



INFORMATION KIT



SIMA

**SURF
INDUSTRY
MANUFACTURERS
ASSOCIATION**

ABOUT SIMA

MISSION STATEMENT

The Surf Industry Manufacturers Association (SIMA) is the trade association of competing surf industry product suppliers working together to magnify their power for the development of the surf industry by:

- Promoting awareness and participation in the sport of surfing, which will result in increased sales of members' products
- Endorsing industry trade shows to assist members in bringing their products to market
- Providing programs, services and information that will assist members in improving their business operations
- Supporting oceanic environmental efforts through the SIMA Environmental Fund to ensure future growth of the sport and understanding of environmental activism
- Recognizing and being oriented and responsive to members' and constituents' needs

OVERVIEW

Founded in 1989, SIMA represents the interests of America's surf industry and is designed to help you grow your business, save you money and help your company operate more efficiently. SIMA members include manufacturers and distributors of surfboards, surf apparel (swimwear, sportswear, boardwear, etc.), wetsuits, bodyboards, eyewear, footwear, accessories and other products used by beach and board sports consumers as well as magazines, exhibit companies, video companies and surf industry vendors such as banks and insurance companies.

Your investment in SIMA membership will help you:

• REDUCE YOUR OPERATING COSTS

Take advantage of SIMA's business service programs. SIMA offers members significant savings on services such as FedEx shipping as well as office products, trade show and less-than-truckload shipping, credit management, retirement plans, risk management programs, research and business-to-business services.

• ENHANCE YOUR BUSINESS OPERATIONS

Utilize exclusive programs, services and information offered by SIMA. Take advantage of discounted and comprehensive industry research and reports, member-only mailing lists, industry advisories and important seminars.

• BRING YOUR PRODUCTS TO MARKET

Exhibit at the industry trade shows endorsed by SIMA that have been evaluated and recognized as most effective for members' business needs.

• INTERACT WITH OTHER INDUSTRY LEADERS

Membership in SIMA will provide you with opportunities to interface with and learn from the industry's leaders, decision-makers and top talents.

• GROW YOUR INDUSTRY

Your membership supports SIMA's research and public relations programs which serve to provide beneficial data to the surf industry, as well as an increased awareness and understanding of the surf industry through press releases and media relations to consumer, trade and business-to-business surf and mainstream media.

• GROW YOUR SPORT

Your membership helps promote awareness and participation in the sport of surfing, specifically through SIMA's support of Surfing America.

You will also receive first access to:

- SIMA's industry research and statistics
- SIMA *Sessions* newsletter
- Educational Programming (Surf Summit, Business Boot Camp)
- Waterman's Weekend
- Liquid Nation Ball
- SIMA Image Awards entries and voting

To learn more, visit www.sima.com today or contact SIMA membership director, Travis Wilkerson, at travis@sima.com or 949.366.1164 x3.

MEMBER BENEFITS

The SIMA member benefits program is an easy and effective way for SIMA members to save a significant amount of money, streamline their business, and increase overall productivity. From shipping to telecommunications, the SIMA member benefits program has you covered.

