



NEWSLETTER



Friday, January 27, 2012

www.sdsportinnovators.org

SDSI WELCOMES NEW MEMBERS DEUCE BRAND AND BOOSTAMONTE MOUNTAINBOARDING AND RENEWING MEMBER KPMG

Deuce Brand® is a San Diego based company based on making products that help athletes look good and play good. Founded in 2009 and launched in 2010 with a goal to create functional lifestyle athletic gear with a focus on wrist wear. Deuce has taken one simple idea of creating a functional wrist band that can be worn from your board to the court. The staple products are two silicone sports watches: The Original and the G2. Deuce® Sport Watches are fashionable, light weight, water resistant and customizable. With the recent licensing partnership with the NBA and NCAA, you'll see the Deuce watch on the wrist of athletes across the globe. Deuce® is not in business to be a watch company, but in business to create one of the only companies around the world that can incorporate main stream sport with action sport. Deuce stays true to the Southern California lifestyle while representing the #2, but striving everyday to be #1. To learn more about Deuce, visit www.deucebrand.com or follow them on Twitter at twitter.com/deucebrand.

Boostamonte Mountainboarding started in 2010 with a mission to spread the word of owner Brad Beren's 13-year passion, mountainboarding. In its short existence as a new start-up company offering apparel, safety gear, boards and professional instruction, Boostamonte has already seen many benefits from the relationship with SDSI.

"SDSI has helped tremendously in shaping the foundation of my business through exposure and networking opportunities - and all before even becoming a member!" explains Brad. "In just this past year, SDSI introduced me to Craig Dawson of Sports Insurance Solutions who now provides our coverage. At another SDSI event, Science of Sports, I met the guys from Destroyer Equipment and we now resell their skateboard pads. We are excited about becoming a member of the SDSI organization and are truly grateful for the opportunity...thank you SDSI and especially Michael Brower."

To learn more about Boostamonte Mountainboarding, please visit www.learntoboost.com or Like them on [Facebook](#).

KPMG "At KPMG, we value community involvement and have thoroughly enjoyed our partnership with SDSI," says Dave Fredrickson, Venture Capital Lead Partner for KPMG San Diego. "I am pleased to announce our 2012 membership and we look forward to continuing this relationship for many years to come."

KPMG LLP's San Diego office includes approximately 200 experienced professionals, including 18 Audit, Tax and Advisory partners and managing directors who deliver services including international tax; federal, state and local tax services; audits of public and private companies, both domestically and internationally under International Financial Reporting Standards; mergers and acquisition services; internal audit services; IT risk management; corporate finance; and forensic services.

KPMG LLP's Venture Capital (VC) practice is committed to entrepreneurial companies recognizing each company is unique and has its own set of challenges. They offer a range of services that can be tailored to help companies with issues and challenges as they progress through the stages of the corporate life cycle.

KPMG's services are aligned with the interrelated needs of growing companies in their journey to become leaders in their industries. Each service draws on KPMG's knowledge, experience, networks and commitment to quality and can help deliver significant benefits to growing companies. Wherever you are on the growth curve, KPMG's VC practice can help prepare you for the opportunities as well as the obstacles that lie ahead. Learn more about KPMG [here](#).

SDSI hits AGENDA with VERB TV

The SDSI Team took a trip to the AGENDA trade show in Long Beach earlier this month to check out the latest and greatest in the action sports industry. AGENDA provides emerging action sports and lifestyle brands the publicity needed to gain credibility within the industry. Amongst the exhibiting companies were SDSI members Deuce Brand, Skullcandy, Stance, The People's Movement and The Wheat Group, as well as current SDSI Springboard participant Friends. SDSI and VERB TV cruised the floor to see how things were shaping up on day-one. John Wilson, SDSI Board Member and President and COO of Stance was a great ambassador in explaining how SDSI helps young and emerging brands,

"SDSI can tap them into a bunch of different resources. Some of these companies here are trying to figure out how they are going to raise capital and raise enough cash flow to get into the next season; SDSI can help them do that."

