



NEWSLETTER



Wednesday, December 7, 2011

www.sdsportinnovators.org

SDSI WELCOMES NEW MEMBERS BNY MELLON, SPORTSFORCE AND STUDLEY

BNY Mellon

BNY Mellon is pleased to join SDSI. With a proud history of innovation starting with its founding by Alexander Hamilton in 1784 and continuing as the first bank to use computers, BNY Mellon today stands as the safest bank in the United States and the custodian of more than \$26 trillion in worldwide assets. Hired by the U.S. Department of the Treasury to serve as Administrator of the Troubled Asset Relief Program (TARP), BNY Mellon is among the world's leading asset managers, counting 80% of the Fortune 500 among its clients. At an individual level, BNY Mellon Wealth Management caters to entrepreneurs who have had or are planning a significant liquidity event, managing assets from \$2 million to more than \$2 billion out of its Southern California offices. With its status as the largest trustee in the United States and its robust trust administration business, BNY Mellon offers leading-edge modeling and guidance on current techniques in tax and estate planning for entrepreneurs and business owners. Visit www.bnymellon.com to learn more

SportsForce

Sports interests have exploded worldwide. There are over 100 million athletes, fans, coaches and sports parents in the U.S. alone (almost 2B worldwide). However there is no social network dedicated for sports. SportsForce is building a purpose driven social network and online community for sports athletes, fans, coaches, parents and teams. SportsForce allows you to create your sports profile, connect with other sports enthusiasts and follow your favorite athletes

and teams online. Started by former pro athletes SportsForce is inspired to help the world connect through the power of sports. CEO Andrew Beinbrink is a former professional baseball player turned 3x Internet entrepreneur. The Company has increased from 15,000 subscribers to over 30,000 in the last three months. Visit www.sportsforceonline.com to learn more.

Studley

Studley is the leading commercial real estate services firm specializing in tenant representation. Founded in 1954, Studley pioneered the conflict-free business model of representing only tenants in their commercial real estate transactions. Today, with 19 offices nationwide and an international presence through its London office and AOS Studley - a partnership with Paris-based AOS - Studley provides strategic real estate solutions to top-tier corporations, not-for-profit organizations and law firms. Information about Studley is available at www.studley.com.

SDSI partners on 'Get Launched' sports reality TV show

Tomorrow, at the San Diego Hall of Champions Sports Museum, SDSI and Get Launched Productions partner to film a pilot reel for proposed new sports reality TV show, Get Launched or Get Lost. The show designed as a "quick elevator pitch" competition that follows action sports and sport product companies through a series of grueling tests, will validate proof of concept and financial planning to viability in the marketplace. The unique premise starts with 25 companies who are put through their paces in front of our esteemed panel of judges including; Bill Walton, Executive Chairman of SDSI & NBA Hall of Famer; Tony Finn, father of the sport of wakeboarding and Founder of Liquid Force; and Rick Alden, Founder of Skullcandy. The judges will determine who "Gets Lost" and narrow it down to the final three contestants. A public vote will then determine which company will "Get Launched." The winner will receive up to \$1 million in investment funding to help launch their product. Stay tuned to the SDSI website and newsletter for updates as this program progresses.

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MEMBER NEWS

City National Bank unites with Barnes & Noble for multi-state holiday book drive

City National Bank continues to take part in the world's largest bookseller's annual Reading is the Way Up Holiday Book Drive and amongst the states heavily benefiting is California. Participants can purchase books at selected Barnes & Noble stores and donate them for the holiday program. City National Bank will match each book donated, up to \$50,000, through their Reading is the Way Up literacy program. The books will be distributed to schools in the area early next year. "The holidays are a great time to help those in need and with all of the budget issues facing our schools today, literacy and books are perhaps some of the greatest gifts we can give our children," said Carolyn Rodriguez, head of Reading is the Way Up at City National Bank. Read more [here](#).

Shaper Studios raises money (and mustaches) for Movember

The Shaper Studios crew grew out their mustaches and raised \$2,500 for Movember as they generated awareness and support for men's health. The Shop held a cabaret-themed party on November 18 to benefit the Movember charity, attended by more than 300 guests. Highlights included live burlesque performances by the lovely ladies of Keyhole Cabaret and Leanna May

and a set by the Matadores. Several raffle prizes were auctioned off from event sponsors, including giveaways from San Diego Creative Media, The People's Movement, EZIA Human Performance, Peligroso and PRIMO Beer. In addition, Brad Perry from KUSI News emceed the event. Shaper would like to send a BIG thank you to event sponsors including vitaminwater, Popchips, Sick Whatever, A-Z Limosines, Vestige Photography and ill communication PR. To view pictures from the Movember party here. [here](#).