- **AnswerPay/Heartland Payment Systems:** As an independent sales organization for Heartland Payment Systems, AnswerPay has teamed up with SIMA to offer members savings and efficiencies in credit card processing and merchant services. AnswerPay can help you expand revenue while reducing costs by offering special processing rates, the highest-quality services and broadest functionality at unprecedented scale and operating efficiencies to traditional and Internet businesses.
- **Board-Trac:** Members receive a 12% discount on syndicated, custom and proprietary research.
- **Enterprise Car Rentals:** Offers a discount on all car rentals to SIMA members through the Enterprise Entertainment Division. By using the SIMA code and logging onto Enterprise.com, SIMA members can save on all their car rental needs.
- **FedEx® Program:** SIMA has formed an alliance with FedEx to help you reduce your shipping costs. Members can save up to 26% on FedEx Express, 18% on FedEx International and 21% on FedEx Ground.
- **GES:** Offers a special "Super Saver" package to SIMA members who exhibit at ASR and Surf Expo. Order a minimum of six hours of GES labor and receive 10% off labor charges (applies to straight time only). Plus, receive 300 lbs. of free drayage!
- **Influence Technologies:** Automates promotional product distribution programs online and provides your sales & marketing staff with the tools to better serve employee, team and VIP customers, with less time, effort and expense. Influence also hosts the BroForm.com marketplace. SIMA members get half off their first program setup, a \$50-\$400 value.
- **Moss Adams:** Accounting and business consulting firm, Moss Adams offers SIMA members a free one-hour consultation on accounting, taxes or financial planning.
- **Penny-Wise Office Products:** Offers SIMA members up to an 80% discount off list price on over 20,000 name-brand office products with FREE overnight delivery. Members receive a members-only catalog and a special access code and can order by fax, phone, mail or online.
- **Surf-Tel Connect:** Offers advanced business telephony platforms including installation, equipment, service and support. SIMA members receive a 10% discount off normal offered rates for phone service and a 17% discount on time and labor, including all installations, cabling, computer repair and networking; both discounts are for the life of the account.
- **TradeCard:** Online transaction management and financial settlement service that greatly reduces the inefficiencies and uncertainties found in traditional domestic and cross-border transaction processes and could save you up to 1% of top-line revenue. Annual membership dues and implementation costs waived for SIMA members and their trading partners.
- **Tradeshaw Trish:** Offers a discount to all members on tradeshow shipping logistics for tradeshow booths, as well as assistance in storage.
- **Waxie Green Partner Support (GPS):** Is a program developed by WAXIE with a comprehensive approach to assist SIMA members in selecting products and processes to clean green. GPS promotes safer and healthier work environments, reduces environmental impacts, and increases workplace wellness and productivity.

For information on how to enroll in the benefits programs offered, please contact SIMA membership director, Travis Wilkerson, at travis@sima.com or 949.366.1164 x3.

TRADE SHOW PARTNERS

In addition to offering business services and discounts to its members, SIMA endorses the two industry trade shows that support the surf industry and serve to grow the businesses of those in it.

ASR Trade Expo: SIMA supports and encourages the industry to exhibit at the annual January and September ASR trade shows held in San Diego, Calif. SIMA also endorses the ASR Holiday Show in Orange County, Calif.

Surf Expo: SIMA supports and encourages the industry to exhibit at the annual January and September Surf Expo trade shows held in Orlando, Fla.

JOIN

MEMBERSHIP CATEGORIES & DUES STRUCTURE

REGULAR MEMBERS:

WHO QUALIFIES: Manufacturers of accessories, apparel, eyewear, footwear, wetsuits

ANNUAL DUES: Based on your company's annual revenue. See application for more details.

CRITERIA:

- Must manufacture or distribute goods for resale in at least 25 individually-owned surf shops, defined as a shop that carries at least five nationally distributed and/or recognized surf brands and/or surf hardgoods (wetsuits or surfboards), at the time of application;
- Must have been in business for at least one year;
- Annual revenues must exceed \$200,000;
- Must have an office within the United States of America and file a U.S. business tax return;
- Must exhibit at two national and/or regional surf industry-focused trade shows each year.

BOARD BUILDER MEMBERS:

WHO QUALIFIES: Shapers, glassers, bodyboard manufacturers

ANNUAL DUES: All Board Builder members, \$250. See application for more details.

CRITERIA*:

- Must manufacture or distribute surfboards for resale in a surf shop(s);
- Must have been in business for at least one year;
- Must have an office within the United States of America and file a U.S. business tax return.

**The Membership Committee and SIMA Board of Directors may choose to waive one or more of the criteria for a Board Builder applicant dependent upon the applicant's number of years in the industry, reputation and standing within the surfboard building community.*

ASSOCIATE MEMBERS:

WHO QUALIFIES: Surf industry advertising/PR agencies, book publishers/companies, exhibit companies, publications/magazines, research companies, video/production companies and web site/online services

ANNUAL DUES: Based on your company's annual revenue. See application for more details.