Check out the full video [here](#).

VERB is a full service action sports media company, reaching 2 Million homes on television in Southern California and everywhere online. To speak with VERB about covering your brand or business, please contact Dan Foote, dan@verbtv.com.

Bill Walton appears on ABC's Shark Tank as the Clean Bottle Mascot

"Champions ride clean. Losers, they ride dirty," states SDSI Executive Chairman Bill Walton during the first episode of ABC's series, Shark Tank. Dressed in a life-size Clean Bottle costume, Bill amazed the panel of judges with his commitment to the product, "I'm a fan, and I'm a user, and I'm a believer," said Walton. Clean Bottle, created by David Mayer, an Ironman triathlete and Stanford graduate, is the only water bottle in the world with a removable bottom to make cleaning easier. The Clean Bottle pitch and seven foot+ marketing strategy proved a success as Mark Cuban, one of Shark Tanks' investor judges, agreed to a \$60,000 deal to help fund the growth of the company. Read more [here](#) and watch the full Clean Bottle Shark Tank segment [here](#).

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

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 February 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 February 9 workshop [here](#).

Series on Social Media: Part 2 focusing on Mobile Devices Websites are becoming more interactive and mobile applications are impacting brand awareness and sales. How can you best utilize your mobile applications to improve your business and brand? What are best practices for integrating mobile, social, Internet and other channels of marketing and customer service or mobile workforce productivity? These questions and many more will be answered at this highly interactive presentation. Details for this February 16 workshop [here](#).

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MEMBER NEWS

Member Spotlight: The perfect marriage - Boostamonte Mountainboarding meets Sports Insurance Solutions

Tell a typical insurance company you're a mountainboarder looking for coverage, and you probably won't get a call back, much less a policy that fits your needs at a price you can afford. Hooked for years on the thrill of riding an over-sized skateboard down a slope, Brad Beren and a friend founded Boostamonte Mountainboarding. However insurance was a major obstacle as he turned his passion into a successful business. That all changed when Brad met Craig Dawson of Sports Insurance Solutions at the SDSI Marketing Panel in December 2010. Dawson has been insuring extreme sports athletes for several years, and more recently broadened his business to cover a larger sports audience. Now, a year later, Beren now has his insurance and is able to focus on growing his company. Read more [here](#).

Hydroflex featured in SDBJ for its innovative surfboards

Hydroflex Surfboards gets its innovative inspiration by looking to nature. By studying how plants retain their flexibility while withstanding outside pressure, founder Rouven "Bufo" Brauers experimented with more than 800 prototypes before perfecting and then patenting his innovative three-dimensional surfboard lamination process. The hard work resulted in an design award in 2005 that caught the attention of Volkswagen AG which opening up its Germany based engineering facility for Hydroflex's use. Most recently, Hydroflex won CONNECT's 2011 Most Innovative New Product (MIP) Awards in the Action and Sports Technologies category for the Hydroflex Supercharger. As reported in the *San Diego Business Journal*.

Kearl honored 2012 Director of the Year

SDSI Board Member, Jeff Kearl has been honored 2012 Director of the Year in the Early Stage Companies category by The Forum for Corporate Directors (FCD). Jeff is currently the CEO of Stance, Chairman of the Board of Skullcandy and serves on the board of Needle. The FCD's Annual Directors of the Year Awards, in its seventeenth year, is Orange County's premier business event acknowledging individuals who have, 'in the face of uncertain economic times, forged the path for new opportunities and continued successes'. On March 1 at the Ritz-Carlton, Laguna Niguel, Kearl and 5 others will be honored in their respective categories. Event information [here](#).

Liquid Force Kiteboarding signs Brian Smith

Liquid Force Kiteboarding is pleased to announce the arrival of their newest team rider, Brian Smith. Only kiting for five years, Liquid Force took notice when the Arlington, VA native took second place for overall-performance at the 2011 Triple S Invitational. Read more [here](#).

