



SESSIONS

Surf Industry Manufacturers Association Happenings

spring 08

SURF SUMMIT 11: UNITING THE TRIBE ON BETTER TURF

SURF SUMMIT MOVES TO THE SHERATON HACIENDA DEL MAR RESORT & SPA: HIGHER QUALITY, BETTER FOOD, MORE DESIRABLE

Los Cabos, B.C.S., Mexico
We're moving! Pack up your bags and head on down to Cabo for Surf Summit 11, May 14 – 17, 2008. This year the tribe will be experiencing something

completely new- a new resort! After five years of being held at the same hotel venue, SIMA has decided to up the ante and move to the Sheraton Hacienda Del Mar Resort & Spa. Get a first hand

look at www.SheratonLosCabos.com.

"It's really quite simple," said **Dick Baker**, SIMA president. "We wanted to meet the demand for better quality of food, direct access for swimming at the beach, and a classier hotel. The Sheraton Hacienda Del Mar Resort & Spa meets all of those high expectations and more."

The Surf Summit experience will continue to offer three package levels, all of which include food and beverages for the four-day, three-night conference. In addition for this year, the new host hotel features higher quality meals with more restaurants, nicer guest rooms and facilities, better meeting spaces and



AV capabilities, multiple pools overlooking the ocean, swimming in the hotel oceanfront, and Cabo del Sol's Jack Nicklaus signature Ocean Golf Course known as the "Pebble Beach" of Baja.

The hotel is located only twenty minutes from the popular surf breaks, ten minutes from downtown Cabo San Lucas, and thirty minutes away from the Los Cabos international airport (SJD).

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FIRST SIMA BUSINESS BOOT CAMP A HUGE SUCCESS

WHAT SURF SUMMIT IS TO CABO, SIMA BOOT CAMP IS TO ORANGE COUNTY

Laguna Beach, Calif. On Thursday, February 28, more than 160 members from more than 40 surf industry companies reported for duty at SIMA's newest recruit in educational programming – SIMA Business Boot Camp. The sold out event was held at the swanky 7 Degrees venue nestled in the scenic Laguna Beach Canyon. All the recruits reported for duty bright and early to kick off the day with a breakfast sponsored by 24 Seven. A unique industry address was given from two of the surf industry's most prominent and well-known leaders - **Paul Naude** / SIMA Vice President & CEO, Billabong USA, and **Bob McKnight** / SIMA past President & CEO, Quiksilver.



Following the industry address the group of attendees split into two groups. One group went up to the sunny and breezy rooftop terrace to hear seminars on Operation topics, while the other group stayed in the main stage room to hear speakers talk about Sales and Marketing, as well as Sourcing and Production. The seminars had a break for lunch sponsored by Transworld Business and the day was rounded out with a refreshing cocktail reception, featuring DJ Mikey Beats, sponsored by Monster.

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SECRETARY/TREASURER

Joel Cooper / Lost International

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LETTER FROM THE PRESIDENT

DICK BAKER / SIMA PRESIDENT



So far 2008 is off to a great start for SIMA and it is just going to get better. The goals set forth by the Board of Directors for SIMA's growth over the next year will prove to be a busy and successful time. As membership continues to grow, it is our duty and responsibility to continue to develop and deliver programs and services that benefit our members and the industry overall.

One of SIMA's goals to increase educational programming on an ongoing basis throughout the year came to life in February. The launch of the first SIMA Boot Camp was a huge success! The event drew a crowd of more than 160 surf industry employees ranging from all different levels of experience and more than 40 surf industry companies. One of the highlights of the day was a phenomenal

industry address given by Paul Naude, Vice President, SIMA & CEO, Billabong USA, and Bob McKnight, previous SIMA President & CEO, Quiksilver. Their candid and insider views on the future of our industry had all attendees hanging on every word. The Boot Camps to come will concentrate more on just one, or two, niche surf related topics, and I cannot wait to see the powerful impact this program will have on our membership.