SKLZ extends into gaming with SimStix

Already a leading competitor in athletic performance and sports skill development products, SKLZ looks to up your golf game on the Nintendo Wii®. The SKLZ SimStix is a true-feel club, enforced with an authentic golf grip and steel shaft for a surreal golfing experience. This in-home golf simulation experience offers real-time technical feedback that can carry over into the improvement of your game on the actual golf course! Vice President of Marketing, Greg Shorman comments, "It truly delivers the experience of high-end golf simulators, but without the heavy expense." Read more [here](#).

Skullcandy interview with Bloomberg

The company inspired by innovation within the action sports industry, Skullcandy's CEO and President Jeremy Andrus and Founder Rick Alden go in depth with Bloomberg during a video interview about the creation and continual success of the brand. Skullcandy has been able to differentiate itself by developing a product and a brand that is "credible" to consumers. Founder Rick Alden shares, "I think a lot of businesses are hindered by the fact that they have a founder entrepreneur at the head of the business...It's a different kind of company and honestly it needs a different skill set. I had always known that there should be some sort of a succession plan in place and honestly, those guys are better at running this business than I am." Andrus and others have now built a brand that recently went public and is in the pursuit of going global. See more and view the entire video interview [here](#).

Stance Socks Winter 2012 featured in *TransWorld Business's* The Line Break

Take a sneak peak at Stance's Winter 2012 line, developed around both form and function from the art collection to the premium collection. A few unique features of the snow specific winter collection include snowboard specific cushion placement, compression technology, ankle and arch elastic support, no slip heal grip and anatomically correct left and right toe closure. Check out the full preview at [TransWorld Business](#).

Take a tour of The People's Movement with *TransWorld Business*

Join *TransWorld Business* on a tour of The People's Movement EPA LEED-certified headquarters on Cedros Ave. and go behind the scenes with Mark Wystrach and CEO/Founder Kevin Flanagan to learn how they are spreading the MOVMT's mission to 'believe in what you wear and make sure it stands for something'. The People's Movement's first product The People's Shoe, initially inspired by the classic sneaker worn by the migrant workers in Shanghai, is made from organic cotton canvas, natural dyes and water based glues. The People's Movement partners with Bombastic Plastics out of Bali, to complete its brand story through packaging. Bombastic Plastics cleans the beaches of Bali of washed-up plastic bags which are then cleaned and stitched into re-usable bags for The People's Shoes. Each year, The People's Movement partners with an environmental effort to help promote its message. This year's effort, the Plastic Pollution Coalition is dedicated to educating the globe on the dangers of single used plastics and the toxic effects of plastics on the environment. Take the full tour at [TransWorld Business](#) and visit www.thepeoplesmovement.com.

KPMG's 'Astrus' corporate intelligence tool can help your company manage risk

KPMG's Web-enabled corporate intelligence tool, Astrus, can help companies like yours manage risk by generating background reports on organizations and individuals with whom you may do business. "Our Astrus intelligence tool can quickly provide on-line, cost-efficient, succinct summaries and raise red flags to help our clients avoid potential risks, including civil and even criminal liability down the road," states Richard H. Girgenti, a KPGM principle and national service line leader for Forensic. Read more [here](#).

Ludus Tours the go-to travel company for USA Track & Field fans

Have you ever dreamed of watching the formation of Track & Field Team USA? Ludus Tours, a travel company that focuses on major global sporting and cultural events, makes this a reality with 2012 Eugene Track Fan Packages. The package offers unique opportunities to attend the 2012 U.S. Team Trials this summer in Eugene OR, the USA Track & Field's (USATF) qualifier for the 2012 London Summer Games. "Ludus Tours was founded by former track athletes and this iconic track meet is what fueled our desire to start a company designed to help as many families, friends and fans as possible get to witness dreams turn into reality," said Adam Dailey, Managing Director of Ludus Tours. Read more about the 2012 Eugene Track Fan Packages [here](#).

