

SESSIONS

Winter 2010

Surf Industry Manufacturers Association Happenings

SURF SUMMIT 12 RECAP: SUCCESSFULLY UNITED THE TRIBE

Cabo San Lucas, Mexico - More than 250 SIMA members and specialty retailers united the tribe at the Crowne Plaza Resort on September 30 - October 3, 2009, in San Jose del Cabo for the 12th annual SIMA Surf Summit. The mornings were cleared for surf sessions and the afternoons were packed with informational and inspiring seminars such as **Guy Kawasaki's** presentation on social networking, **Jane Buckingham's** talk on youth trending, and a conversation with **Richard Woolcott**.

The highlights of the event included the Retailer Appreciation Dinner in which each one of our retailers were given an honorable oversized sombrero, the infamous Cabo Crawl, an opening keynote address by Steve Murray, and the seventh annual SIMA Image Awards. Surf Summit is something you have to see to believe. Turn to page 5 to see photos from Surf Summit 12 and page 3 for the 2009 SIMA Image Awards recap with winners and photos.



SURF SUMMIT ATTENDEES ON OPENING NIGHT HONORING DICK BAKER WITH THEIR "VIVA EL PRESIDENTE!" T-SHIRTS
PH: KEVIN VOEGTLIN

Don't forget to save the date for **Surf Summit 13, May 12 - 15, 2010, in Cabo San Lucas, Mexico!**



SIMA WANTS YOU TO REPORT FOR BOOT CAMP IN 2010

WOMEN'S MARKET BOOT CAMP KICKS OFF THE YEAR ON FEBRUARY 25, 2010

Coming off a successful 2009, SIMA's Boot Camp educational series is gearing up for another year of interesting and valuable seminars for SIMA members.

Women's Market Boot Camp is the first in the series for 2010, and will be held on Thursday, February 25, at the Ocean Institute in Dana Point, Calif. Women's Market Boot Camp is a time to discuss the evolving women's market and the challenges and successes seen in this sector, including examining how women shop and what makes them want to buy; the women's retail environment; what "IT Girls" have on their minds as we enter 2010; and a look at how our surf roots factor into the story of our industry's women's brands. SIMA is proud to have Teen Vogue as a special partner in this Boot Camp.



Look for Women's Market Boot Camp registration materials in January 2010 and check out www.sima.com/bootcamp.aspx for the latest updates.

Now in its third year, the SIMA Boot Camp series offers intimate educational seminars on an ongoing basis of varying topics with the goal of providing valuable business tips and tools to help SIMA companies improve a variety of daily business operations. SIMA Boot Camps are designed for all levels of employees from any department who would benefit from the educational seminars and industry networking time.



WENDELL WONG OF O'NEILL WITH THE LA JOLLA GROUP LADIES AT INDUSTRY BOOT CAMP IN 2009
PH: JOANNA TICHAEUR

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LETTER FROM THE PRESIDENT

DOUG PALLADINI / SIMA PRESIDENT



Happy New Year and welcome to 2010! Taking a look back at the past year, 2009 was a successful and special year for SIMA as we celebrated our 20th anniversary. In August, the SIMA Environmental Fund raised more than \$400,000 for 18 ocean-related beneficiaries during Waterman's Weekend. Another highlight was the record-breaking year for the SIMA Humanitarian Fund's annual fundraiser, Liquid Nation Ball, raising a net amount of more than \$270,000 for 12 surf-related humanitarian organizations. One program that had huge success in 2009, and we are especially looking forward to in 2010, is our educational seminar series, SIMA Boot Camp. In 2009, the educational program grew to a total of five Boot Camps throughout the year, up from four Boot Camps in 2008. Going off the success of 2009, we are looking forward to serving the SIMA membership and the surf industry in 2010.

Looking ahead, I foresee the following five points as SIMA's focus in 2010:

1. Educational programs for SIMA members and serving as a knowledge center for the industry through platforms such as SIMA Boot Camps, SIMA Surf Summit, and preparations for SIMA's fourth Retail Distribution Study.
2. Re-invigorating trade show efforts by working with our partners ASR and Surf Expo to increase attendance, as well as creating more dynamic and sales-focused trade show floors.
3. Focusing on Retail Relations by increasing retailer presence at SIMA events such as SIMA Surf Summit and Industry Boot Camp, as well as showing our appreciation for their dedication and contribution to the industry.
4. Sharing our success stories with media to increase our surf industry's presence both in the endemic and mainstream media.
5. Continuing to give back through our philanthropic environmental and humanitarian efforts.

