



SESSIONS

fall 09

SIMA Surf Summit 12 Special Edition

SIMA SURF SUMMIT 12 RESCHEDULED

VAN'S STEVE MURRAY & VOLCOM'S RICHARD WOOLCOTT TO SPEAK

San José del Cabo, Mexico
 - With the heightened concern surrounding the swine flu, SIMA had to make a game time decision to postpone the original May Surf Summit 12 dates. The new dates for the annual conference are set for **September 30 - October 3, 2009!** The surf industry's most influential players will be gathering at the Crowne Plaza Los Cabos Resort in San José del Cabo, Mexico for the 12th annual SIMA Surf Summit.

This year's seminars will provide a wide array of educational value.

Featured speakers will include a highly anticipated keynote address from **Steve Murray**, president of VF's Action Sports Americas Coalition, as well as a Q&A session with **Richard Woolcott**, CEO of Volcom.

After the morning surf sessions and the educational seminars in the afternoon, each night attendees will experience a different event. One of the highlights is Retailer Appreciation Night, including a cocktail reception and dinner honoring the very special retailers in attendance.

"Core surf retailers are a key part to our industry's success and a meeting as powerful as Surf Summit would not be complete without these retailer players," said **Kevin Flanagan**, member of the SIMA Retail Relations Committee and Reef's vice president of marketing.

Another highly anticipated night is the SIMA Image Awards ceremony. The evening will be spent with dinner and an awards presentation in the sand, honoring the surf industry's most influential companies for their efforts to advance and grow the



industry over the past year. Check out **page 4** for the 2009 SIMA Image Awards nominees.

A special thank you goes to the following companies that helped make Surf Summit 12 possible: Premier Sponsors - **ASR, Monster Energy, and Surf Expo**; Event Sponsors - **Fuel TV** and **Map Cargo**; and Supporting Sponsor: **LSQ Funding**.

20TH ANNUAL WATERMAN'S BALL SURPASSES FUNDRAISING GOAL

TWENTY YEARS

Laguna Niguel, Calif. - With more than 650 surf industry VIP's and an impressive line-up of honorees, this years Waterman's Ball proved to be the most epic yet! Returning to the Ritz Carlton in Laguna Niguel on August 7th, guests gathered to raise money for the environment and pay tribute to this year's honorees.

Guests were then given the opportunity to participate in a silent auction, including retail apparel, rare surfboards, jewelry, and various pieces of art displayed on a 100-foot wall. Set in the courtyard complete with surfboards floating in the pool, the auction featured artist **Pete Tillack** completing his latest work to be auctioned later that night in the live auction.

Chimes sounded that it was time for the dinner
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The evening started with a VIP reception on the west terrace overlooking Salt Creek Beach as the sun was setting. SIMA Environmental Fund President, **Paul Naude**, welcomed the audience and presented each honoree with a lei. This year, SIMA honored **Rob Machado** as Waterman of the Year, **Dave Rastovich** as Environmentalist of the Year, and our late industry leader **Dick Baker** with the Lifetime Achievement Award.



DAVE RASTOVICH, ROB MACHADO, RYAN BAKER, UNA BAKER, PAUL NAUDE, & JACK BAKER
 PH: KEVIN VOEGTLIN

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Dick Baker

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REMEMBERING DICK BAKER, SIMA CHAIRMAN EMERITUS

SIMA is deeply saddened by the passing of its longtime president, leader and guiding light, **Dick Baker**, on Tuesday, April 14, 2009, after his two-year battle with cancer. Baker became involved with SIMA in 2000 after coming to work for the iconic surf brand Ocean Pacific (Op), and served as president of SIMA for nine years. His presidency was instrumental in creating the vibrant trade association of Orange County based surf lifestyle brands, and he provided unfailing leadership and guidance throughout a time that has marked the association's largest growth and expansion.



"Words cannot express our grief or how greatly Dick will be missed," said **Sean Smith**, SIMA executive director. "Dick's leadership in SIMA was absolutely unparalleled. I speak on behalf of the SIMA family and entire surf industry in saying he was so much more than our leader - he was our mentor, our friend, a role model, a confidant. As a person he was generous, positive and a devoted family man. Our hearts, thoughts and prayers are with his family during this difficult time."