After witnessing Team USA's formation watch them compete for the Gold. Ludus Tours and Flotrack have teamed up to create Flotrack Tours Packages to offer track and field fans the opportunity to attend the 2012 Summer Games in London, England, alongside the Flotrack staff and its network of track and field enthusiasts. Flotrack Tours packages will provide fans with exclusive access and events unparalleled to any other Games experience. Read more about the 2012 Flotrack Tours Summer Games Fan Package [here](#).

MENTOR SPOTLIGHT

Steve Mariucci– SDSI Springboard Entrepreneur-in-Resident (EIR)

Steve Mariucci has always had a passion for sports. He grew up playing football, basketball and baseball through high school in Omaha, Nebraska and completed his athletic career for Arizona State University's baseball team. After working for several companies in the commercial real estate sector, Steve was hired as President of Dial Equities, Inc. (later renamed DEI Communities), specializing in the acquisition, syndication and management of apartment properties from Nebraska to Texas. During Steve's tenure at Dial, the company raised over \$28 million and acquired over 2,800 apartment units. At Dial, Steve developed a broad range of entrepreneurial skills that enabled a seamless transition into the sports industry. In addition to owning and operating The Adscreen Group, a baseball/softball field product supply and distribution company, Steve was a consultant for Decker Sports and also worked with Lutz Software Solutions on the successful launch of Advantage.

After the sale of The Adscreen Group, Steve and his family relocated to the San Diego area in July, 2011. Steve has been serving SDSI as an EIR for the past three months. "The opportunity to help start-up companies in the sports space fine tune their business plan and investor presentation is very rewarding. Also, the quality of everyone involved with SDSI - staff, EIRs and Springboard company representatives - is very impressive. There is a unique, positive and very creative vibe present in all things SDSI." Steve currently acts as EIR for FRENDS and EZIA.

If you would like to learn more about mentoring opportunities with SDSI or any of its growth stage companies contact Renne Catalano at 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 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](#).

Need interns and new talent for your budding sports company?

Hire San Diego Career and Internship Fair is a "one-stop shopping" solution for hiring internship and full time professionals to your company. This joint MBA career fair is held Friday, February 24, 2012 for all Graduate Business Students at San Diego State University, University of California San Diego and University of San Diego. You will have access to 500+ business professionals seeking internships and full time opportunities. The MBA students represent a group of professionals with an average of 5 years work experience prior to enrolling in management programs. These talented students are seeking roles in Operations and Supply Chain, Finance, and Marketing. Details and registration [here](#) or contact Robin Darmon at rdarmon@ucsd.edu for more information.

***TransWorld SKATEboarding* turns 30; welcomes back Monica Campana**

Last week *TransWorld SKATEboarding* celebrated 30 years of skateboarding's most influential art, music and personalities. To kick off the 30th volume and special issue *TransWorld Media* held a release party *TransWorld* style decking out the skatepark in its Carlsbad HQ with prints, covers, old issues and collectible boards from the 30 most influential skaters of all time. *TransWorld* founder Larry Balma created an amazing memorabilia display to add to the exclusive pieces. Catch this exhibition as it travels around the world in 2012 and view event photos at [TransWorld Business](#).

After serving nearly a ten year stint with *TransWorld Media*, ending in 2005, Monica Campana is welcomed back as Publisher for *TransWorld SKATEboarding*. Following her prior tenure with *TransWorld*, Monica held the role as Publisher and Sales Director of *FOAM Magazine*. "Rejoining *TransWorld SKATEboarding* at its 30-year anniversary is both sublime and surreal," comments Monica. "It is with incredible excitement that I return to a title which is dedicated to excellence and progressivism within the skateboarding community. Read more [here](#)."

Burton launches burtongirls.com

Burton is giving its women a voice with the launch of burtongirls.com, the first online community dedicated to women and the snowboard lifestyle. "With burtongirls.com we wanted to create a forum where girls could discover fun, unique and diverse content around the lifestyle and culture of our sport," stated Donna Carpenter, President of Burton. The website features five content sections chosen to represent all of the facets of the Burton girl lifestyle; Snowboarding, Travel, Health & Beauty, Style & Culture and Après. Content for the site is contributed by more than 30 females broken into thoughtful groups; Burton team riders, Burtonistas, Insiders Voice, and girls who work in snowboard shops. Read the full press release at [TransWorld Business](#) and check out www.burtongirls.com.