The SIMA Board of Directors looks forward to continued success and growth in 2010. Don't forget to visit sima.com or follow us on Twitter@[sima_surf](https://twitter.com/sima_surf) to stay updated on upcoming events such as Surf Summit 13 in San Jose del Cabo, Mexico, May 12 - 15, 2010. We look forward to seeing you and your crew at SIMA events this year.

Cheers,

Doug Palladini

SIMA President / Vice President of Marketing, Vans

SIMA RESEARCH CORNER

DID YOU KNOW?



The bi-annual *SIMA Retail Distribution Study* is the industry's most comprehensive and detailed view of the U.S. surf/skate retail market to date. Taking a look back at the numbers for 2008, the surf/skate industry showed notable resiliency during the recent global economic challenges, posting **US retail sales of \$7.22 billion in 2008**, and is only a slight dip compared to \$7.48 billion in 2006.

- The foot is responsible for the largest double-digit growth noted in 2008. The total footwear category experienced a hike of 15.6% since 2006 to \$1.5 billion in sales recorded in 2008.
- Accessory sales grew 13.1% from 2006 with total sales of \$561 million. Sunglasses, hats and wallets saw a gain in their contribution to the overall category.
- Apparel generated the most sales in 2008 with \$1.7 billion (down just 0.8% from 2006), with men's/boy's apparel accounting for 62% of these sales.
- Fullsuits continue to drive wetsuit sales. For the first time in the study's six year history, the study indicates the average retail price for wetsuits is \$214, with 82 as the average number of units sold per year in a surf shop.



CONGRATULATIONS TO THE 2009 SIMA IMAGE AWARDS WINNERS!

Cabo San Lucas, Mexico – The results are finally in! The 2009 SIMA Image Awards were revealed on October 2, 2009, on the sand at Surf Summit 12. After the pre-party, sponsored by Monster, attendees made their way down to the beach for a full formal dinner with their toes in the sand.

With the conclusion of dinner came the seventh annual SIMA Image Awards ceremony program. The celebrity Image Awards host, Pat Parnell, of Fuel TV, kept the program flowing and the audience on their toes. Propaganda HQ did a phenomenal job with the Image Awards

graphics, nomination videos, and running of the AV for the program. At the end of the night there were 15 proud winners who took a trophy back to the states. Keep your eyes peeled for the wooden 2009 SIMA Image Awards trophies as several winners have them on display in their offices or have chosen to make their home in local retail shops. As one of the industry's highest honors, you will also see the winners incorporating their SIMA Image Award title into marketing and advertising campaigns. Congratulations 2009 SIMA Image Award winners and nominees and thank you for your company's contribution to the betterment and future of the surf industry!



THE ELECTRIC CREW ACCEPTING THEIR AWARD FOR ACCESSORY PRODUCT OF THE YEAR



SCOTT MADISON & DEAN BRADLEY OF ATWATER PROUDLY DISPLAYING THEIR BREAKTHROUGH BRAND OF THE YEAR AWARD



DOUG PALLADINI, AMY LEE KLEIN, SCOTT SISAMIS, & MARIA BOSCHETTI OF VANS WIN FOOTWEAR PRODUCT OF THE YEAR



THE VIBE ON THE BEACH AT THE SEVENTH ANNUAL SIMA IMAGE AWARDS



D NACHNANI, COSTAL EDGE, GAVE A HEARTFELT SPEECH WHILE ACCEPTING HIS BREAKTHROUGH RETAILER OF THE YEAR AWARD



THE LOST CREW CELEBRATING THEIR MEN'S MARKETING CAMPAIGN OF THE YEAR AWARD



THE LADIES OF BILLABONG, CANDY HARRIS & ANGELA HART, ACCEPT THE WOMEN'S APPAREL BRAND OF THE YEAR AWARD

2009 SIMA IMAGE AWARD WINNERS

OVERALL AWARDS

Breakthrough Brand of the Year
Atwater

Breakthrough Retailer of the Year
Coastal Edge, Virginia/NC

MEN'S AWARDS

Men's Apparel Brand of the Year
Billabong

Men's Marketing Campaign of the Year
...lost's "The 'Old' ...lost"

Men's Boardshort of the Year
Phantom 120 by Hurley

Men's Retailer of the Year
Surfside Sports, Costa Mesa

WOMEN'S AWARDS

Women's Apparel Brand of the Year
Billabong Girls

Women's Marketing Campaign of the Year
L*Space's "What's Your L?"

