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SESSIONS

Surf Industry Manufacturers Association Happenings

summer 08

LIQUID NATION BALL 5 : DR. DAVE NAMED HUMANITARIAN OF THE YEAR

SEPTEMBER 5, 2008 - BENEFITING 14 SURF-RELATED HUMANITARIAN ORGANIZATIONS

La Jolla, Calif. - **Dr. Dave Jenkins**, CEO of SurfAid International, will be honored at Liquid Nation Ball 5, the official fundraiser for the SIMA Humanitarian Fund, on Friday, September 5, 2008.

"Dr. Dave's commitment to improving the lives of others is



SANTIAGO AND FERNANDO AGUERRE LEADING THE LIVE AUCTION AT LIQUID NATION BALL PH: RICH COOK

second to none," said **Dick Baker**, SIMA Humanitarian Fund president. "He has shown surfers that while we are fortunate to enjoy amazing waves and exotic locations around the world – such as in the Mentawai Islands – it is important for surfers to give back to the people who share their beaches with us. It is an honor to celebrate the efforts and triumphs of Dr. Dave, and even a greater honor to call him a member of the surf industry tribe."

Dr. Dave Jenkins is the first-ever SIMA Humanitarian of the Year. As the CEO and inspiration behind SurfAid International, Dr. Dave has made medical and life changing impacts on people's lives across the world. Dr. Dave is most well-known for his selfless

contribution and dedication for the last five years to building SurfAid International and working with the Mentawai people. His passion for the "hand up, not a handout" philosophy and desire to empower the Mentawai people to function independently, serves as an inspiration to us all.

The ball will be held in La Jolla, Calif. beginning at 7:30 p.m. at the ocean-front home of Fernando and Vicky Aguerre. The event includes dancing, open bar, great food, and a unique live auction of one-of-a-kind items. The event benefits 14 surf-related humanitarian organizations selected by the SIMA Humanitarian Fund Board of Directors for their efforts focusing on improving the quality of life,



DR. DAVE WITH MENTAWAI CHILD COURTESY OF SURFAID

health and/or welfare of people. Visit www.liquid-nation.com.

To purchase tickets or make a contribution, please contact Shannon Park at shannon@sima.com or 949.366.1164 x2.



2008 WATERMAN'S WEEKEND

LAST CALL - TICKETS, SPONSORSHIPS, DONATIONS

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Dana Point, Calif. - Waterman's Weekend is right around the corner and set for August 21-22 at the St. Regis Monarch Beach Resort & Spa in Dana Point, Calif. This year's honorees include **Mark "Occy" Occhilupo, Jackson Browne, and Eduardo Arena.** Special recognition awards will be given to the **Surfrider Foundation** and the **Sierra Club's Friends of the Foothills.**

Fundraising for the event kicked-off in June at the annual Waterman's Underwriting Party held at Mozambique restaurant in Laguna Beach, Calif. The event raised \$51,750 and featured an

intimate performance by Donavon Frankenreiter.

While the this year's Underwriting Party was an enjoyable success - Waterman's 2008 still needs



MARK 'OCCY' OCCHILOPO - WATERMAN OF THE YEAR COURTESY OF BILLABONG USA

your support! It is the SIMA Environmental Fund's goal to donate more than \$500,000 to this year's 17 ocean related environmental beneficiaries.

Feel the need to save the ocean? Buy your tickets. Donate products for the silent auction. Take a sponsorship.

Spread the word. Contact Shannon Park, shannon@sima.com or 949.366.1164 x2 for more information.

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LETTER FROM THE CHAIRMAN

DICK BAKER / SIMA CHAIRMAN EMERITUS



It's summertime and the industry is in full swing. The beaches are packed, the water is warm, the weather is perfect, and despite the recent talk of recession, business is good for the surf industry. Summer is always our unique industry's time to shine. The warm months don't just bring endless days of surfing, but endless opportunities to get involved in the industry and SIMA as well. From annual events for both our Humanitarian and Environmental Funds to Business Boot Camps - SIMA cranks up the heat for summer.

Speaking of heating things up – SIMA sparked the beginning of summer off right with the annual SIMA Surf Summit this May. As you can tell by the various photos and articles in this edition of *Sessions*, the event was a success. With

more than 320 attendees and 113 companies in attendance, we thank all of those that attended Surf Summit 11. Without all of you, the success of uniting our tribe would have never happened. If you couldn't attend this year, make sure you don't miss out on Surf Summit 12 to be held in May 2009.

The next hot summer event for SIMA is Waterman's Weekend, August 21 – 22, to be held at the St. Regis Monarch Beach. With battles such as saving Trestles and the North Shore, your support of Waterman's is crucial more now than ever. Along with raising funds for our 17 very deserving beneficiaries, we will also be honoring Mark "Occy" Occhilupo, Jackson Browne, and Eduardo Arena, as well as giving special recognition awards to Surfrider and Sierra Club's Friends of the Foothills campaign for their special dedication to stopping the 241 Foothill-South Toll Road in Southern California. Make sure to check out page three of *Sessions* for an update on the fight.