Now there are some things that are out of SIMA's, or anyone else's hands, and that one thing in 2008 is the economy. The talk of the potential economic downturn seems to be the hot topic this year. Here are my words of wisdom on that: A slow economy is NOT the time to shy away from associations, but it is the time to really rely and lean on an association to keep the industry banded together. SIMA is what unites our tribe. Stay involved, keep active, and promote the industry as a whole – then you will see the benefits filter through and hopefully we'll all emerge in 2009 with minimal battle wounds.

On a tougher note, I would like to touch on the loss of one of our industry's own, Dane Williams. On behalf of the SIMA Board of Directors I would like to offer my condolences to his family, friends, and the Hurley family. Such a loss is a horrible tragedy. It is my hope that other companies can learn from this unfortunate event and encourage conversations internally as far as preparing employees before they are sent on the road for work functions.

As we move on in 2008, SIMA will keep you informed on upcoming events, research initiatives, the Environmental and Humanitarian Funds, industry recognition programs, and more. In the meantime, register for Surf Summit 11, keep your eyes peeled for Boot Camps, stay safe, and enjoy the surf.

SIMA'S SESSIONS HAS A NEW LOOK!

Does Sessions look a bit different to you? Have you been missing your SIMA Sessions lately? After taking a year hiatus, SIMA is proud to bring our membership companies a new and improved, completely redesigned and full colored newsletter with better pictures and more in-depth industry articles. A special thanks goes to the guys at A-Frame, aframephoto.com, who supplied the awesome photo for the masthead of Sessions.

This newsletter will be your quarterly source for all the SIMA

happenings, from educational programs and events to SIMA's Humanitarian and Environmental Funds. We also plan to bring you updates on the latest news with the SIMA-endorsed tradeshow, ASR and Surf Expo, as well as Surfing America, Board Retailers Association, and other membership hot topics.

Do you have something you would like to contribute, suggest, or critique? Perhaps you have some recent photos from SIMA events or would like to publish an opinion article on the industry?

Feel free to send along all ideas, big or small, to mandy@sima.com.

Enjoy the new look and feel of Sessions – the place for SIMA happenings.



SURF SUMMIT 11 ELITE SPEAKER LINEUP

Los Cabos, B.C.S., Mexico

This year is a big year for SIMA Surf Summit 11. Not only will the event be held at a new venue, the Sheraton Hacienda Del Mar Resort and Spa, but the lineup of speakers features even more inspiring seminars and topics. Utilizing the power of the speakers' knowledge, over the years the mission of SIMA Surf Summit 11 remains the same – to educate, inspire, motivate and help those in the surf industry be better equipped to grow their company and shape the future of the industry.

"The speakers we have chosen to join us in Cabo are among the elite and will be speaking on topics that are aligned with the creative vibe of the surf industry," said Dick Baker, SIMA president. "I am especially stoked for one of our own, Bob Hurley, to address our industry and give the keynote address for the event. In addition to the great lineup of speakers, with the new first-class venue and better food, we believe attendees will agree that Surf Summit continues to improve each year."

It is an annual tradition that Surf Summit does not just unite the tribe to have fun and catch a few good waves, but to do more than that by offering a variety of compelling and educational seminars.

As of press time, the scheduled Surf Summit 11 seminars and speakers will include:

- **BOB HURLEY** / CEO, Hurley International - Keynote address
- **BRAD GERLACH** / Professional Big-Wave Surfer - In a visually stunning 40-minute presentation, Brad uses his big-wave surfing exploits – both good and bad – to teach the importance of preparation, teamwork and overcoming fears, and how this relates to

your approach to business. • **Tony Hsieh** / CEO, Zappos.com - Learn how to build a customer-focused culture from one of the fastest-growing private

companies in the U.S. • **KEVIN CARROLL** / One of the Masterminds Behind the Livestrong Bracelet Campaign - Using lessons garnered from the spirit and dynamics of play, Carroll helps listeners to understand how to enliven and enrich their work lives, enhance innovation, and improve team dynamics and interpersonal communication.

• **SIR KEN ROBINSON** / Renowned Speaker and Author of *Out of Our Minds: Learning to Be Creative* - Robinson shares insight on the different ways creativity is

undervalued in Western culture as well as the creative challenges facing businesses in the new global economy.