Dick had a more than successful career in the world of fashion as the president of such notable brands as Marithe & Francois Girbaud, Izod Lacoste menswear, Esprit womenswear, Tommy Hilfiger womenswear, and Ocean Pacific (Op). In spite of his busy career schedule, Dick remained active in community service, environmental and humanitarian organizations. He actively supported causes such as Life Rolls On, Boarding for Breast Cancer, Surfrider Foundation and Ocean Institute. He was the former Chairman of the National Conference of Christians and Jews (New York), and the 1996 honoree of the Boy Scout Council (New York).

Throughout his successful life and career Dick touched the lives of many and was the recipient of numerous awards, including Otis' Creative Leadership Award, the Orange County Boy Scouts' Men of Character Award, as Orange County Father of the Year by the American Diabetes Association, and this August by SIMA with the Lifetime Achievement Award at Waterman's Ball.

Above anything else, Dick was a devoted family man and it was clear to anyone who knew him that his wife and sons were the loves of his life. Dick's family includes his wife of 19 years, Una; his two sons, Ryan and Jack; his father, Donald Baker; and his sister, Donna Smith Vigil.

Dick, thank you for everything you did for all of us! We will miss you.





LIQUID NATION BALL 6 SHATTERS FUNDRAISING RECORD

TONY HAWK & IZZY PASKOWITZ PRESENT FLEA WITH SIMA HUMANITARIAN OF THE YEAR AWARD

La Jolla, Calif. - A sold-out crowd of more than 450 surf industry executives, surf stars, and VIPs gathered together on Friday, September 11, 2009, to raise an all time record net amount of \$270,000 at Liquid Nation Ball 6. As the annual fundraiser for the SIMA Humanitarian Fund, the funds raised will go directly to 12 very deserving surf-related humanitarian organizations. Over the past six years, the SIMA Humanitarian Fund has raised more than \$1.25 million. The evening also honored **Flea**, of the Red Hot Chili Peppers, as the SIMA Humanitarian of the Year for his work with Surfers Healing and other humanitarian organizations.

"The huge success of this year's Liquid Nation Ball proves the surf industry's core values and resiliency when it comes down to reaching out for a better world," said **Fernando Aguerre**, Liquid Nation Ball chairman and host. "To not only surpass our 2009 fundraising goal, but to also raise more than we ever have in this tough economic environment, is unbelievable. On behalf of the SIMA Humanitarian Fund and the 12 amazing beneficiaries, I would like to thank all of those who supported Liquid Nation Ball 6. Giving is the key to a full life."

One of the highlights of the night came during the live auction when Aguerre went to auction off Flea's very own, one-of-a-kind, signature FLEABASS. Flea ran up on stage with his bass and rocked out to the ground in an impromptu performance for the cheering crowd. The bidding war for the bass finally peaked at \$16,000.

"Anything that I have ever done that is good, that is kind, you know, that is helpful, or gone out of my way to devote a lot of energy to helping other people – it's just what you're supposed to do," explained Flea as he addressed the crowd after receiving his SIMA Humanitarian of the Year award. "And really, I applaud the surf industry this evening for coming together like this and using their energy for the variety of charities they support."

The 2009 Liquid Nation Ball beneficiaries include Keep a Breast, Boarding for Breast Cancer, Surfer's Healing, Jimmy Miller Foundation, AccesSurf Hawaii, Outdoor Outreach, Stoked Mentoring, Life Rolls On, Maui Ola Foundation, Project Wipeout, SurfAid International and the Sumba Foundation. For more information visit www.liquid-nation.com.



CHRIS COTE, EDITOR IN CHIEF OF TRANSWORLD SURF AND FUEL TV HOST, REPORTS LIVE WITH THE GOLDEN MAN WHO WAS A PART OF THE EVENING'S ENTERTAINMENT



TIM SHANNON AND LISA ANDERSEN ARE GREETED BY FERNANDO AGUERRE AND FLORENCIA GOMEZ GERBI



ROB MACHADO SIGNS THE ANNUAL LIQUID NATION BALL BOARD WHICH WAS LATER AUCTIONED OFF FOR \$17,000



THE SCENE OF THE EVENT WITH THE STAGE ON THE OCEAN-FRONT LAWN AND BREATHTAKING SUNSET



SANTIAGO AGUERRE CELEBRATES AFTER WINNING AN ITEM DURING THE VIVACIOUS LIVE AUCTION



THE QUIK CREW ENJOYS THE PARTY - DAVE ROSENBERGER, ANNE KELLY, RYAN KEENAN, JOHN MILLS, MICHELLE LEBLANC, & JASON SHELTON