CRITERIA:

- Must do business with at least three nationally distributed and/or recognized surf brands.

MEMBER DONORS:

WHO QUALIFIES: Banks/financial institutions, insurance companies, printers, raw materials suppliers, screen printers

ANNUAL DUES: All Member Donors, \$2,000.

CRITERIA:

- Must do business with at least one nationally distributed and/or recognized surf brand.

NOTE: All applications must be approved by the Board of Directors to ensure all membership criteria are met before membership becomes official.

EDUCATIONAL PROGRAMMING & RESEARCH

Trade associations by definition are designed to provide educational programs and market research in order to prepare its members to grow their businesses and contribute to the overall growth and health of the industry. As the working trade association for surf manufacturers, SIMA works diligently to solidify its role as the provider of valuable education platforms for the surf industry.

SIMA SURF SUMMIT

Each year, questions and other important issues facing the surf industry are addressed at the surf industry's annual conference: SIMA Surf Summit in Cabo San Lucas, Mexico. The goal of the four-day, three-night Surf Summit is to learn, share ideas, network and help shape the future of the surf industry.

SIMA Surf Summit attracts more than 400 attendees consisting of the key players from the main surf brands each year. Attendees include CEOs, presidents, VP's of marketing and sales, etc. from a broad spectrum of SIMA member and surf industry companies.

As Surf Summit is the surf industry's premiere – and only – surf-exclusive seminar series, guests primarily attend Surf Summit to learn from and be inspired by speakers who are business leaders and experts in their fields. Previous speakers have included: Robert F. Kennedy, Jr.; Guy Kawasaki, former Apple Computers brand evangelist; Ken Schmidt, former director of communications for Harley-Davidson; Yvon Chouinard, environmentalist and founder of Patagonia, Inc.; Tony Hawk, skate legend and entrepreneur; Eddie Brown, Nike sports marketing; John Moore, former Starbucks marketing guru; and Gonzalo Perez, MTV Networks youth market researcher.

While attendees get down to business in the seminars, the atmosphere of Surf Summit still reflects the surf lifestyle. The week is casual and relaxed. In addition to the seminars, attendees enjoy Cabo's warm water and good waves with their industry comrades. No suits and ties allowed!

SIMA BOOT CAMPS

What Surf Summit is to Cabo, SIMA Boot Camps are to Orange County. Bring your crew for a day of down-and-dirty, targeted sessions at SIMA's ongoing seminar series.

The goal of Boot Camp is to allow SIMA members to benefit from intimate seminars on an ongoing basis that aim to provide valuable tips and tools to help your company improve a variety of daily business operations. Seminars target one specific topic over the course of a few hours and are held in various locations throughout southern California. Seminar topics change from Boot Camp to Boot Camp with the goal of reaching a variety of employees and departments within SIMA member companies. SIMA Boot Camp is for everyone at your company. We encourage you to bring all levels of employees from any department who would benefit from the educational seminars and industry networking time!

RETAIL DISTRIBUTION STUDIES

Every two years, SIMA conducts the surf industry's Retail Distribution Study. The SIMA Retail Distribution Studies contain the most current and relevant information that will help you to better understand the current retail landscape and monitor retail sales trends in the surf and skate industry. The reports include overall surf and skate industry data and statistics covering areas such as dollar size of the markets, regional and channel differences and comparative sales trends. The data has proven to be of enormous use to all members, from board builders to the largest international apparel companies alike. SIMA members receive these reports free of charge.

SIMA ENVIRONMENTAL FUND

The SIMA Environmental Fund was created to serve as the environmental arm of the Surf Industry Manufacturers Association by raising funds from the public through fundraisers and solicitations. The SIMA Environmental Fund uses such funds to promote ecological and environmental organizations whose efforts are focused on enhancing the oceanic environment.