• **MATT MASON** / Author, *The Pirate's Dilemma: How Youth Culture Reinvented Capitalism* - An expert on youth culture, business and media, Matt Mason will discuss the problems and opportunities created by the rise of piracy and the potential of piracy as a business model. Learn how pirates create markets, signal trends, and develop innovative ways to reach their markets.

• **JIM MORIARTY** / CEO, Surfrider Foundation - Jim will discuss next steps in the fight to save Trestles, other 'Trestles' situations out there that need our attention, as well as the importance, power and value of the surf industry uniting as one for important causes.

For more information, contact Shannon Park, SIMA Event Manager at Shannon@sima.com or 949.366.1164 x2.



19TH ANNUAL WATERMAN'S WEEKEND AUGUST 21 – 22, 2008: HONOREES SELECTED



2007 HONOREES: WATERMAN OF THE YEAR, LISA ANDERSEN; LIFETIME ACHIEVEMENT RECIPIENT, RANDY RARICK; AND ENVIRONMENTALIST OF THE YEAR, EDDIE VEDDER. PH: JIMMY ROMERO

Mark your calendars! The 19th annual Waterman's Weekend is scheduled for August 21-22, 2008 at the St. Regis Monarch Beach Resort & Spa in Dana Point, Calif. The weekend will begin with the 8th Annual Waterman's Classic Golf Tournament on Thursday, August 21, followed by the Waterman's Ball on Saturday, August 22.

This year the SIMA Environmental Fund will honor surfing icon **Mark Occhilupo** as Waterman of the Year, musician **Jackson Browne** as Environmentalist of the Year, and surf contest pioneer **Eduardo Arena** with the 2008 Lifetime Achievement Award for their contributions to surfing and the surf industry. **Surfrider** Foundation and the **Sierra Club's Friends of the Foothill** campaign will also receive Special Recognition Awards for their constant battle to save Trestles.

Sponsorship packages for both the 2008 Waterman's Classic and Waterman's Ball will be on sale in late May. Individual tickets for the Waterman's Ball are scheduled to go on sale in July. For more information please contact Shannon Park, SIMA Event Manager, at 949.366.1164 x2 or Shannon@sima.com.

NEW MEMBER SPOTLIGHT – OXBOW USA

-A CONVERSATION WITH OXBOW USA'S GARY HUNT-



SIMA: Tell us about Oxbow USA.

GARY: Founded in 1985 and based in Bordeaux, France Oxbow is the premier European action sports brand with worldwide distribution in addition to 50 stores across ten countries. With its roots in longboarding, highlighted by an 18 year relationship with Laird Hamilton, Oxbow now embraces and sponsors athletes in many board sports around the world, including short board, foil, tow in, stand up, wind, kite, ski and

snowboarding.

SIMA: Why join SIMA?

GARY: Our first action in the USA has been to join SIMA, the only organization that represents our industry and reflects the values of its members, both environmentally and commercially.

SIMA: How do you think Oxbow USA will benefit by being a member of SIMA?

GARY: It is our hope that SIMA will provide a vehicle for Oxbow to establish itself as a contributing partner to the surf community. In return, we believe that we will benefit from experience of, and interaction

with, all of the member companies.

SIMA: What impact or message do you think Oxbow USA will bring to the SIMA membership?

GARY: Given that long board is, in fact, the heritage of surf, we hope to bring the original collaborative and inclusive values of the early watermen and to offer an alternative point of view to the modern face of surf by providing visibility to other means of expression.

SIMA: If people want to learn more about Oxbow USA, where can they go?

GARY: www.oxbowworld.com

MEMBERSHIP BENEFITS

If your company is not currently utilizing the SIMA member benefit programs, you are missing out on access to a wealth of valuable business resources and cost-saving services.

Some of these discounts and opportunities come from partnerships with companies such as: AnswerPay, Board-Trac, FedEx, GES, Influence Technologies, Moss Adams, Penny-Wise Office Products, Surf-Tel Connect, TradeCard, and Tradeshow Trish.