FLEA CELEBRATING HIS AWARD WITH SANTIAGO AGUERRE, SAL MASEKLA, TONY HAWK, IZZY PASKOWITZ, & FERNANDO AGEURRE



FLEA ROCKING OUT WITH HIS SIGNATURE FLEABASS GUITAR THAT WAS AUCTIONED OFF FOR \$16,000



VIPE (MONSTER ENERGY) & KIM DESAI (PROPAGANDA HQ) CHAT WITH ROB CAMPBELL, EDITOR OF TRANSWORLD BUSINESS

PHOTOS BY JOANNA TICHAUER, KEVIN VOEGTLIN, AND JADE PONDELLA



SIMA ANNOUNCES NEW 2009 – 2011 BOARD MEMBERS

Aliso Viejo, Calif. - On Monday, April 27, 2009, the SIMA membership voted on the new SIMA Board of Directors that will serve for the 2009 - 2011 term. Elections are held each year, with half of the SIMA Board of Directors and Advisory Board positions open for election/appointment from year to year.

After 10 years of **Dick Baker** leading SIMA in the presidential role, SIMA is proud to announce that **Doug Palladini**, vice president of marketing for Vans and previously a SIMA Board of Director, has been elected as the new president of SIMA. The rest of the officers will continue to serve out the remainder of their terms with **Chad DiNenna**, co-founder and director of marketing for Nixon, as SIMA vice president; **Joel Cooper**, CEO of Lost International, as SIMA treasurer; and **Greg Macias**, vice president of marketing for Quiksilver, as SIMA secretary.

"I am excited that the SIMA Board and membership have elected me as the next SIMA president, and sincerely humbled

that Dick Baker was so supportive of my nomination to succeed him," said Palladini. "While I cannot possibly fill Dick's shoes, I do intend to honor his legacy by working closely with all member companies to grow and promote the surf industry as effectively as possible."



DOUG PALLADINI, SIMA PRESIDENT

There are three new faces in the SIMA board room. **Shea Weber**, president of Dewey Weber International, was elected to the Board of Directors, bringing the Board of Directors count to 11 voting members. **Toby Bost**, CEO of the La Jolla Group, and **Meg Bernardo** of the ASP have also been appointed to the SIMA Advisory Board, bringing the Advisory Board count to 17. "I'm thrilled to be joining the amazing group

of people on this board and within this organization," said Bost. "The influence SIMA has had on our industry over the years is unquestionable and it's exciting to play an active role in continuing our collective success."

Another move on the board includes **Dan McInerney**, vice president of sales for Olukai. Dan has been elected to move from his recent position on the SIMA Advisory Board to the Board of Directors.

SIMA's Board of Directors and Nominating Committee elect and appoint candidates based on their individual commitment to devote time to serving on committees, attend monthly meetings, and their overall contribution to the surf industry and SIMA – as opposed to the company they work for. For a full list of the SIMA Board of Directors, Advisory Board, and Senior Advisory Board, please turn to page 2.

CONGRATULATIONS TO THE 2009 SIMA IMAGE AWARDS NOMINEES

OVERALL AWARDS

Breakthrough Brand of the Year

Atwater
Firewire Surfboards
Sanuk Footwear
Skullcandy
Von Zipper

Breakthrough Retailer of the Year

Coastal Edge, Virginia/NC
Hanger 94, San Diego
Heritage, New Jersey
K-5, Oceanside
Quiet Flight, Florida

MEN'S AWARDS

Men's Marketing Campaign of the Year

...lost's "The 'Old' ...lost"
Billabong's "Evolution of an Icon"
Hurley's "Phantom – True Performance"
Nixon's "Motion"
Sanuk's "This Is Not a Shoe"

Men's Apparel Brand of the Year

Billabong
Hurley
O'Neill
RVCA
Volcom

Men's Boardshort of the Year

Angulator Mod by Volcom
Metallica Limited Edition by Billabong
My Dog Spot by Quiksilver
Phantom® 120 by Hurley
TIA by O'Neill

