



## Surf Industry Manufacturers Association Frequently Asked Questions

Question	Answer
<p><b>What is SIMA?</b></p>	<p>The Surf Industry Manufacturers Association (SIMA), founded in 1989, represents the interests of America’s surf industry.</p> <p>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.</p> <p>The SIMA Board is comprised of representatives from SIMA member companies and consists of four executive officers, nine directors, eight senior advisory members, and sixteen advisory members. For more information on the Board of Directors please visit the “About SIMA” page on <a href="http://www.SIMA.com">www.SIMA.com</a>.</p>
<p><b>Does SIMA run a trade show?</b></p>	<p>No, SIMA does not run a trade show. However, SIMA exclusively endorses and is business partners with ASR (<a href="http://asrbiz.com">asrbiz.com</a>) and Surf Expo (<a href="http://surfexpo.com">surfexpo.com</a>).</p> <p>ASR and Surf Expo handle all registration and media credentials directly.</p>
<p><b>What kind of facts does the SIMA Retail Distribution Study show?</b></p>	<p>The SIMA Retail Distribution Studies establish the size of the surf and skate retail industry for the given retail season and provide detailed retail sales information on major categories of surf and skate product, covering areas such as regional and channel differences, brand penetration and category sales volume.</p> <p>The results cannot be correlated to market share or sales figures, only brand penetration and distribution. The 2004, 2006 and 2008 studies show total dollar sales of the industry overall and by product category; the 2008 study will also show units sold.</p> <p>The SIMA Retail Distribution Studies do not track surf participation or demographics. Another contact for action sports statistics is <a href="http://www.Board-Trac.com">www.Board-Trac.com</a>.</p>



*SIMA Frequently Asked Questions Continued*

<p><b>What is the most recent data SIMA has?</b></p>	<p>The SIMA Retail Distribution Study is conducted bi-annually. There are results from a 2004 and 2006 SIMA study.</p> <p>The 2008 study baseline results will be released at Surf Summit XII in Cabo San Lucas, Mexico, in May 2009.</p>
<p><b>How do I obtain a copy of the SIMA Retail Distribution Study?</b></p>	<p>All paid Regular, Associate and Board Builder members of SIMA may request a complimentary copy of the studies; SIMA Member Donor members may obtain a complimentary highlight packet. In addition, retailers who received and participated in a survey call for the study also receive a complimentary copy of the report.</p> <p>For non-SIMA members, the SIMA Retail Distribution Study is available for purchase at \$5,000 per study.</p> <p>Media requests for study results will be assessed on an individual basis depending on the data needed.</p>
<p><b>How many people surf?</b></p>	<p>While SIMA does not currently conduct its own participation study, the numbers reported by the Sporting Goods Manufacturers Association (SGMA) are widely accepted by the surf industry. SGMA's 2007 Superstudy of Sports Participation shows there to be approximately 1.7 million surfers in the United States.</p>
<p><b>Is SIMA international?</b></p>	<p>SIMA is the official trade association representing the interests of the surf industry in the United States. EuroSIMA (<a href="http://www.eurosim.com">www.eurosim.com</a>) is a partner of SIMA and serves as the voice of the European surf industry.</p>
<p><b>What is SIMA's stance on the 241 Toll-Road being built in Southern California?</b></p>	<p>The Surf Industry Manufacturers Association (SIMA)'s stance on the issue of saving Trestles and its support of the Surfrider Foundation and the Sierra Club's Friends of the Foothills campaign remains stronger than ever. For more information on the battle to save Trestles and San Onofre State Park, please visit <a href="http://www.savetrestles.com">www.savetrestles.com</a>.</p>
<p><b>Is it possible to obtain a SIMA membership contact list?</b></p>	<p>SIMA does not release membership contact lists.</p>



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<p><b>What kind of committees does SIMA have and who chairs them?</b></p>	<p>Alongside the SIMA Board of Directors, SIMA has specific committees committed to certain topics, events, and projects. Each committee is comprised of handpicked representatives of the SIMA member community for their expertise and knowledge of the committee topic. The following is a list of the SIMA committees and their chairmen:</p> <p>Board Builders Committee – Bill Bahne, President of Fins Unlimited          Education Committee – Dick Baker, SIMA Chairman Emeritus          Membership Committee – Vince De La Pena, President of Mada          Public Relations Committee – Doug Palladini, Vice President of Marketing for Vans          Research Committee – Doug Palladini, Vice President of Marketing for Vans          Retail Relations Committee – Tom Holbrook, Executive Vice President of Strategic Brand Development of Quiksilver          Trade Show Committee – Joel Cooper, CEO of Lost International</p> <p>Environmental Fund Board of Directors – Paul Naude, CEO of Billabong USA          Waterman’s Weekend Committee – Paul Naude, CEO of Billabong USA</p> <p>Humanitarian Fund Board of Directors – Dick Baker, SIMA chairman emeritus          Liquid Nation Ball Committee – Fernando Aguerre, Liquid Tribe/ co-founder of REEF &amp; Dick Baker, SIMA chairman emeritus</p>
<p><b>Does SIMA give charitable grants?</b></p>	<p>Yes, SIMA has two separate 501(c)(3)s, the SIMA Humanitarian Fund and the SIMA Environmental Fund.</p> <p>SIMA actively supports oceanic environmental efforts through its charitable environmental foundation, the SIMA Environmental Fund. In the past 19 years, SIMA’s Environmental Fund has raised more than \$4.4 million for environmental groups seeking to protect the world’s oceans, beaches and waves.</p> <p>The SIMA Humanitarian Fund was established in 2006 to award grants to various 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.</p>
<p><b>Contacts regarding more information or interviews?</b></p>	<p>For SIMA interviews or more information, please contact Mandy Johnson, SIMA communications coordinator, at <a href="mailto:mandy@sima.com">mandy@sima.com</a>.</p>