Contact: Travis Wilkerson with SIMA at 949-366-1164 x 3 or travis@sima.com to find out how to activate SIMA benefit programs.

Spy Optic
Surf Diva
Surf Expo
Surf Life For Women
Surf Prescriptions
Surfblanks America
Surfboards by the Greek
Surfboards Hawaii Inc.
Surfer Magazine
Surfer's Path
Surfing Artists International
Surfing Magazine
Surflife
Surfline
Surftech
T&C Surfboards
The ActivEmpire
The Sage Group, LLC
The Surfer's Journal
The Swift Movement
Toes on the Nose
TransWorld Media
Trident Surfboards
U.S. Fiberglass/WRV
Uli Corp.
Union Bank of California
USBX
Utopia Optics
Vans
Vertra
Vestel Watch, Inc.
Victoria Skimboards
Victory Professional Products
Volcom
Von Zipper
Walden Surfboards
Warvel Surf Cores
Water Girl USA
WaveZone Inc.
Wax Research
West Surfing
White Hot Foam
Wild Ideas Inc. / Reactor
WNC Foam Shapes
Wrightsville Glassing
Wyland Surfboards
Xcel Wetsuits
Yesterday's

Mau'i & Sons
Merrill Lynch
Moonlight Glassing Co.
Moss Adams
Motiv Sports
Nikita Clothing
Nixon, Inc.
Oakley
Ocean Minded
Ocean Pacific
Ogio International
Olukai, Inc.
On A Mission
O'Neill Clothing
O'Neill Inc.
Opper Sports Productions
O'Quinn Clothing
Oxbow USA
Pacific Allied Products
Peter Grimm LTD
Pro Set Management
Propaganda Headquarters
Quiksilver
R&D Surf Inc.
Redsand
Reef
Remare/R-Sandals
Revchem Plastics
Rip Curl
Roxy
Rusty Clothing
Rusty Surfboards
RVCA
Salt Water Glassing, Inc.
Santa Cruz Surfboards
Sanuk
Scott Hawaii
Sector 9
Sessions
Shooting Blanks
Shout Public Relations
Silver& Freedman
Skull Candy
Smith Sport Optics
SnL Communications
Softcore Surfboards
Sole Technology, Inc.
Son Of The Sea
Southern Cal Sports Industries
Split
Sponsorhouse

Ergophobia
ESM
ESPN Magazine
Ezekiel
FCS / Surf Hardware Int'l
Fins Unlimited
FireWire Surfboards
Focus Denim
Fox Racing
Freeline Design Surfboards
Freestyle Audio
Freestyle Watch Co.
Friedmann & Friedmann
FUEL TV
Future Systems
GE Capital
GFH Boards
Global Surf Industries
Globe Rider Distribution
Globe Shoes
Graffy Inc.
Graphite Master
Hart, King & Coldren
Hawaiian Island Creations
Hobie Surfboards
HomeBlown US
Honolua Surf Co.
Hot Tuna
Hurley International
Hydro-Epic
Hyper-Flex Wetsuits
IG Surfboards
Insight
INT Softboard Technology
Island Four-Cast (Hinano Clothing)
Jetty Life, LLC
Kahuna Kalai Ltd
L - Space
Liquid Tribe
Liquid Vision
Longboard Magazine
Lost International
Luce, Forward, Hamilton & Scripps
Lucy Love
LX Eyewear
MAC Industries
MADA
Major Surf Corp.
MapCargo
Marpessa Inc, DBA Salinas
Matanzas Surfboards

SIMA MEMBERS

The Board of Directors proudly recognizes the following dues-paying companies as official SIMA members (as of print time):