Lutus Tours offers travel packages for USA Water Polo Inc.

You can now root for USA's National Water Polo teams at international competitions by booking trips through Ludus Tours, the official travel and hospitality partner for USA Water Polo, - the national governing body for the sport of water polo. Lutus Tours has released tour packages for

USA Water Polo members, families and supporters that include exclusive accommodations and hospitality for a one-of-a-kind experience. A portion of all package sales will go to USA Water Polo to help support the efforts of our Olympic athletes. Read more [here](#).

Seasick Marketing launches new site and *Sick Magazine*

Seasick Marketing, a sports marketing company focused on event management, event development and sponsorship activation, announced the launch of their new website featuring its own online publication. *Sick Magazine* is dedicated to the industries they represent, their clients and the Seasick brands itself. Seasick is open to feedback on their first quarterly issue and ideas for future issues. Visit their new website and magazine [here](#).

Shaper Studios launches free Shaping Demo Wednesdays with Marko Foam

'Every Surfer should be a Shaper' says Shaper Studios and their Shaping Demo sessions on Wednesdays are another great opportunity to try your hand at the art. Attendees will learn how to use the tools and help shape a surf board using blanks donated by Marko Foam. Demo Wednesdays begin Feb. 1 and runs for the full month. Space is limited so register early by calling 925-25-SHAPE. Event details [here](#).

The People's Movement turns heads at AGENDA debut

Debuting its fall and spring collections at its first trade show, The People's Movement impressed buyers at AGENDA Long Beach with 18 styles and colors for February and June delivery. The new eco-friendly footwear brand whose first product, The People's Shoe, is modeled after shoes worn by Chinese workers, and uses plastic washed-up on the beaches of Bali as a design and packaging element. The aesthetics did not stop at the shoes; the companies booth constructed out of cardboard contributed to a Show highlight. Sun Diego Boardshops President and SDSI Advisory Board Member Dave Nash promised The People's Movement a build-out at Sun Diego's UTC store resembling the cardboard-constructed booth at AGENDA.

"The shoe world in our industry has certainly changed over the last 3-4 years and it's brought some new opportunities including The People's Movement," says Nash.

The People's Movement was a 2011 SDSI Angel Event presenter and Kevin Falanagan gives SDSI credit for strategic advice and funding contributing to the company's launch. Read more at [Shop-Eat-Surf](#).

Wasserman Media Group launches Network A

Wasserman Media Group and Bedrocket Media Ventures announced the exclusive preview of Network A, a YouTube exclusive network featuring some of the best athletes and filmmakers from around the world presenting a unique collection of new and original shows. One of the features differentiating Network A is its programming strategy that recognizes the individual characteristics of the different verticals it serves: Skate, Snow, Ski, Surf, BMX, Moto and Rally.

"We have the ability, right here and right now to instantaneously deliver premium action sports content to fans around the world. The best part is we have assembled what is the most definitive expert team in the industry to produce, curate and deliver all-star talent and filmmaking in a way that ups our commitment to action sports and brings to life the excitement that was once only available live," said SDSI Board Member Steve Astephen, President of Action Sports and Lifestyle at Wasserman Media Group. Read more [here](#).

PARTNER NEWS

Surf Summit 15 - Save the Date, May 16-19

Surf Industry Manufacturers Association (SIMA) joins forces with the Board Retailers Association (BRA) to co-Surf Summit 15, in effort to truly encompass the entire surf industry. Each year the industry's annual conference, held in Cabo San Lucas, Mexico, brings seminars and present that help strengthen business and provide platforms to learn, share ideas, network and help shape the future of the surf industry. The event hosts CEOs, Presidents, VPs of marketing and sales, as well as retailers and others from the broad spectrum of SIMA members, BRA members and surf industry companies. Read more [here](#).