Men's Retailer of the Year

Hansen's Boardroom, Encinitas
Huntington Surf & Sport, Huntington Beach
Surfside Sports, Costa Mesa
The Beach House, Santa Barbara
Whalebone, Virginia/NC

WOMEN'S AWARDS

Women's Marketing Campaign of the Year

Billabong's "Fever"
Hurley's "Young Contemporary"
L*Space's "What's Your L?"
Roxy's "la Orana (Hello Tahiti)"
Volcom's "Easy on the Eyes"

Women's Apparel Brand of the Year

Billabong Girls
Hurley
Roxy
RVCA
Volcom Girls

Women's Swim Brand of the Year

Billabong Girls
Hurley
L*Space
Roxy
Volcom

Women's Retailer of the Year

Becker, Corona Del Mar
Hansen's Boardroom, Encinitas
Huntington Surf & Sport, Huntington Beach
Jack's, Irvine
Spyder, Hermosa Beach

PRODUCT AWARDS

Accessory Product of the Year

Double Agent Headphones by Skullcandy
Infiniti Drylock Boot by Xcel
iPhone Application by Electric Visual
Master Blaster Headphones by Nixon
Ultimate Tide Watch by Rip Curl

Environmental Product of the Year

Recycled Boardshort Series by Billabong
Slightly Choppy Eco-Friendly Boardshort by Quiksilver
Soleo Organics Sunscreen by Soleo
Stash Sandal by Reef
V.Co-Logical Creedlers Sandal by Volcom



Footwear Product of the Year

Authentic by Vans
Dr. Simmons by Reef
Kia'i by Olukai
Sidewalk Surfers by Sanuk Footwear
Surf Turkey by O'Neill

Surfboard Model of the Year

C4 Waterman Subvector 9-3 Stand Up Board by C4 Waterman/Boardworks
GTR by Rusty Surfboards
Proton by Channel Islands
Shane Beschen Rocket by ...lost
Taj Pro Model by Firewire Surfboards

Wetsuit of the Year

Cypher by Quiksilver
H-Bomb by Rip Curl
Infiniti Drylock Fullsuit by Xcel
Psychofreak by O'Neill Wetsuits
Solution Gold Back Zip Fullsuit by Billabong

*Winners to be announced at the SIMA Image Awards Ceremony at Surf Summit XII on October 2, 2009.



PAUL NAUDE, SIMA ENVIRONMENTAL FUND PRESIDENT, SPEAKING AT THE VIP RECEPTION



BRUCE, MAX & KRISTIN BEACH ALL DOLLED UP FOR THE BALL



ASHLEY & RONNY NELSON (OAKLEY) WITH GT (VON ZIPPER) WHO WAS THE NIGHT'S MC



PETE TILLACK PAINTS 'LAST SET OF THE DAY' DURING THE SILENT AUCTION TO BE SOLD IN THE LIVE AUCTION LATER THAT NIGHT



THE SILENT AUCTION SCENE IN THE COURTYARD AT THE RITZ-CARLTON LAGUNA NIGUEL



JACK, RYAN, AND UNA BAKER ACCEPT DICK BAKER'S LIFETIME ACHIEVEMENT AWARD FROM SHAHEEN SADEGHI



DAVE RASTOVICH THANKS THE CROWD DURING HIS ACCEPTANCE SPEECH FOR ENVIRONMENTALIST OF THE YEAR



ROB MACHADO ACCEPTS HIS WATERMAN OF THE YEAR AWARD FROM HIS MENTOR AND FRIEND **GERRY LOPEZ**

reception and guests took their seats. A live auction commenced and guests engaged in bidding wars on priceless items such as a trip to Hawaii with surf lessons from Machado, a Lucky Shops VIP New York trip, a private party for 500 at the House of Blues, and even a 2010 Audi A3 TDI Clean Diesel! The centerpieces, custom Machado bobbleheads, were given to the highest bidder at each table.