Women's Swim Brand of the Year
L*Space

Women's Retailer of the Year
Huntington Surf & Sport, Huntington Beach

PRODUCT AWARDS

Accessory Product of the Year
iPhone Application by Electric Visual

Environmental Product of the Year
Recycled Boardshort Series by Billabong

Footwear Product of the Year
Authentic by Vans

Surfboard Model of the Year
Proton by Channel Islands

Wetsuit of the Year
Psychofreak by O'Neill Wetsuits

Save the date ...

Uniting the Tribe

SIMA SURF SUMMIT

13

May 12 - 15, 2010

Crowne Plaza Resort Los Cabos, San José del Cabo, Mexico

THE STATE OF SHAPING: WITH SHEA WEBER

AS PUBLISHED IN *SHAPES*, THE SIMA BOARD BUILDER NEWSLETTER

Are we there yet? Truly, surfboard manufacturers have endured a longer economic crisis than the rest of world. Clark's closure almost 4 years ago was the beginning of the slide for hard-goods overall. However, the foam market rebounded nicely (and relatively quick). And that's not the only good thing to come out of Grubby's grand exodus. Since December 2009 the importance of the SIMA Board Builder Committee (BBC) has increased significantly.

The committee quickly became a resource for shapers, glassers, board brand managers, and even retailers who sought viable information on a regular basis that was specific to the hard-goods side of the industry. The BBC worked with the trade shows to develop the SIMA Board Builder Pavilion, and since its inception it has been very successful for all participants.

Still, Clark's closure created some unsure feelings among many of the core shops around the country, and many of them looked to imported products to fill their racks. There were many whispers floating around about the custom surfboard being doomed. Luckily, many in the surfboard industry did an admirable job educating consumers on different construction choices (mainly through their Web sites and magazine advertising). But many retailers continued to focus on imports and soon there wasn't much room left in the core shops for domestic, custom boards.



SHEA WEBER, SIMA BOARD BUILDER COMMITTEE CHAIRMAN & PRESIDENT OF DEWEY WEBER

We were just about at the point where it seemed doom was eminent when all of the education caught up to the retail environment. Once again, consumers wanted to make adjustments, changes and refinements to their equipment. The demand for the custom foam and fiberglass surfboard began to resurface once again.

The problem? Most of the core shops were so stuffed with inventory that they couldn't bring anything new in. And then the global economy tanked. Out of necessity, most surfboard brands looked at their "direct to consumer" business as their temporary salvation. If anything, no matter what any of the experts were saying, this gave most of us the realization and comfort that the consumer walking through our doors wanted what we were selling.

And what are we selling, anyway? Cool. Core. Soul. Service. And the ability to take what the customer is asking for and translate it into the magic stick that they initially came to us for. Imports can't offer this.

Now, I'm not bashing imports. Like many surfboard brands, we license Boardworks to manufacture composite epoxy boards under our label. And truly, there is a niche for them. Just like there's a niche - a greater niche - for custom surfboards.

There's no doubt that 2009 was an easy year for surf shops to refuse product, as they had to focus on clearing out their excess inventories. And although 2010 may not be the good ol' days for board manufacturers, I do think that we will start to see some inventory replenishment in the U.S. Since most of us have scaled back so much, any increase in business will be well received.

Sure, this stretch has sucked. But I, and most everyone else that are still here today, will be better businessmen for having gone through it all. And organizations like the BBC are integral tools in our regrowth and advancement. Obviously, the board builder's "industry" is different than that of apparel, but there are many lessons to learn from how the apparel companies work together (through SIMA) to sell "the lifestyle" to the masses.

A great first step for any board builder is to become a member of SIMA.