INDUSTRY NEWS

Outdoor Retailer Winter Market grows - a result of ceased ASR?

Growing significantly from previous years, Outdoor Retailer (OR) Winter Market 2012 in Salt Lake City has 900 returning exhibitors with an additional 100 new exhibitors looking to contribute. The footprint for Winter Market has already surpassed last year's total of 351,251 net-sold square feet by more than 25,000 net-sold square feet - the most ever sold since the show's inception in 1989. Kelsey Smith of *TransWorld Business* covered a related story last month on the increase presence of action sports brands at OR. The discontinuation of ASR along with the increased crossover-innovation and sharing of markets in the Action Sports and

Outdoor industries could be contributing factors. Most recently, Burton and Billabong announce attendance at OR. Burton plans to make their OR debut at the 2012 Winter show, revealing their 2012/13 line with an emphasis on their technical and backcountry products called "The Family Tree." Read more at [SportsOneSource](#) and [TransWorld Business](#).

Tony Hawk looks to highlight action sports with live awards show

In effort to provide 'better connective tissue' to the action sports industry, skate legend Tony Hawk teams up with Marc Lucas at production house 12th Street Films and Peter Murray at William Morris Endeavor, to create an action sports TV and live event awards show for 2012. With the industry growing bigger than ever, others like Hawk believe that the \$12.1 billion in annual domestic retail sales this industry bring in can't be overlooked. "We're looking to coalesce the industry and celebrate the impact action sports has on culture, music, fashion and technology," Lucas said. Honors will be awarded in skateboarding, BMX, snowboarding, supercross, surfing and FMX, with fan voting determining most of the results. Alignment with ESPN's X Games or NBC's Dew Tour are prime potential time-slots. Read more at [SportsBusiness Journal](#).

S.L.A.T.E. expands alliance with BRA

Following the successful ties at the August 2011 S.L.A.T.E show, S.L.A.T.E. and the Board Retailers Association (BRA) have announced that their alliance will continue for the upcoming February 2012 show. Along with the alliance comes an expanded BRA resource center on the show floor in effort to provide educational resources and exclusive information. Additionally, the educational seminars will expand from a one to three-day series, covering topics including social search marketing, marketplace trends and elements driving retail traffic. In addition, S.L.A.T.E. and BRA for the second year will co-host an invite-only dinner honoring a key player in the action sports industry, an honor Dave Nash of Sun Diego Boardshops took home last season. Read more at [Shop-Eat-Surf](#).

SDSU Center for Surf Research hitting the ground running

Jess Ponting, a sustainable tourism professor, has recently founded the first-of-its-kind institute at San Diego State University with the aim of building a database and spreading awareness about what has evolved from a beach counterculture to a multibillion-dollar global industry, with both positive and negative impacts. Ponting was amazed to find how little research and critical analysis exists on the surf industry. Scholars like Ponting estimate surf fever has caught on in more than 100 countries, while the U.S. surf industry alone generates an estimated \$7 billion annually, according to Surf Industry Manufacturers Association. Today so many surfers are traveling the globe in pursuit of that perfect swell and there is a growing tide of philanthropy among surfers wanting to help the places they visit. The research center is working on developing a program that would certify surf hotels that ensure their operations do not pollute and that invest money back into the local communities where they are located. Read more [here](#).

PORTFOLIO COMPANIES

Surfing destinations made endless with RailGrabber by Linda Benson

Linda Benson, a five time US Champion, Surfing Walk of Fame and International Hall of Fame inductee, started surfing at 11 years old and bought her first surfboard at 5'2" and 105 pounds. Riding longboards more than twice her size and half her weight, it was only a matter of time before she introduced the RailGrabber - a UV resistant plastic hook with an easy grip handle designed so that anyone can carry a surfboard with ease to the waves. Despite her small size, Linda dominated women's competitive surfing for over 10 years. In 1959 she was the youngest contestant to ever enter the International Championship at Makaha where she was crowned champion. That same year Linda became the first woman to ride Waimea bay in Hawaii. Made by a champion for champions, the RailGrabber takes you and your board to your next surf destination. Visit www.railgrabber.com for a full list of local surf shops carrying the RailGrabber. Linda Benson was a 2010 Springboard client under the mentorship of EIR and surfing legend, Peter "PT" Townend.