The awards ceremony began with a touching video tribute to our leader and friend, the late Dick Baker, recipient of the Lifetime Achievement Award. **Shaheen Sadeghi**, founder and creator of the LAB and the CAMP, then presented the award to Baker's wife, **Una**, and sons, **Jack** and **Ryan**. The ceremony continued with Rastovich being presented with the Environmentalist of the Year award from **Captain Paul Watson** of the Sea Shepherd Conservation Society. Surf legend **Gerry Lopez**, Machado's childhood hero, then took the stage to present Machado with his Waterman of the Year award.

"This was an incredible and inspirational evening," said **Naude**, while addressing Waterman's Ball guests. "Thanks to the industry for the support and making this event the success it is year after year. We raised well over our \$400,000 goal, and now Waterman's Weekend has raised more than \$4.9 million over the years for environmental causes."

At the end of the evening, more than \$400,000 was raised for the SIMA Environmental Fund, which donates money to 18 beneficiaries that address water quality and ocean pollution issues, defend beaches and surf breaks from development, and provide public education on ocean conservation.

** Stay tuned for a re-cap of the Waterman's Classic Golf Tournament, featured in the Winter 2009 edition of Sessions.*

SIMA WANTS YOU TO REPORT FOR SIMA BOOT CAMP

PR & COMMUNICATIONS BOOT CAMP
NOVEMBER 2009

DATES AND REGISTRATION MATERIALS WILL BE AVAILABLE CLOSER TO EVENT TIME. GET THE LATEST INFORMATION & STAY UPDATED BY VISITING WWW.SIMA.COM/BOOTCAMP.ASPX.

* PHOTOS FROM INDUSTRY BOOT CAMP, PRESENTED BY SIMA & BRA ON MARCH 21, 2009 IN HUNTINGTON BEACH, CALIF.



IZZY TIHANYI OF SURF DIVA WITH THE BILLABONG LADIES, **CANDY HARRIS**, **MANDY ROBINSON**, AND **LYDIA BALLESTEROS**



KEVIN FLANAGAN OF REEF (LEFT) MODERATES THE TRADE SHOW ROUNDTABLE AS **MANDY ROBINSON** OF BILLABONG & **DAVE ROSENBERGER** OF QUIKSILVER LISTEN IN



DEEP IN DISCUSSION AT THE PRODUCT INNOVATION ROUNDTABLE MODERATED BY **MICHAEL TOMSON** (RIGHT)



GRABBING A BITE TO EAT BETWEEN THE SEMINARS AND ROUNDTABLE DISCUSSIONS

PHOTOS BY JOANNA TICHAUER

THE LATEST WITH ASR

INFORMATION PROVIDED BY ASR

We would like to thank the members of SIMA for the very successful ASR Marketplace and CLASS@ASR shows, where a fresh air of optimism spurred order writing and planning for the future of our industry. Over 500 brands showed spring and summer 2010 lines to thousands of buyers, media, athletes and industry professionals.



THE VIBE AT CLASS@ASR SEPTEMBER 2009 SHOW
COURTESY OF ASR, PHOTO BY JESSICA LEE

ASR and its brand partners made every effort to ensure that the right retailers were able to make

the trip to California. The efforts paid off as thousands of buyers were on both show floors, ASR Marketplace and CLASS@ASR, and busy writing orders.

Retailers applauded the convenience, vibe and increased options offered by the debut of CLASS@ASR. CLASS@ASR featured over 120 emerging and core crossover fashion and accessory brands that helped attract a different segment of buyer to ASR Marketplace.



THE SKATE RAMP AT ASR SEPTEMBER 2009 SHOW
COURTESY OF ASR, PHOTO BY JESSICA LEE

Thanks to its sponsors, ASR Marketplace was awash in parties, premiers, fundraisers, fashion shows, skate contests and various art installations. A special thank you to Wahoo's, Monster, Spin, Volcom Entertainment, Sector 9, Karl Strauss & Bu-Tay Vodka for their support of the ASR Best-Damn Kickoff Party on Thursday, Sept. 10th.

We look forward to seeing you at the premier of ASR Access and at our 2nd CLASS@ASR, a business focused two-day event, February 3rd and 4th 2010, where a unique audience of top national and international buyers will preview lines for Fall 2010 through Winter 2010/2011 seasons, and celebrate the sports that fuel the industry!

For information on ASR Access and CLASS@ASR (Feb 3 - 4, 2010) and ASR Marketplace (Aug 14 - 16, 2010), please visit www.asrbiz.com.