Like many of you, I used to ask the question, "**What can SIMA do for me?**" I can honestly say that things have changed since I have become a member and, as the Chairman of the BBC, I am committed to serve our membership and enhance every board builder's resources and knowledge with *SHAPES* the quarterly BBC newsletter, and by working closely with Surf Expo and ASR on growing and improving the SIMA Board Builder Pavilion. In addition, the BBC is committed to the following initiatives in 2010:

- Retooling the Board Builder section of SIMA.com into an education and resource center for board builders seeking information on suppliers, freight, packing materials and much more.
- Launch the inaugural Board Builder Roundtable in which leaders from the surfboards side of the industry meet at Surf Expo and ASR to discuss the current state of our industry and how the BBC can better serve its membership.
- Hold Board Builder Boot Camps throughout the year to further educate board builders and to discuss the most current issues that our industry faces.

Look, I'm proud to be a second-generation surfboard brand owner, and I am aware of how vulnerable the surfboard industry is. And I'm willing to do whatever is necessary to get my fellow board builders (competitors included) working together to improve the common issues we all face.

Thanks, and take care everyone!

-**Shea Weber**, Board Builders Committee Chairman

To learn more about the SIMA Board Builders Committee & to read the latest edition of the SIMA Board Builders newsletter, *Shapes*, visit www.sima.com/shapers-bay.aspx.



SURF SUMMIT 12 PHOTO GALLERY

CABO SAN LUCAS, MEXICO // SEPTEMBER 30 - OCTOBER 3, 2009



SIMA PRESIDENT, DOUG PALLADINI, WELCOMES EVERYONE TO SURF SUMMIT 12 ON THE FIRST NIGHT



PAT O'CONNELL AND PT TOWNEND ENJOY COCKTAIL HOUR BEFORE THE 7TH ANNUAL SIMA IMAGE AWARDS



KEVIN FLANAGAN HOSTS A RETAILER PANEL DISCUSSION - "INSIDE LOOKING OUT: PERSPECTIVE FROM THE SHOP FLOOR"



THE FIRST SEMINAR OF THE SUMMIT KICKED OFF WITH PT TOWNEND MODERATING A CONVERSATION WITH RICHARD WOOLCOTT



LAUREN MACHEN OF TRANSWORLD ENJOYS SURFING OLD MAN'S DURING THE TRANSWORLD SURFARI ON THE SECOND MORNING



SURFRIDER'S LAURA MAZARELLA AND PROPAGANDA HQ'S KIM DESAI POSE FOR A PHOTO DURING COCKTAIL HOUR



JEFF KELLEY OF SANUK, RICK PETRI OF RIP CURL, & TONY PEREZ OF SURFER & SURFING MAGAZINE ENJOY THE SUNSET ON THE CROWNE PLAZA HOTEL'S BEACH-FRONT BALCONY



GUY KAWASAKI IMPRESSED ATTENDEES WITH A TWITTER DEMONSTRATION IN HIS PRESENTATION OF, "THE ART OF SOCIAL MARKETING"



NOT YOUR TYPICAL DAY AT THE OFFICE - POOL TIME!



THE SUMMIT'S 250 ATTENDEES SURFED IN THE MORNING AND PARTICIPATED IN EDUCATIONAL SEMINARS IN THE AFTERNOON



DUSTIN AND DYLAN ODBERT OF AMBSN WITH BOBBY ABDEL OF JACK'S SURFBOARDS



HOLA! OUR RETAILERS AT RETAILER APPRECIATION NIGHT - A NIGHT DEDICATED TO CELEBRATING OUR RETAILERS!

PHOTOS BY KEVIN VOEGTLIN

THE LATEST WITH ASR

INFORMATION PROVIDED BY ASR

ASR: Three Trade Events; Two Jam Packed Days!

ASR Access, CLASS@ASR and Crossroads offer retailers three unique buying environments to meet the needs for efficient and effective shopping of an unparalleled selection of Surf, Skate, Fashion & Lifestyle brands - all in a focused, convenient, and jam packed 2-day event!



ASR Access is the flagship platform for over 400 surf and skate lifestyle brands to preview Fall, Back-to-School and Winter 2010/2011 collections to buyers from around the world. The introduction of the ASR Access Smart Booth format allows for a product focused event, yet with plenty of brand story-telling marketing options. ASR Access events include a high-energy fashion show, mini ramp, centralized lounges and business seminars, offering places to meet, network, consider buying decisions and gain valuable insight between appointments.