TransWorld SKATEboarding Awards nominees announced

TransWorld SKATEboarding, the world's largest skateboarding media outlet, announces the nominees for the 14th Annual TransWorld SKATEboarding Awards presented by New Era. The

winners will be announced during the premiere live event on February 16, 2012 in Hollywood. Awards will be presented to professional skateboarders in the following categories: Best Rookie, Best Street Skater, Best Transition Skater, Best Team, Best Video, Best Video Part, TWS Legend Award and the Eric Stricker Memorial Award. TransWorld SKATEboarding will also host its world premiere of its 24th video, The Cinematographer Project. Read more at [TransWorld SKATEboarding](#).

INDUSTRY NEWS

Wal-Mart launches contest to find best new product - applications close Feb. 22

For the first time, the world's largest retailer is removing barriers and giving any U.S. small business, entrepreneur or individual inventor a shot at winning a spot on its store shelves nationwide and virtual shelf space through Walmart.com. The "American Idol" like contest is called "Get on the Shelf." The public will vote online for the top three finalists whose products will be sold on Walmart.com. The top winner will automatically get shelf space in select Wal-Mart stores around the country. Submit your product at www.GetOnTheShelf.com and read the full story [here](#).

Shop-Eat-Surf's most interesting findings at Surf Expo

Missed Surf Expo? No problem. *Shop-Eat-Surf* wrapped up the Expo with a list of the top 11 most interesting findings over the course of their show travels. In addition to interesting booths, concepts and standout products including Vans iPhone case and NBA and NFL boardshorts by Quiksilver, several themes emerged. To name a few, the Stand Up Paddleboard (SUP) market continues to grow, alternative skateboard shapes and materials are emerging, and sustainable products and social responsibility are becoming mainstream. Read the full list and view photos at *Shop-Eat-Surf*.

<http://www.shop-eat-surf.com/news-item/3477/surf-expo-the-list/>

SDSU's Center for Surf Research and Groundswell Society's present 10th annual conference

The growing trend of giving back to the sport of surfing is the theme this year at the 10th Annual Surfing Arts Science and Issues Conference on February 10-11, at San Diego State University. The conference will include presentations from leading surf companies, professional surfers, film makers, and non-profit organizations on the growing trend of giving back. Registration event details [here](#).

Award winning surf documentary Splinters, screens one night in San Diego

Splinters, which charts the course of how one surfboard left in Papua New Guinea in the 1980s affected a culture, will screen for one night only at Bird's Surf Shed, a local, independent surf shop. The film took home Best Documentary wins at the 2011 Surfer Poll Awards in Oahu, the 2011 London Surf Film Festival and the 2011 Hawaii International Film Festival. All ages show. Open bar. Tickets and details [here](#).

Tony Hawk launches YouTube RIDE Channel

Tony Hawk has teamed up with YouTube to release RIDE, a 24-hour channel dedicated to skateboarding and the lifestyle surrounding the sport. With an arsenal of 22 shows, RIDE will be rolling January 17 through July of this year. With everything ranging from tips for tricks, interviews with industry inspired personnel and even a show that will pay one for their submitted videos of tricks, RIDE touches all aspects the sport of skateboarding has to offer. Check out the trailer and more at [TransWorld Business](#).

Support BE WiSE program

The future of innovation in the sports industry and Southern California will fall in the hands of our youth, and it is our responsibility to prepare them with programs like BE WiSE (Better Education for Women in Science and Engineering), a program of the San Diego Science Alliance (SDSA). BE WiSE is a program for girls in grades 7 through 12 throughout San Diego County that encourages and enhances their interest in STEM (science, technology, engineering and math) through after school and Saturday workshops and longer term summer academy programs like Get SSET (Sport Science, Engineering and Technology). Read more [here](#).