360° Inc.
Aaron Chang International
Airborne Media LLC
Akubird
Alive Surfing Technology
Alliance
Aloha Surfboards
Alpine Stars
American Surf Industries
Analog Clothing
Angel / Anarchy Eyewear
Article 1
ASR
Austin Foam
Aviso Surfboards
Becker Surfboards
Bennett Foam
Bessell Surfboards
Bic Sports North America
Billabong USA
BNT Connections
Board Sports Mgt.
Body Glove International
Bret Boards
Brewer Surfboards
Byrne Surfboards USA
California Action Sports
Channel Island Surfboards
Chemistry Surfboards
Chica Rica Bikini Co.
CIT Commercial Services
Coasta Del Mar Sunglasses
Cobian USA
Costa Del Mar Sunglasses
Crown AMG
Custom X Bodyboards
Da Kine
Daum Tooling
DC Shoes
Dewey Weber Surfboards
Dragon Optical
DVS Shoe Company / Podium
Distribution
EchoTech Enterprises
Electric
Epoxy Pro



6TH ANNUAL SIMA IMAGE AWARDS NOMINEES ANNOUNCED

Los Cabos, B.C.S., Mexico
SIMA will host the 6th annual SIMA Image Awards during Surf Summit 11 in Los Cabos, Mexico on Friday, May 16, 2008. The SIMA Image Awards is the only awards program that gives the surf industry the opportunity to recognize fellow industry companies for their outstanding contributions to the industry.

This year's Image Awards has a new twist. All the nominations and votes are being cast online via the new SIMA Image Awards Web site. Another new addition this year are four new categories: Environmental Product of the Year, Women's Retailer of the Year, Men's Retailer of the Year, and Breakthrough Retailer of the Year.

Regular SIMA members were given the opportunity to enter their own companies or brands in qualifying categories. These entries were then reviewed and voted upon by an industry panel of expert manufacturers and retailers. The outcome of the panel vote determined the five nominees in each category. Winners are determined by a final vote open to all SIMA member companies and specialty retailers.

Product Awards
ACCESSORY PRODUCT OF THE YEAR: 51-30 Watch by Nixon • 7' 6" Triple Wheelie Board Bag by FCS • Dave Rastavich/Sea Shepherd Vector Keel Fin by Future Fins • Mutant Boot Series by O'Neill • Shane Dorian Kona Gold Signature Face Stick by Vertra

FOOTWEAR PRODUCT OF THE YEAR: B4BC Stash Sandal by Reef • Duke Aloha Shoe by Vans • Hiapo Sandal by OluKai • Landmark Series by DVS • Sidewalk Surfers by Sanuk

ENVIRONMENTAL PRODUCT OF THE YEAR: Clean Your Beach Tees by Roxy • ECO Fullsuit by Body Glove • Machado Classic Sandal by Reef • Sonic Recycler Boardshort by Billabong • Waterscript Creedlers Sandals by Volcom

SURFBOARD MODEL OF THE YEAR: Channel Islands Biscuit • Firewire Direct Drive • ...lost Speed Demon Series • Rusty EPS Range • Surftech Tufflite Laird 12' 1"

WETSUIT OF THE YEAR: 3/2 Vapor Fullsuit by Body Glove • E-Bomb Pro w/E3 by Rip Curl • Infiniti Drylock by Xcel • Psycho

II by O'Neill • Revolution Hybrid Fullsuit by Billabong

Women's Awards
WOMEN'S MARKETING CAMPAIGN OF THE YEAR: Billabong Juniors "Overload" Campaign • Hurley Girls "Young Contemporary" Campaign • Insight Girls "ZOUP" Campaign • Roxy "The Get Outside Tour" • Volcom Girls "The Only Constant is Change" Campaign

WOMEN'S SWIM BRAND OF THE YEAR: Billabong Girls • Hurley • L-Space • Roxy • Volcom •

WOMEN'S APPAREL BRAND OF THE YEAR: Billabong Girls • Lucy Love • Matix • Roxy • Volcom Girls •

WOMEN'S RETAILER OF THE YEAR: Hansen's Boardroom, Encinitas • Hotline, Virginia Beach • Huntington Surf & Sport, Bella Terra Center • Revolution, Camarillo/Newbury Park • Sun Diego, San Diego County

Men's Awards
MEN'S MARKETING CAMPAIGN OF THE YEAR: Hurley's "Essence of Surf" Campaign • Insight's "ZOUP" Campaign • O'Neill's "In It For