CLASS@ASR returns adjacent to ASR at the San Diego Convention Center. Featuring a curated group of over 100 designers that crossover from the Surf/Skate lifestyle into the prestigious fashion market, CLASS@ASR is an exclusive event with its own vibe, booth design, organic cuisine and ambiance.



Crossroads has teamed up with ASR with the goal of providing better service to retailers through the ultimate skate focused retail show.

Staging across from ASR in the Petco

Park parking lot, Crossroads is committed to staying true to the independent nature of the skateboarding culture and to maintaining the unique relaxed, open format of previous shows, while benefiting from ASR's global reach of retail buyers.

"The Surf/Skate Lifestyle Industry is very complex with distinct categories that make up a global marketplace," says **Andy Tompkins**, VP of ASR. "By partnering with CLASS@ASR and Crossroads, retailers are able to see these categories in different show environments which will provide an authentic look at the products and trends driving each segment."

We welcome you to the premier of ASR Access, our 2nd CLASS@ASR and Crossroads to celebrate the sports and lifestyles that fuel the industry.

For more information on ASR Access, CLASS@ASR & Crossroads (**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

Surf Expo January is fast approaching and with retail reports brighter than last year, we're confident everyone will be busy showing lines in Orlando, Fla.

Here are a couple of programs that we believe you will be excited about.

Staying Close to Our Roots

In an effort to make things a little easier for surfboard manufacturers, we set up a program with SIMA for board builders to ship their surfboards for free to Orlando from Orange County, Calif. We're happy to say a number of you took advantage of the offer.

SUP at Surf Expo

We've recognized the exponentially-growing SUP market with a special presentation program and demo pool for board manufacturers to showcase their lines to retailers.

With support from over twenty manufacturers, specialized media, and the curiosity of the

resort retailers who attend Surf Expo, it's sure to be a hit, especially with Wingnut introducing newcomers to the sport.



DREW BROPHY SHOWING HIS SURFBOARD ON THE SURF EXPO TRADE SHOW FLOOR
PH: SEAN O'BRIEN

Unbelievable Response to Bangers 4 Bucks

Two SIMA members, Hurley and Vans, are sponsors of Bangers for Bucks, our retail shop contest where seven shops were chosen by grass roots media and Surf Expo, and the final three were chosen by the public! With more than 350,000 votes and a ton of buzz in the skate world, this event is set to make an impact on the skate world. Shop teams can take up to \$15,000 home in cash and prizes for themselves and merchandise credit for their shops. Go to surfexpo.com for more details!

Just a Good Time, No Agenda

Finally, we're happy to host the No Agenda dinner at the January Surf Expo for a third installment. Manufacturers were invited to meet with



QUIKSILVER'S TOM HOLBROOK, FIREWIRE'S CHUY REYNA, AND SIMA'S JENN KELLY ENJOY THE SECOND ANNUAL NO AGENDA DINNER IN 2009
PH: SEAN O'BRIEN

some of our retailers in a three-course meal at the fabulous Oceannaire restaurant in Orlando. Sponsor a table for your company and retailer guests! Contact **Kathy Wilkie** at Surf Expo for details at kwilkie@surfexpo.com or 678.781.7963.



BOARD RETAILERS ASSOCIATION UPDATE

INFORMATION PROVIDED BY BRA

In light of recent declines in trade show participation, the Board Retailers Association (BRA) has increased efforts to secure more retail attendance at both the Surf Expo and ASR trade shows in 2010. The association has increased show offerings by adding the Retailer Survivor Series to the trade show lineup, in the hopes that more retailers will attend both shows to take advantage of this valuable education program. The Survivor Series is an eight course program designed specifically for specialty retailers that covers everything from open-to-buy to marketing and visual merchandising. The day-long program takes place one day prior to the opening of each show.

For 2010, BRA has also worked closely with Surf Expo to put together a "Special Retail Luncheon with **Shaun Tomson**," a full series of trade show seminars and the Annual "No Agenda" Dinner, which is always a big draw. On the ASR side, BRA has implemented a targeted marketing plan that includes among other things, contests in which retailers can win free travel and accommodations to the show. We will continue to work with ASR on the educational seminars as well as retail outreach.



As an association, we have a long-standing appreciation for the value of trade shows in the action sport marketplace. BRA is committed to continuing our partnerships with both Surf Expo and ASR, as well as SIMA and IASC, to help ensure that the show is a valuable experience to all that participate.

