under 40 awards, Dana Point, CA [click for info](#)

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