



NEWSLETTER



Friday, January 13, 2012

www.sdsportinnovators.org

HAPPY NEW YEAR

SDSI WELCOMES NEW MEMBERS XBAND TECHNOLOGY CORPORATION AND SISU MOVEMENT

XBand Technology designs, develops and markets technology platforms and products that help athletes train and improve their game. They specialize in integrating electronic sensors with wireless technologies. The products measure, store and analyze various performance data and transmits it in real time to a smart phone, computer or a standalone display device. The XBand goal is to bring its problem solving expertise to tackle a wide range of challenges for athletes, whether they are a little leaguer, an avid cyclist or an accomplished collegiate athlete competing in individual or team sports. Essentially, XBand exists to help individuals have fun and excel in their athletic pursuits. XBand was founded in 2009 and is based in San Diego with a core engineering team experienced in consumer electronics, wireless systems and software development. Learn more at xbandsports.com.

SISU Movement is totally inspired by SD Sport Innovators led by the World's tallest dead-head Bill Walton. Particularly inspirational was the recent SDSI CEO Dream Team Luncheon at the Challenged Athlete's Foundation sponsored by Security Business Bank. Attending as Tony Finn's Security Guard, Shanty O'Donnell (father of The Dude Lebowski) had no preconceived notions. Of the event panelists it was good to see old friend JK hit the proverbial home run with Sanuk and SISU wishes the same for Flanny of The People's Movement.

"Californians" Todd Jacobs and Robert O'Donnell co-founded SISU recently with Swiss Art Center dream designer "AdS" to bring some West Coast inspiration to the venerable World of Swiss Watch making. SISU has been challenged by the size, weight, girth and boldness of the SISU Wrist Sculptures to fit the stature of a professional athlete to the weekend warrior who keeps relatively fit. See what you think. View the brochure [here](#) and visit sisumovement.com.

Event recap and survey: SDSI 2012 Kick-off Social

Thank you to everyone who attended our 2012 Kick-off Networking Social at Tidewater Tavern on Tuesday. More than 100 people were in attendance and many new partnerships formed. Event [photos](#) and [video](#) will be available soon to the SDSI website. Moving forward, our goal is to organize monthly networking socials in addition to our larger, quarterly networking events with exhibitors. Please take a few minutes to provide your feedback in the [survey](#) as it will help us as we continue to provide quality events for you.

If you have space you would like to showcase and are interested in hosting one of our monthly networking socials or other SDSI events, please contact Renne Catalano at rcatalano@connect.org. And don't forget to "Like" us on Facebook and "Follow" us on Twitter!

Upcoming CONNECT FrameWorks Workshops with relevant cross-over for your sports company

Successful Business Models for New Technologies Let's be honest there are a lot of sports companies with great technologies, but valid business models are not easy to develop. This workshop will teach you the essentials of how to design a successful business model for your technology innovation. Properly applied, the knowledge you gain from this workshop will help you reduce your capital needs, secure funding more easily, accelerate customer acquisition and growth, increase profitability and cashflow, and maximize the value potential of your new technology. Details for this Jan. 26 workshop [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? This half-day workshop will present the fundamental concepts of licensing. Details for this Feb. 2 workshop [here](#).

The Employee-Ownership Alternative: Building the Company You Want Entrepreneurs have choices about the kind of company they want to create. The VC route is well-known, but entrepreneurs should also be aware of the choices that employee ownership can provide. By sharing equity ownership with the rest of your team, you can gain critical advantages that help the company grow – and on your own terms. Details for this Feb. 9 event [here](#).

CLICK SECTIONS BELOW TO READ MORE:

[**BACK TO TOP**](#)

[**MEMBER NEWS**](#)

[**SDSI/CONNECT EVENTS**](#)

[**INDUSTRY EVENTS**](#)

[**PARTNER NEWS**](#)

[**INDUSTRY NEWS**](#)

[**JOBS/INTERNSHIPS**](#)

[**MENTOR SPOTLIGHT**](#)

MEMBER NEWS

AWM wave machine for surfing dogs makes a splash at 123rd Rose Parade

American Wave Machines (AWM) designed and engineered the 'Surf's Up!' wave machine float for the 2012 Tournament of Roses® Parade Float. Featuring surfing dogs, the 116 foot long beach/ocean-themed float carried more than 6,600 gallons of water and weighed in at over 100,000 pounds to break the Guinness record for the World's longest and heaviest float. Check out the video and learn more at americanwavemachines.com.