Life" Campaign • Sanuk's "This Is Not a Shoe" Campaign • Vestal's "Time is What You Make of It" Campaign

MEN'S BOARDSHORT OF THE YEAR: Advantage by Hurley • Andy Irons Samuri Signature Series by Billabong • Foster Mod by Volcom • Hokus Pokus by Quiksilver • Lopez Freak by O'Neill

MEN'S APPAREL BRAND OF THE YEAR: Billabong • O'Neill • Quiksilver • RVCA • Volcom
MEN'S RETAILER OF THE YEAR: Active Ride Shop, Southern California • Hansen's Boardroom, Encinitas • Quiet Flight, Universal City Walk Orlando • Surf Ride, Solana Beach • Surfside Sports, Costa Mesa

Overall Industry Awards

BREAKTHROUGH BRAND OF THE YEAR: Firewire Surfboards • Insight • MADA • Matix • Sanuk
BREAKTHROUGH RETAIL OF THE YEAR: BC Surf & Sport, Ft. Lauderdale • K-5, Oceanside • Quiet Flight, Universal City Walk Orlando • Revolution, Camarillo • Surfside Sports, Costa Mesa

THE BATTLE TO SAVE TRESTLES

INFORMATION PROVIDED BY SURFRIDER

On February 6, 2008, over 2,500 activists packed the California Coastal Commission hearing at the Del Mar Fair Grounds' Wyland Hall to oppose a proposed extension to the 241 Foothill-South toll road. After 15 hours of testimony, the Commission determined by a vote of 8 - 2, that the plan submitted by the Transportation Corridors Agencies was inconsistent with California coastal law. While this was a

huge victory in the battle to save Trestles, have we truly won the war?

The TCA has filed an appeal with the United States Secretary of Commerce. The Surfrider Foundation and its coalition partners are currently tracking this appeal process, and will be issuing regular updates as information becomes available. Meanwhile, the TCA is continuing efforts to secure the seven



TRESTLES SUPPORTERS AT THE CALIFORNIA COASTAL COMMISSION HEARING
PH: EPPIC SURF/BRANIMIR KVARTUC

additional permits it needs before starting the project.

"We won't claim this a victory until the TCA officially throws in the towel," says Save Trestles Campaign Coordinator **Stefanie Sekich**. "It's important that both

our opponents and supporters know we are not resting on this win, and that we are in this battle to the bitter end."

For updates on the Surfrider Foundation's Save Trestles campaign please visit: www.savetrestles.org.

Please help us protect our oceans, waves and beaches for future generations. Go to www.surfrider.org and sign up

THE LATEST WITH ASR

INFORMATION PROVIDED BY ASR

ASR would like to thank the membership of SIMA for another successful January show. Despite recent economic conditions, the action sports industry convened in San Diego with high energy and was collectively poised for industry growth. During the ASR show, January 24 – 26, over five hundred brands gave thousands of retailers a glimpse at the latest in action sports equipment and apparel, while the event also offered attendees countless educational and community outreach opportunities. Special thanks goes to O'Neill for hosting a memorable industry party at the newly opened Hard Rock Hotel!



Outside of San Diego, ASR is working to deliver sales solutions to new customers and markets. As part of this commitment, ASR recently partnered with ISPO China. On February 22 – 24, 2008 in Beijing, ISPO staged another installment of its growing specialty show designed to facilitate the expanding channel of sports retailers operating throughout China. The event provides a platform for manufacturers to build sales and marketing reach to an entire generation of new customers. ASR will continue to be able to help companies influence this dynamic marketplace via the 2009 Beijing show. More details to come!

We look forward to seeing you at ASR Holiday, May 28 – 29, 2008 at the Orange County Fair and Exposition Center, and ASR September will return to San Diego Thursday - Saturday, September 4 – 6, 2008. More information on ASR events, ISPO China and the action sports marketplace can be found at www.ASRbiz.com.

WHAT'S NEW WITH SURF EXPO?