After Waterman's the summer will continue to sizzle for SIMA with the SIMA Humanitarian Fund's annual fundraising event, Liquid Nation Ball, on Friday, September 5 in La Jolla, California. For more information on the event make sure to check out the front page article of *Sessions* on what is in store for this year's ball and how you can get involved.

Lastly, SIMA is stoked to be launching a redesign of the SIMA Web site with the help of the integrative marketing agency, Sage Island. Make sure to check out the new www.sima.com.

It is my hope for each and every one of you to get involved with the SIMA events happening this summer. Tare yourself away from the waves to help save the beaches at Waterman's Weekend and help save a life at Liquid Nation Ball. In the meantime soak up the summer, stay safe, and enjoy the surf.

MEET THE NEWEST SIMA BOARD MEMBERS

APRIL 2008 ELECTION AND APPOINTMENT RESULTS

Aliso Viejo, Calif. - Elections for SIMA's Board are held each year, with half of the SIMA Board of Directors and Advisory Board positions open for election/appointment from year to year. The terms of the newly elected and appointed positions run from April 2008 through April 2010.

Chad DiNenna, Co-Founder and Director of Marketing for Nixon, has been elected as Vice President of SIMA. Former Vice President, **Paul Naude**, CEO of Billabong USA, moved to the Senior Advisory Board and will continue to be influential in SIMA as the Chairman of the SIMA Environmental Fund and by remaining active on other committees. **Greg Macias**, Vice President of



CHAD DINENNA
PH: JIMMY ROMERO

Marketing for Quiksilver, continues to serve on the SIMA Board of Directors and has been elected as the Secretary of SIMA. **Joel Cooper**, CEO of Lost International, was elected to continue his position as SIMA Treasurer, and **Dick Baker** will now serve as Chairman Emeritus.

"It's an honor to have been selected for this role," said Chad DiNenna on being elected as SIMA Vice President. "Our industry is made up of so many talented individuals. I still have a lot to learn, and through this learning I am confident I can bring relevant material to the SIMA table that reflects the needs and wants of the industry."

There are five new faces in the overall SIMA line up. **Mark Price**, President of Firewire Surfboards,

• CONTINUED ON PAGE 8

THE BATTLE TO SAVE TRESTLES

INFORMATION PROVIDED BY ONE OF THE 2008 WATERMAN'S BALL SPECIAL RECOGNITION AWARD RECIPIENTS
SIERRA CLUB'S FRIENDS OF THE FOOTHILLS

Sierra Club's Friends of the Foothills Campaign is gearing up for a busy summer! In continuation of our efforts to save Trestles, the San Mateo Campground and San Onofre State Beach from a destructive toll road we are taking our fight to Washington D.C.!

Earlier this year Sierra Club, Surfrider and environmental groups from all over the state won a decisive victory at the California Coastal Commission hearing in Del Mar, CA. Over 3,000 surfers, campers, hikers, bikers and environmentalists came out to urge the Coastal Commission to save San Onofre State Beach, California's fifth most popular state park, from the Foothill South Toll Road.

After a hearing that lasted over 11 hours the Coastal

Commission voted 8-2 to uphold the Coastal Act and keep a six-lane pay-to-drive road out of San Onofre State Beach.

However, the road proponents have appealed the Federal Government requesting the decision be overturned. The Secretary of Commerce will oversee the appeal and will host a public hearing sometime during this summer.



FRIENDS OF THE FOOTHILLS VOLUNTEERS FIGHT TO SAVE TRESTLES AND THE SAN MATEO CAMPGROUND
COURTESY OF SIERRA CLUB'S FRIENDS OF THE FOOTHILLS

It is important that you and your company make a strong showing at the Commerce hearing and tell them to deny the toll road builders' appeal. Attend the hearing, spread the word and do your part to protect a popular state park, the last pristine watershed in Southern California and one of the greatest surf breaks in Northern America - Trestles.

To learn more information about the upcoming hearing and how you can help, contact

Robin Everett, Sierra Club & Friends of the Foothills Conservation Organizer, at robin.everett@sierraclub.org or call 949-361-7534.

**★ ATTENDEE'S THOUGHTS ON SURF SUMMIT 11
WORD ON THE STREET**

★ "One of my favorite things about SIMA Surf Summit is the opportunity to establish new relationships with industry comrades on a level playing field. There are no booths to hide behind. It's way easier to talk shop and bounce ideas off each other. It's one of my favorite trips of the year and I always come home inspired." **Shawn Taylor // Santa Cruz Surfboards' Product Line, Marketing Manager**

★ "SIMA does a great job organizing the conference, and all the speakers are super inspiring. The location is awesome, and really provides a relaxing setting to get to know people in this fine industry. I do wish there were more retailers around to share a beer or a surf with, as we all need to be on the same page and have a laugh together. The Image Awards are definitely helping brands like Insight gain added attention too, and I really don't mind hangovers if the awards keep coming." **Jesse Faen // Insight's President**