Boardworks Surf - finalist for the OIA Outdoor Inspiration Awards

Outdoor Industry Association (OIA) presents its second annual OIA Outdoor Inspiration Awards to recognize the programs, people and companies that are breaking new ground and getting people active outdoors. Boardworks Surf has been nominated as a winner and is one of three finalists of the Small Company category amongst nearly 250 nominations for the award. Hundreds of business and outdoor leaders will gather on the evening of Jan. 20 at Outdoor Retailer (OR) Winter Market in Salt Lake City to recognize the winners. Read more [here](#).

Brower joins Gunnar Optiks

Gunnar Optiks, a market leader in the \$24 billion Digital Performance Eyewear category, welcomed this month, SDSI Advisory Board member Michael Brower as CFO. Over 120 million Americans are affected by computer vision syndrome and Gunnar has created a technology to combat it. Based in Carlsbad, Gunnar Optiks has launched high performance eyewear products for heavy computer use, gaming, 3 D media, and outdoor digital uses. Gunnar's patent pending i-AMP lens technology is the result of intensive study and research on the human optical system and its interaction with digital devices at specific distances and in specific types of light. Previously Michael has worked with companies including Cleatskins, Triple 7 Group, Orange 21 (Spy eyewear) and Odyssey Golf.

SKLZ case study: An inside look at an online catalog makeover

Diversification is critical for all companies trying to separate themselves from the pack of competitors, and the Carlsbad based SKLZ has done just that. Since March, SKLZ has created videos for 83 of its products sold and has redesigned the company website to become a complete online training center for athletes. The website is accessible as a stand-alone service or through the website of mega-retailer Dick's Sporting Goods and DicksTrainingCenter.com. SKLZ opted to host its own site rather than integrating it into the Dick's sites to retain the flexibility to rapidly add new video content as it was developed. "Our content helps the athlete," says John Sarkisian, CEO of SKLZ. "We introduce video on how to use the product and how to train with it, because these days we all learn through video." Read more at [Entrepreneur](#).

Skullcandy's 'Service Dude' takes fan-sourcing to new heights

To avoid outsourcing and ensure quality customer service, Skullcandy looks to its local and core demographic of snowboarders, skateboarders and surfers to help with website customer service via online chat. Hourly wages and an incentive based point system draws those like Spencer Hirsch, a 25 year old surfer out of San Diego, to log in and chat with Skullcandy customers and answer their questions. For more information read [here](#).

SnowFab - your choice 2012 ski sponsor

According to *Yahoo! Sports* writer Killeen Gonzalez, it is good practice to submit one sponsorship proposal per month and to secure sponsors for amateur ski athletes and ski event planners. SnowFab, a premium ski hard-goods supplier out of San Diego, is a top sponsor choice for 2012. One of the many attractive benefits of signing with SnowFab is the number of established brands the company works with as it has the potential to increase your ski insider connections exponentially. Read full article [here](#) and learn more at [SnowFab.com](#).

Stance to exhibit in LAUNCH LA

LAUNCH LA, is the new premier trade show created to provide a select group of design-driven brands, influential buyers and media a needed alternative to the trade shows currently available on the West Coast. Stance, a niche sock brand targeting surfers, skaters and snowboarders is one of the first twenty brands to pass the rigorous screening to be selected to exhibit at the show. Applicants are screened by a panel of experts based on quality, design and originality in order to ensure the event includes the best possible product assortment from leading men's and women's contemporary fashion labels, footwear and accessories brands, lifestyle and action sports lines. LAUNCH LA will take place in Santa Monica on Jul. 25-26. Read the full list of exhibiting brands at [Shop-Eat-Surf](#).

100%. Adjust your vision

100% presents a new line of premium motocross goggles designed specifically for today's racer. Armed with an experienced team of designers and engineers, 100% has started with all new tooling and design practices resulting in a goggle purpose-built for motocross that even the most demanding racers will appreciate. The goggles debuted on Justin Brayton at the season opener on Jan. 7 in Anaheim. 100% is all about inspiring the new generation of riders, asking "How much effort do you give?" Read more [here](#).

Go behind the scenes with Shaper Studios

Join TransWorld Media for a behind the scenes tour of Shaper Studios and learn how accessible shaping surfboards really can be. Shaper Studios is San Diego first surfboard workshop offering unique experiences to surfers of all types to shape and design their own surfboards. The clean shaping bays, pro shaping tools, custom glassing and artwork options as well as private and group shaping lessons address the needs of first-timers to backyard shapers. "We can shape something crazy that you probably can't buy in a store and then you can do your own art work and make it one of a kind," says Chris Clark, Founder and CEO of Shaper Studios. Watch the

full video tour at [TransWorld Business](#).