INFORMATION PROVIDED BY ASR

Thinking of expanding your product offering throughout the Action Sports community? How about your retailer base? September's Surf Expo is the best place to grow your market. Our show is endorsed not only by SIMA but by the WSIA (Watersports Industry Association) and AWSI (Association of Wind Sports Industries), bringing hundreds of mixed-market and watersports/wind-specific retailers onto our show floor in addition to the thousands of your existing retail partners who attend each show.

We're always keeping it fresh for your customers at Surf Expo. New this



SIMA/SURF EXPO BOARD BUILDER PAVILION AT SURF EXPO'S JANUARY SHOW. PH: PATRICK WILLIAMS

September we've also partnered with the Board Retailers Association to offer a Retail Center where our attendees will directly benefit from comparing services among vendors such as credit card processors, shipping companies and POS dealers. Never before have these resources been compiled under one roof specifically for board sport retailers.

The new surfexpo.com is quickly becoming a go-to industry resource for manufacturers and retailers alike. Grab an RSS feed for breaking news. Catch up with the latest speeches, photo galleries and stories on recent events, staff blogs, and of course all the information you need to exhibit at the show. With over 21,000 visits the past month alone, you can imagine the reach our online advertisers receive for a fraction of the price of traditional advertising. Go to surfexpo.com or contact Sean O'Brien at sobrien@surfexpo.com to gain exposure today.

SURFING AMERICA

INFORMATION PROVIDED BY SURFING AMERICA

There are plenty of exciting changes on the Surfing America front. First off, PacSun USA Surf Team Head Coach Joey Buran has been training his squad over the past five months like they are troops headed to battle. Upwards of 20 national team members invaded an oceanfront house on the North Shore in February for an extended training camp in which they vied for starting spots on Buran's roster for the 2008 Quiksilver ISA World Junior Surfing Championships in France this May.

Buran held mock heats at a variety of breaks including Laniakea, V-Land, Monster Mush, and an unnamed, exceptional right-hander directly in front of the house the team inhabited during the two weeks. At the end of each day, Buran would hand out awards for each finishing place. Believe it or not, things got ultra-competitive for these simple certificates with the Pipeline Master's signature on them. Team members knew they were competing for more than just a piece of paper. They were trying to solidify their



DANE ZAUN BLOWING TAIL AT ROCKY LEFTS. PH: AJ NESTE/SURFING AMERICA

presence on the traveling squad. Regardless of who makes the final cut, a solid two weeks of west swell and real Hawaii experience definitely didn't hurt anyone. Buran coached PacSun USA Surf Team members Fisher Heverly and Nick Rupp into six-to-eight foot Pipeline, while first-time

Hawaiian visitors Amy Nicholl and Keenan Lineback cut their teeth at Rocky Lefts.

While the mock heats were run everyday in each of the ISA divisions, during the down time team members had the chance to hone

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BOARD RETAILERS ASSOCIATION

INFORMATION PROVIDED BY BOARD RETAILERS ASSOCIATION

After celebrating a milestone five year anniversary in February, the Board Retailers Association continues to build on the purpose, mission and momentum of the organization. Membership has grown to over 500 retailers with over 2500 storefronts across the country. We continue to increase our presence at industry tradeshows, with the Retail Resource Center at ASR and the new Retail Center at Surf Expo. The Retail Center, a collaboration between BRA and Surf Expo, is intended to provide retailers an additional incentive to attend the show by bringing in vendors focused on retail services like credit card processing, shipping and POS systems. Look for the new section on the show floor this September.



SIMA/BRA DINNER AT SURF EXPO. FROM LEFT TO RIGHT: JEFF KELLEY (SANUK), LORI KISNER (SURF EXPO), EMMA WHITE (RON JONS), JOHN GOTHARD (SANUK), AND JOHN VANCE (SANUK)