As a 501(c)(3) charitable non-profit foundation, the SIMA Environmental Fund operates through a grant-making program. Tax-exempt environmental groups and organizations wishing to receive funding from the Environmental Fund must submit and have approved by the SIMA Environmental Fund Board of Directors a grant request form that details the group's plans for the requested funds. Since its creation in 1989, more than \$4 million in grants have been awarded to various environmental groups through the SIMA Environmental Fund.

WATERMAN'S WEEKEND

The annual Waterman's Weekend has served as the main fundraising source for the SIMA Environmental Fund since its inception. Waterman's Weekend is a two-day fundraising event held each August that exclusively benefits the SIMA Environmental Fund grant recipients based on their dedication to preserving and protecting the world's oceans, beaches and waves. The event begins with the Waterman's Classic Golf Tournament, featuring a lively day on the links, a surf contest, and live and silent auctions. The Waterman's Ball and Auction reigns as the main event, which not only allows the surf industry and friends of the environment to raise money for important oceanic causes, but also honor and celebrate those making significant contributions in the industry with the prestigious annual Waterman of the Year, Environmentalist of the Year, and Lifetime Achievement awards.

Since its creation in 1989, the SIMA Environmental Fund has raised more than \$4 million for non-profit organizations dedicated to preserving and protecting the world's oceans, beaches and waves.

SIMA HUMANITARIAN FUND

Established in 2006, the SIMA Humanitarian Fund was created to serve as the humanitarian arm of the Surf Industry Manufacturers Association by raising money from the public through fundraisers and solicitations. The SIMA Humanitarian Fund uses such funds to promote and support surf or boardsport related social and humanitarian non-profit organizations whose efforts are focused on improving the quality of life, health and/or welfare of people.

As a 501(c)(3) charitable non-profit foundation, the SIMA Humanitarian Fund operates through a grant-making program. Tax-exempt humanitarian groups and organizations wishing to receive funding from the Humanitarian Fund must submit and have approved by the SIMA Humanitarian Fund Board of Directors a grant request form that details the group's plans for the requested funds.

LIQUID NATION BALL

The annual Liquid Nation Ball serves as the main fundraising source for the SIMA Humanitarian Fund and has become one of the surf industry's can't miss events. Each September surf industry legends, surf stars, and La Jolla VIPs gather for an amazing night of dancing, live music, great food, open bar, and a short live auction of a unique collection of one-of-a-kind items to exclusively benefit the surf-related humanitarian organizations selected by the SIMA Humanitarian Fund Board of Directors.

Established in 2006, the SIMA Humanitarian Fund serves to promote and support surf or boardsport related humanitarian non-profit organizations whose efforts are focused on improving the quality of life, health and/or welfare of people through surfing.

SIMA IMAGE AWARDS

Established in 2003, the SIMA Image Awards is the only awards program that gives SIMA members and surf specialty retailers the opportunity to recognize fellow surf industry companies for their outstanding contributions to the surf industry.

The goal of the SIMA Image Awards is to identify the surf industry's most influential companies and recognize them for their efforts to advance and grow the industry over the past year. The SIMA Image Awards ceremony is held each May during Surf Summit.

All paid SIMA members are eligible to submit entries and vote in all categories, including:

PRODUCT CATEGORY

Accessory Product of the Year
Footwear Product of the Year
Surfboard of the Year
Wetsuit of the Year
Environmental Product of the Year

MEN'S CATEGORY

Men's Marketing Campaign of the Year
Men's Apparel Brand of the Year
Men's Boardshort of the Year
Men's Retailer of the Year

WOMEN'S CATEGORY

Women's Marketing Campaign of the Year
Women's Apparel Brand of the Year
Women's Swim Brand of the Year
Women's Retailer of the Year

OVERALL CATEGORY

Breakthrough Brand of the Year
Breakthrough Retailer of the Year

Visit www.simaimageawards.com for more information.

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The day-to-day operations of SIMA are run by a full-time staff. SIMA staff can be reached at 949.366.1164 or via email at info1@sima.com

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