Building green? Cavnac speaks to the grayness of liability

As the move towards sustainable buildings continues, both owners and contractors better understand the certification process for new green construction than they did even just a few years ago. However, for certain aspects of green building - like implementing innovations and selecting green products - uncertainty remains and therefore liability continues to be a difficult issue. "Negligence occurs when the standard of care is not met...But with green design, the standard of care is a moving target," explains Jeff Cavnac founder of Cavnac & Associates. "It's compounded by owners' expectations," he says. Ensure your green building expectations are clear read the full article [here](#).

KPMG elects Christopher L. Brown to partnership

Irvine-based KPMG, the U.S. audit, tax and advisory firm, elected Christopher L. Brown to the U.S. firm's partnership. Brown works with banks, mortgage banks, real estate entities and other finance companies that require audit, advisory or other financial services. Learn more about KPMG at www.kpmg.com

Does the fine print matter? Luce Forward says 'you betcha...'

Never underestimate the importance of the 'fine print' on all contracts. Cordon T. Baesel, Special Counsel at Luce, Forward, Hamilton & Scripps LLP, explains key concepts you should be familiar with when dealing with products supplied directly to retailers and through distributors, especially in the context of importing products made or sourced overseas. Read the full article [here](#).

PARTNER NEWS

SIMA Image Awards tickets on sale

The highly anticipated awards ceremony will take place Thursday, Feb. 9 at The Grove in Anaheim and will be hosted by surf industry personality Pat Parnell. "It was amazing to see the size of last year's crowd for the SIMA Image Awards push us to a bigger venue for 2012," says Doug Palladini, SIMA President and VP of Marketing for Vans. "Obviously, our industry has responded favorably to our decision to bring the awards stateside." Nominations include Stance for Breakthrough Brand of the Year, Surf Diva Boutique for Breakthrough Retailer of the Year and Women's Retailer of the Year and The FIX by Skullcandy for Accessory Product of the Year. Read full list of nominations and buy purchase tickets [here](#).

INDUSTRY NEWS

Agenda Long Beach - full success

The Agenda trade show debuted in Long Beach on Jan.5 and 6 proving to be Agenda's most successful show since inception in 2003. With more than 450 brands, 250,000 square feet of exhibition space, and record blowing attendance, Agenda Long Beach stands as the largest action sports and street culture trade show. "The show was amazing. We had record attendance, all of the exhibitors were ecstatic, so we are really happy," said Aaron Levant, President of Agenda. Read full Agenda recaps and view photos at [Shop-Eat-Surf](#) and [TransWorld Business](#).

SDSI cruised the Show with [VERB TV](#) and caught up with Deuce Brands, Sk8ology, The Wheat Group, Friends, The People's Movement and Stance. Video recap coming soon to the SDSI [website](#).

The Daily Transcript to recognize San Diego Tech Innovations - Submissions due Feb. 10

Do you have a sports technology product to share with the world? *The Daily Transcript* is looking for the next great tech story to come out of San Diego. Share your story and pitch editors on why you think your product is among the hottest or the coolest. Contend for a feature spot in a special report on Mar. 8 and a seat at an exclusive Executive Roudtable. Apply at SDDT.com/techinnovations.

SportsOneSource opens 2012 SGB 40 Under 40 Award nominations

Is one of your colleagues a rock-star sports business leader working in the sporting goods, action sports, outdoor, snow sports or bicycle industry? Nominations for SportsOneSource's fifth annual SGB 40 Under 40 Awards are now open through Feb. 29. Finalists will be honored in the May/June issue of SGB magazine. "The 40 Under 40 honoree list has become a who's who of industry managers, entrepreneurs and innovators that will lead this industry for the next 20 years," said James Hartford, CEO of The SportsOneSource Group. Nominate and read more [here](#).

ACG Cup tournament comes to San Diego

ACG Cup is a case study competition hosted by the regional chapters of the Association for Corporate Growth (ACG). In partnership with the local MBA schools, the San Diego Chapter is in its fourth year. Round One occurs in San Diego this month and will involve student teams from USD, SDSU and UCSD competing against each other. The format is for the teams to develop a financial solution for a fictional company and present in front of a panel of 3-4 judges of investment bankers and other finance professionals. A short informational video on the competition can be viewed at <http://vimeo.com/32093833>. For more details on how to attend one of these Round One competitions contact the ACG San Diego chapter at acgsd@acgsd.org.