The association also looks forward to continuing our partnership with SIMA to bring together manufacturers and retailers in a "no agenda" setting during the tradeshows and other occasions presented throughout the year, including the newly formed Retail Relations Committee. With the looming threat of economic troubles,

the time has come for the surf industry to stand united. BRA is currently gearing up for the Retail Summit in Puerto Rico, April 30 – May 4, 2008. The goal of BRA's Retail Summit is to provide specialty board sport retailers from across the country the opportunity to get together to focus on the issues facing our niche market. The Retail Summit promises to be a fun, yet informative, event focused on educating specialty retailers on issues facing the surf, snow and skate industries. BRA has compiled presentations, roundtables, panel discussions and other activities in conjunction with other associations, manufacturers, vendors and industry analysts to ensure that each session provides retailers invaluable information not available elsewhere. While the focus is education, the Retail Summit also provides opportunities for retailers to interact directly with each other and key industry representatives in a relaxed and laid-back Caribbean environment. Thanks to everyone that has supported this effort and the association over the years.

SIMA RESEARCH CORNER

DID YOU KNOW? A LOOK BACK AT THE NUMBERS FOR 2006



- Stores increased by 6.5% from 4,741 stores in 2004 to 5,048 in 2006.
- Among core retail operations, U.S. surf/skate product sales during the 2006 retail season equaled \$5.51 billion (up 13.1%).
- Taking into account all channels (military exchanges, department stores, specialty chain company stores), the combined business generated an estimated \$7.48 billion in surf/skate product sales during 2006.
- Hard good sales remained strong – up 24.1% (\$1.12 billion).
- Stores located in the West region accounted for more than one-half (\$2.9 billion) of total surf/skate sales in 2006. The West Coast accounted for 41% of all sales (\$2.3 billion).

Wait! there's more...

• SURF SUMMIT 11 CONTINUED FROM PAGE 1

"I really think everyone is going to feel the dramatic difference in accommodations and appreciate how well it suits our needs," comments **Baker**. "Having a great venue allows us to concentrate on the real purpose of Surf Summit - to educate while providing a once a year time to relax, enjoy the people, and experience the fun of uniting our unique tribe."

To learn more about the featured speakers for this year's Surf Summit, flip to page 3 of *Sessions*.

Registration materials, including package pricing, were mailed to SIMA members the first week of March. For more information, please contact Shannon Park, SIMA Event Manager at Shannon@sima.com or 949.366.1164 x2.

• BOOT CAMP CONTINUED FROM PAGE 1

"SIMA Boot Camp was well attended by industry veterans, but more importantly, I was psyched to see the large number of new faces who arrived ready to learn," said **Kevin Flanagan**, SIMA Board Member and VP of Marketing, Reef. "The future of our industry will be in these mangers' hands before you know it, so it makes sense to share the play book now. Naude pointed out that competition is healthy in our industry because we follow an unwritten code of conduct. Boot Camp provided an opportunity to get acquainted, share ideas and ensure that the right messages are sent to our future leaders."

For more information on upcoming Boot Camps please contact Travis Wilkerson, SIMA Membership Director at travis@sima.com or 949.366.1164 x3.

• SURFING AMERICA CONTINUED FROM PAGE 7

their skills at Guitar Hero, improve their MySpace pages and surf a variety of waves that will ultimately help their campaign for a successful professional career.

Another development was the secession of the NSSA from under the Surfing America umbrella. Surfing America is continuing to move forward stronger than ever as indicated by a historic media gathering at the Surfing Heritage Foundation on March 12th. Publishers, editors and staff from Surfing Magazine, Surfline, Transworld Surf, and others sat in on a round table discussion shortly after the NSSA's departure. Surfing America President **Scott Daley**, executive director **Mike Gerard**, executive board member **Mike "Snips" Parsons** and **Coach Buran** brought everyone up to speed on the current state of the program. Topics included Surfing America's plans to continue raising the overall competitive standard in the USA and Surfing America's goal of obtaining U.S. Olympic Committee recognition.

"That was the largest gathering of surf media ever put together as best I can remember," said Surfing America advisor **Bob Mignogna**. "Scott and Mike's input was invaluable and I could see everyone's ears listening so intently when Snips was talking - everything he said resonated with credibility."

And while Surfing America's house appears to be in order, **Buran** and the team have set their sights on bringing home gold from France this May. Stay updated on the team's progress at SurfingAmerica.org.



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