Jam Cam graduates Springboard

JamCam LLC offers the only automated "camera to coach" solution for team sports digital video and coaching tools. JamCam successfully bridges the wide gap between poorly executed "parent cam" efforts and the much more expensive and infrequently available broadcast quality video. Multiple camera positions, overhead angles, telestrator and voice-over tools are incorporated that provide an engaging customer experience. JamCam buys and installs camera systems at local sports venues then uploads the action to the Internet. Players, coaches and parents pay for access to watch and review their team's performance. Two beta installations in ice hockey rinks are running as proof of concept. Further investment in technology is underway to add features and scale the platform. After establishing a foundation in ice hockey, other local indoor sports such as basketball, volleyball, and swimming will be pursued. JamCam was mentored by EIRs Robert Stein and Alex Robertson, and the graduation panel sponsor was Jones Day. Read more [here](#).

Active Network connects winter sport enthusiasts to resorts and parks with mobile apps

RTP, part of Active Network, launches the LiveInfo(TM) mobile application, allowing resorts, parks and attractions to provide guests with customizable information within the platform of iPhone and Android apps. Active Network, a Springboard graduate, says customers can now share photos and updates through social media more easily, as well as get up-to-the-second weather and information feeds. Chief technology, product and innovation officer at Active Network, Darko Dejanovic emphasizes "LiveInfo is just another example of how RTP and Active Network are continuing to redefine the way people participate in activities and events via mobile and it's just in time for skiers and boarders as they hit the powder this season." Read more [here](#).

GOTRibal introduces 'Shirts off Fun Run' in honor of returning troops

With the recent announcement that all American troops stationed in Iraq will be home before the end of 2011, GOTRibal, a 2010 Springboard graduate, looks to unite its community in honoring these men and women. On Dec. 11, 2011 supporters will create creative campaign T-Shirts and collectively run 2,011 miles for the troops' homecoming kicking off atop the USS Midway. Upon completing the run, participants will remove their campaign T-Shirts and join in a "Shirts Off" group photo. Tanya Maslach, Founder of GOTRibal, states "Our hope is to inspire our friends, family and entire communities to support the troops in this unique way, and that military families from across the U.S. will feel our support through this initiative."

If you can't make the official Shirts off Fun Run the \$10 registration fee can be donated to the USO [here](#). Read more about event details [here](#).

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. Full job description [here](#).

KLINT Snow looking for Independent Sales Reps

With territories available in Northern and Southern California and New England, KLINT Snow looks for sales representatives who have established relationships with local shops and key industry players, as well as experience building a game plan for brand development within their respective regions. To apply and view all requirements, visit Malakye.com.

CB Richard Ellis (CBRE) in search for paid Client Services/Marketing intern

Doug Works of CBRE, located in Carlsbad, CA, is looking for a part time client services/marketing intern. The intern should possess excellent Internet research skills, be

familiar with Excel, be resourceful and creative, have excellent written and verbal communication skills, use marketing knowledge, have interest in the apparel and action sports industry and be well organized. Candidates should be available four days a week, five hours a day. To apply and view all requirements, visit Malakye.com.

[Ludus Tours multiple employment opportunities](#)

[Malakye industry job round-up early December](#)

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

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

SDSI/CONNECT EVENTS

Dec. 9 CONNECT Most Innovative New Product (MIP) Awards - 24th Annual - SOLD OUT [click for info](#)

Dec. 12 CONNECT Digital Life Venture Roundtable application deadline [click for info](#)

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

Dec. 19 CONNECT FrameWorks Workshops present: Licensing Fundamentals for the Business Executive [click for info](#)

Dec. 27 CONNECT FrameWorks Workshops present: The ABCs of Accessing SBA Loans [click for info](#)

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

INDUSTRY EVENTS

Through Jan. 1 City National Bank Reading is the Way Up Holiday Book Drive [click for info](#)

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

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

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

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

Jan. 12-14 Surf Expo, Orlando, FL [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, Denver, CO [click for info](#)

Jan. 26-29 Winter X Games, Aspen, CO [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. 9 SIMA Image Awards, Anaheim, CA [click for info](#)

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

Feb. 24 Hire San Diego Career & Internship Fair, 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 40 2012 Forty Under 40 awards, Dana Point, CA [click for info](#)

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