PORTFOLIO COMPANIES

Erik Leines of Celtek talks trends in the snowboarding market

Past SDSI Capital Forum presenter Erik Leines of Celtek sits down with *TransWorld Business* to talk trends in the snowboarding market and Celtek's new technologies. With smart phones taking the market by storm, Celtek introduced TouchTec and X-Static technology to their line which allows their gloves to work on iPhones, Androids and any other touch screen devices. Leines discusses the importance of having technologically advanced, aesthetic and price sensitive products as the mass markets begin to discover the brand. Read full story at [TransWorld Business](#).

Active Network acquires global meeting management company

Fifty acquisitions deep since its founding in 1998, Active Network, the leader in event management for the sporting event industry, recently purchased StarCite for \$51 million in a combination cash and stock deal. Headquartered in Philadelphia, StarCite is an Internet-based global meeting management services. The new acquisition will be integrated into the Active Network's new Business Solutions division created to flourish the company's corporate event business. Read more at [Xconomy](#).

Malama Composites high performance green foam used in modern furniture line featured in Riviera

A new furniture design company, called Nomad Mobili, launched a modern furniture line last fall at Sacred Craft using soy based foam manufactured by Malama Composites. Malama is a Springboard graduate, winner of two CONNECT Venture Roundtables and a Deal Network presenter. Nomad Mobili tapped into the design prowess of high profile designers, surfboard shapers and architects and garnered early attention when it recently won the opportunity to be featured by Spain's Green Comm Racing Team throughout the America's Cup. Read more in [Riviera](#) and for more information on Nomad Mobili, click [here](#).

JOBS/INTERNSHIPS

SDSI website intern

Do you have at least one year of solid HTML experience and are looking for an opportunity to utilize them in real time? The SDSI website has been re-launched with partner Rogue Brands needs an intern with basic (1 year) HTML experience to help keep the site current. This is a great opportunity for someone with an interest in the sports and the action sports space to meet and get to know some of the top brands and companies in Southern California. Read full job description here and email your resume to SDSIadmin@connect.org.

SDSI newsletter intern

Are you interested in sports, have an interest in the Sports Community in Southern California and have mad writing skills? SDSI is looking for a sports savvy individual with great verbal and

written communications skill to help with the SDSI bi-weekly newsletter. This position will give the right volunteer experience in crafting articles about our members, the sports industry and events - not only in Southern California, but nationally. Read full job description here and email your resume to SDSIadmin@connect.org.
http://www.connect.org/sdsi/docs/102711_SDSI_Intern_job_description.pdf

Ludus Tours multiple employment opportunities [click for info](#)

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

SDSI/CONNECT EVENTS

Jan. 26 CONNECT FrameWorks Workshops present: Realizing Value from Innovation: Successful Business Models for New Technologies [click for info](#)

Feb. 2 CONNECT FrameWorks Workshops present: Licensing Fundamentals for the Business Executive [click for info](#)

Feb. 9 CONNECT FrameWorks Workshops present: The Employee - Ownership Alternative: Building the Company You Want [click for info](#)

Feb. 15 SDSI CEO Dream Team Luncheon: San Diego's Economic Future, sponsored by Security Business Bank - members only

Feb. 16 CONNECT FrameWorks Workshops present: Optimizing Websites, Social Media and Mobile Devices: Risk and Reward in the Wild West of Technology [click for info](#)

COMING LATE FEB SDSI Sports Business 101: The Importance of Branding, sponsored by Luce, Forward, Hamilton & Scripps LLP Forward - details and registration coming soon

INDUSTRY EVENTS

Now - Feb 22 SGB 40 Under 40 Awards Nominations open [click for info](#)

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

Jan. 18-20 Know?Show Trade Show [click for info](#)

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

Jan. 20 Cavnac & Associates presents: HR Practices That Streamline the HR Function and Grow the Bottom Line [click for info](#)

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

Jan. 25 Cavnac & Associates presents: Changing Regulations and Your Role as a 401(k) Sponsor [click for info](#)

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

Jan. 27-29 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 [click for info](#)

Feb. 16 The 14th Annual *TransWorld SKATEboarding* Awards

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

Feb. 24 Hire San Diego Career & Internship Fair [click for info](#)

Mar. 1 SIMA Boot Camp: Visual Merchandising and Retail marketing [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](#)

Mar. 28 SIMA Boot Camp: Event Planning and Management [click for info](#)

Apr. 25 SIMA Boot Camp: Product Innovation [click for info](#)

Sep. 25 SIMA Boot Camp: New Media [click for info](#)

[BACK TO TOP](#)

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