For more information on the Retailer Survivor Series or other trade show initiatives, please visit www.boardretailers.org.

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
Alpine Stars
*ambn
Analog Clothing
Angel / Anarchy Eyewear
ASR
Atwater
Bennett Foam
Bic Sports North America
Billabong USA
BKGG Lawyers
BNT Connections
Board Sports Management
*Boardworks
Body Glove International
Brewer Surfboards
Byrne Surfboards USA
C4 Waterman Inc.
*Catch Surf
Channel Island Surfboards
Chemistry Surfboards
CIT Commercial Services
Costa Del Mar Sunglasses
Creative Concepts
Dakine
DC Shoes
Dewey Weber Surfboards
Dragon Optical
Electric
*Endless Wave
Epoxy Pro
Ergophobia
*ESPN
Ezekiel
FCS / Surf Hardware Int'l
Fins Unlimited
FireWire Surfboards
*Fluid Films
Fox Racing

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
Honolua Surf Co.
Hurley International
Imperial Capital
*Innegrity, LLC
Insight
INT Softboard Technology
Island Four-Cast
Jetty Life, LLC
L - Space
Liquid Tribe
Liquid Vision
Lost International
*LSQ Group
Luce, Forward, Hamilton & Scripps
Lucy Love
Malama Composites
*Manhattan Beachwear
MapCargo
Maui & Sons
Monster Energy
Moss Adams
*New Era Cap Company
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-Lite International
Propaganda Headquarters
Quiksilver
Redsand
Reef
Rechem Plastics
Rickland Surfboards
Rip Curl
Roxy
Rusty North America
Rusty Surfboards
RVCA
Santa Cruz Surfboards
Sanuk
Scott Hawaii
*Sacred Craft Expo
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
SuperBrand
Surf Diva
Surf Expo
Surfblanks America
Surfer Magazine
Surfing Artists International
Surfing Magazine
Surflife
Surftech
T&C Surfboards
The ActivEmpire
*The Brown Buffalo
The Grid Inc.
The Surfer's Journal
The Swift Movement

*The Wheat Group
Toes on the Nose
TransWorld Media
Trident Surfboards
U.S. Fiberglass/WRV
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
Xcel Wetsuits

* Denotes the company became a new SIMA member in 2009.

MEMBER BENEFITS!
Are you taking advantage of your SIMA member benefits? If not, your company is missing out on a wealth of cost-saving services & business opportunities. Visit www.sima.com/member-benefits.aspx for more information today!

Wait! there's more...

SURFING AMERICA PREPARES FOR NEW ZEALAND

PROVIDED BY SURFING AMERICA



The PacSun USA Surf Team has been training hard in preparation for the 2010 Quiksilver ISA World Junior Surfing Championships coming up in Piha, New Zealand January 18-28. This Junior Team represents the very best Under-18 athletes in the United States today. Under the leadership of Head Coach **Ian Cairns**, the Team will compete for medals in three divisions: Boys Under 18, Boys Under 16, and Girls Under 18. Also, the overall Team Championship medal is on the line.

The PacSun USA Surf Team juniors hope to be as successful as their professional counterparts who, at the Billabong ISA World Surfing Games held this past summer in Costa Rica, brought home the first Team Gold Medal for the United States since 1996—a 13-year drought. Yes, America is Back! Let's wish our young athletes the very best as they head off to New Zealand to represent our great nation on the world stage!

For more information on the Quiksilver ISA World Junior Surfing Championships, check out the ISA Web site at <http://isasurf.org> or the Surfing America Web site at <http://surfingamerica.org>. GO USA!

• 2010 SIMA BOOT CAMPS FROM PAGE 1

You'll want to mark your calendar and keep your eyes open for information on all of **SIMA's** upcoming **Boot Camps** in 2010:

2010 SIMA BOOT CAMP CALENDAR

February 25

Women's Market Boot Camp

April 13

Green Boot Camp

Building Effective Sustainability Strategies

June 17

Athlete Management Boot Camp

Athletes and Professional Surfing

September 22

New Media Boot Camp

The Changing Face of Media

November TBD

Industry Boot Camp

An Open Forum for Manufacturers and Retailers

To be added to the SIMA Boot Camp distribution list, please email Mandy Johnson at Mandy@sima.com. For Boot Camp sponsorship information, please contact Shannon Park at Shannon@sima.com.



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