PORTFOLIO COMPANIES

Latest exercise equipment includes ElliptiGO

A 2009 Springboard graduate, ElliptiGO recently received air time on News Channel 9 in El Paso for its ElliptiGO exercise machine that is making an impact in the world of fitness. "It's like a regular bike without the seat. You can ride it outside and...you'll start to see these a lot," said Valverde, a sales representative at Fitness Superstore. The ElliptiGO provides a great lower body and cardio workout without the impact of running. Watch the video and read more [here](#).

Rail Grabber goes global with *Blue* magazine

SDSI Springboard participant, Rail Grabber is making its mark in Japan. This homegrown, grass roots product is designed by surf legend Linda Benson, and was created to increase the ease of carrying your surfboard. *Blue*, Japan's leading surf and lifestyle magazine has taking a liking to Rail Grabber and has featured the product in recent publication No. 33. You may not see *Blue* at your local newsstand, but if you travel to Japan be sure to pick it up. Check out the Rail Grabber in *Blue* [here](#) and learn more about Rail Grabber at railgrabber.com

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 you 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 savy 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.

San Diego Hall of Champions - part-time Admissions Representative

The Hall of Champions is looking to immediately hire a part-time Admissions Representative to work its front desk on weekends and holidays. The Admissions Representative works with the Facilities and Events Departments on guest services, public notices, museum admission, event and maintenance schedules and office projects to ensure the Hall of Champions is upholding company standards. Full job details [here](#) and send resume to admissions@sdhoc.com.

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

Malakye industry job round-up late January [click for info](#)

SDSI/CONNECT EVENTS

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: The Economic Future of the Sports Industry, sponsored by Security Business Bank - members only

Feb. 16 CONNECT FrameWorks Workshops present: Series on Social Media Part 2 - focusing on Mobile Devices [click for info](#)

Feb 28 SDSI Chalk Talk: The Importance of Branding, sponsored by Luce, Forward,

INDUSTRY EVENTS

- Now - Feb 22** SGB 40 Under 40 Awards Nominations open [click for info](#)
- Jan. 26-29** SIA Snow Show, Denver, CO [click for info](#)
- Jan. 27-29** Winter X Games, Aspen, CO [click for info](#)
- Jan. 27** *TransWorld SNOWboarding* 13th Annual Rider's Poll Awards [click for info](#)
- Jan. 29** NHL All Star Game, Ottawa, ON [click for info](#)
- Feb. 1** Shaper Studios Free Shaping Demo Wednesdays w/ Marko Foam [click for info](#)
- Feb. 5** NFL Super Bowl XLVI, Indianapolis, IN [click for info](#)
- Fed. 5** VAVi Typhoon Saloon Super Party [click for info](#)
- Feb. 8** Shaper Studios Free Shaping Demo Wednesdays w/ Marko Foam [click for info](#)
- Feb. 9** SIMA Image Awards [click for info](#)
- Feb. 11** Splinters San Diego premier at Bird's Surf Shed [click for info](#)
- Feb. 11** The Groundswell Society & The SDSU Center for Surf Research Present: The 10th Annual Surfing Arts Science and Issues Conference [click for info](#)
- Feb. 15** Shaper Studios Free Shaping Demo Wednesdays w/ Marko Foam [click for info](#)
- Feb. 16** The 14th Annual *TransWorld SKATEboarding* Awards [click here for info](#)
- Feb. 19-21** Triathlon America Conference [click for info](#)
- Feb. 22** Shaper Studios Free Shaping Demo Wednesdays w/ Marko Foam [click for info](#)
- Feb. 24** Hire San Diego Career & Internship Fair [click for info](#)
- Feb. 29** Shaper Studios Free Shaping Demo Wednesdays w/ Marko Foam [click for info](#)
- Mar. 1** SIMA Boot Camp: Visual Merchandising and Retail marketing [click for info](#)
- Mar. 1** FCD 17th Annual Director of the Year Awards [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](#)
- May 16-19** Surf Summit 15 presented by SIMA and BRA [click for info](#)
- Sep. 25** SIMA Boot Camp: New Media [click for info](#)

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