WHAT'S NEW WITH SURF EXPO?

INFORMATION PROVIDED BY SURF EXPO

Despite a tough retail climate, the August 2009 Surf Expo show offered a focused, concise buying environment that satisfied exhibitors and attendees alike.

Surf Expo's goal is to offer an exciting, business-friendly venue that attracts the majority of industry's buying power on the national level. "We are confident we met that goal during last month's show," says **Roy Turner**, Show Director.

Total attendance numbers for August were nearly 15% off from September 08, but overall store count remained on par—which continues the trend seen in January 2009 when stores brought less staff to the show.



THE CROWD ENTERING THE TRADE SHOW FLOOR AT SURF EXPO'S AUGUST 2009 SHOW
COURTESY OF SURF EXPO

"Our full-time buyer relations team worked hard to bring retailers from all areas of the country to the show," says Turner. "For some retailers the pre-Labor Day dates proved difficult. Despite that reality, 5,200 qualified buyers attended Surf Expo August 2009. These buyers represented 2,294 stores from 40 states and 55 countries."

"Post-show surveys from our retailers who attended—as well as those who were not able to attend—overwhelmingly indicate a preference for dates immediately following Labor Day," says Turner.

As a result of this buyer input, Surf Expo will move

its fall show dates to **September 10-12, 2010**. The next Surf Expo will be **January 14-16, 2010**, in Orlando's Orange County Convention Center. For complete show information, go to surfexpo.com.



RICK PETRI OF RIP CURL & DON NEIMANN OF RON JON SURF SHOP TAKE A MINUTE BETWEEN APPOINTMENTS TO POSE IN THE RIP CURL ROOM
COURTESY OF SURF EXPO



BOARD RETAILERS ASSOCIATION UPDATE

INFORMATION PROVIDED BY BRA

The **Board Retailers Association (BRA)** continues to focus on strengthening the core action sport retail market by providing the tools for succeeding in today's economy via training and educational programs. In addition to the usual array of BRA trade show seminars, BRA most recently unveiled the **Retailer Survivor Series**, a Retail Certification Program for specialty shops with eight courses ranging from merchandising to marketing and operations. The **Retailer Survivor Series** utilizes interactive seminars, presentations, workshops and roundtables designed to encourage dialogue, education, interaction and involvement among retail participants. Look for the Retailer Survivor Series at ASR and Surf Expo in January.



Retailer Survivor Series

of Coastal Edge and Duke Edukas of Surfside Sports, BRA will also be working closely with SIMA, ASR and Surf Expo to address trade show issues ranging from declining participation to strengthening the voice of the industry. It is the association's core belief that retailers and manufacturers alike benefit from a well-attended, industry-focused event where they can learn, network and work together to build on the success of the action sports industry. We recognize that there is no single answer but we look forward to being part of the solution. BRA is also looking forward to re-uniting Surf Summit and the BRA Retail Summit in a single location in May 2010.

For more information on the Retailer Survivor Series or how to help support specialty retailer initiatives, please visit www.boardretailers.org.

While educational programs have been and continue to be the primary focus of BRA, under the direction of our new co-chairs D. Nachnani

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
Aerialite
Airborne Media LLC
Allyance
Alpine Stars
ambn
Analog Clothing
Angel / Anarchy Eyewear
ASR
Atwater
Aviso Surfboards
Bennett Foam
Bessell Surfboards
Bic Sports North America
Billabong USA
BKGG Lawyers
BNT Connections
Board Sports Management
Boardworks
Body Glove International
Bret Boards
Brewer Surfboards
Byrne Surfboards USA
C4 Waterman Inc.
Catch Surf
Channel Island Surfboards
Chemistry Surfboards
CIT Commercial Services
Cobian USA
Costa Del Mar Sunglasses
Creative Concepts
Custom X Bodyboards
Dakine
Daum Tooling
DC Shoes
Dewey Weber Surfboards
Dragon Optical
Eastern Surf Magazine
Electric
Endless Wave

Epoxy Pro
Ergophobia
ESPN
Ezekiel
Fins Unlimited
FireWire Surfboards
Fluid Films
Fox Racing
Freeline Design Surfboards
Freestyle Audio
Freestyle Watch Co.
Friedmann & Friedmann
FUEL TV
Future Systems
GFH Boards
Global Surf Industries
Globe Shoes
Graffy Inc.
Graphite Master
Hart, King & Coldren
Hawaiian Island Creations
Hobie Surfboards
HomeBlown US
Honolua Surf Co.
Hurley International
Hydro-Epic
Hyper-Flex Wetsuits
Imperial Capital
Innegrity, LLC
Insight
INT Softboard Technology
Island Four-Cast
Jetty Life, LLC
L - Space
Liquid Tribe
Liquid Vision
Loop'D Network
Lost International
LSQ Group
Luce, Forward, Hamilton & Scripps
Lucy Love
LX Eyewear
Manhattan Beachwear
MapCargo
Maui & Sons

Monster Energy
Moonlight Glassing Co.
Moss Adams
New Era
Nikita Clothing
Nixon, Inc.
O'Neill Clothing
O'Neill Inc.
O'Quinn Clothing
Oakley
Ocean Minded
Ogio International
Olukai, Inc
On A Mission
Opper Sports Productions
Oxbow USA
Patagonia Surf
Pelle Studios Inc.
Peter Grimm LTD
Pro Set Management
Pro-Lite International
Propaganda Headquarters
Quiksilver
R&D Surf Inc.
Redsand
Reef
Revchem Plastics
Rickland Surfboards
Rip Curl
Roxy
Rusty North America
Rusty Surfboards
RVCA
Sacred Craft Surf Expo
Santa Cruz Surfboards
Sanuk
Scott Hawaii
Sector 9
Shooting Blanks
Shout Public Relations
Silver& Freedman
Skin Elements
Skull Candy
Smith Sport Optics
SnL Communications

Softcore Surfboards
Southern Cal Sports Industries
Sparc Retail, LLC
Surf Diva
Surf Expo
Surfblanks America
Surfboards by the Greek
Surfer Magazine
Surfer's Path
Surfing Artists International
Surfing Magazine
Surflife
Surflife
Surftec
T&C Surfboards
The ActivEmpire
The Brown Buffalo
The Grid Inc.
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.
Vans
Vertra
Vestal Watch, Inc.
Victoria Skimboards
Victory Professional Products
Volcom
Von Zipper
Walden Surfboards
Walter Wilhelm Associates, LLC
Warvel Surf Cores
Wave Zone Inc.
Wax Research
White Hot Foam
WNC Foam Shapes
Wrightsville Glassing
Wyland Surfboards
Xcel Wetsuits

Wait! there's more...

PACSUN USA SURF TEAM WINS GOLD MEDAL AT WORLD GAMES!!

For the first time in 13 years, team USA has shown the world who is on top. Coach **Ian Cairns** led the team to victory, but it was the solid surfing and hard work that each team member put in for eight long days that paid off in the end. With all countries putting on valiant efforts, Team USA went into the final day of competition with a strong lead against France, Australia and Hawaii who finished the event 2nd, 3rd, and 4th respectively.



CELEBRATING THE SWEET TASTE OF VICTORY
COURTESY OF SURFING AMERICA

Playa Hermosa was packed with spectators all week, but saw record crowds on the final day of competition, despite the scorching temps. It was these scorching temps that made the eight days of competition so tough on every team. But Team USA stayed focused and calm as they surfed heat by heat brilliantly, with five members of the team reaching the Finals. Congratulations to PacSun USA Surf Team for their commitment, dedication and hard work!

2008 SIMA RETAIL DISTRIBUTION STUDY RESULTS ARE HERE!

The results you've been waiting for are in! What do surf industry sales look like in 2008? Find these answers and more in the 2008 SIMA Retail Distribution Study.

SIMA's third study to date, the 2008 SIMA Retail Distribution Study contains the most relevant information that will help to better understand the U.S. retail landscape and monitor retail sales trends in the surf and skate industry. The report includes overall surf and skate industry data and statistics covering areas such as dollar size of the markets, units sold, regional and channel differences, and comparative sales trends for the past five years.

The complete 2008 SIMA Retail Distribution Study is available now to paid SIMA members, free of charge. Main contacts at member companies received information in late June with instructions on how to request their complimentary copy of the reports. If your company has not claimed its copy, be sure to do so soon! The reports are also available to non-members, after Board approval, for \$5,000.

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