VIEW FROM THE BACK OF THE PACKED
SURF SUMMIT 11 SEMINAR ROOM
PH: JIMMY ROMERO

★ "I look forward to SIMA Surf Summit every year, this year #11, was probably the best one yet with new accommodations, amazing speakers and more tequila than anyone could possibly drink! I feel that as an industry it's invaluable for everyone to get together, catch some waves and shoot the stuff...it's these collisions of friendship that help us strengthen our bond, and prepare us for the future. I'm looking forward to the next SIMA Surf Summit - by then my liver should be almost regenerated, the blackmail on everyone's digital cameras will hopefully be forgotten, and the security guards won't remember what I look like!" **Don Brown // Sole Technology's SVP of Marketing**

★ "The SIMA team did a great job of upgrading the hotel, bringing new and compelling speakers and making the overall event worthwhile. They continue to work hard at improving Surf Summit each year and it shows. Thank you SIMA!" **Christian Scott // Sole Technology's GM, Consumer Marketing**

★ "The speakers were thought-provoking, the seminars educational, the surf was warm, the parties were fun, and the company was the best ever!" **John Stouffer // Fuel TV's Director of PR and Endemic Relations**

SPOTLIGHT ON SMALL COMPANIES AND WHY THEY JOIN SIMA

-A CONVERSATION WITH L*SPACE'S MONICA WISE, UTOPIA OPTICS' ULISES THOMAS, & VESTAL'S JOHNNY GEHRIS



L*SPACE'S
MONICA WISE

UTOPIA OPTICS'
ULISES THOMAS



VESTAL'S
JOHNNY GEHRIS

SIMA: As a smaller company, why did you join SIMA?

JOHNNY: SIMA is the common voice of the surf industry and as such we felt joining was a necessary step in the maturation of the Vestal brand. Additionally, the benefits that SIMA impart help businesses regardless of their actual size.

MONICA: I felt that SIMA was the best way to communicate and network in the industry.

SIMA: What has been the most beneficial aspect of being a SIMA member?

ULISES: Being IN TOUCH! There are so many things going on in the industry and as a member of SIMA, we are always kept in the loop with other companies and who is doing what.

MONICA: The recognition in the industry from my peers and store owners has been the best part of being a SIMA member.

SIMA: With such a small crew, why is it important for you to attend the annual SIMA Surf Summit in Cabo San Lucas, Mexico?

JOHNNY: This industry is like family and as the saying goes, "It is always good to get family together,"

especially for events like SIMA Surf Summit. Fun aside, there is quite a bit of business that goes down every time we get together as an industry.

ULISES: Cabo! Little or big crew, doesn't matter. Where will you ever get to hang out with everyone without trying to out-do each other like at a trade show? Everyone is on the same playing field - no booths, just the boys (& girls!) hanging out. Sometimes you have to let your people enjoy and get that feeling back that made us all want to get into this game... So if your CFO tells you there's no room in the budget, hire a new one that gets it. If not anything else, you leave with a great energy and information to make your business better.



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
Akubird
Alive Surfing Technology
Alliance
Alpine Stars
American Surf Industries
Analog Clothing
Angel / Anarchy Eyewear
Article 1
ASR
Atwater
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
C4 Waterman Inc.
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
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
GFH Boards
Global Surf Industries
Global Wave Ventures
Globe Shoes
Graffy Inc.
Graphite Master
Hart, King & Coldren
Hawaiian Island Creations
Hobie Surfboards
HomeBlown US
Honolua Surf Co.
Hurley International
Hyper-Flex Wetsuits
IG Surfboards
Insight
INT Softboard Technology
Island Four-Cast (Hinano Clothing)
Jetty Life, LLC
Kaenon Polarized
Kahuna Kalai Ltd
L - Space
Liquid Tribe
Liquid Vision
Longboard Magazine
Loop'D Network
Lost International
Luce, Forward, Hamilton & Scripps
Lucy Love
LX Eyewear
MAC Industries
MADA
Major Surf Corp.
MapCargo
Marpessa Inc, DBA Salinas

Matanzas Surfboards
Maui & Sons
Merrill Lynch
Moonlight Glassing Co.
Moss Adams
Motiv Sports
Nikita Clothing
Nixon, Inc.
Oakley
Ocean Minded
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
Skin Elements (Soleo Sunscreen)
Skull Candy
Smith Sport Optics
SnL Communications
Softcore Surfboards
Sole Technology, Inc.
Son Of The Sea
Southern Cal Sports Industries

Split
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
Surflife
Surftech
T&C Surfboards
The ActivEmpire
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.
USBX
Utopia Optics
Vans
Vertra
Vestal 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



SURF SUMMIT 11

SS11 YOU HAVE TO SEE IT, TO BELIEVE IT



MICHELLE MULHALL AND COCO TIHANYI ARRIVING IN CABO & CHECKING IN FOR THE FOUR-DAY EVENT



THE VIEW FROM THE SHERATON HACIENDA DEL MAR RESORT AND SPA - THE NEW VENUE WAS LOVED BY ALL



BOB HURLEY BEING INTRODUCED BY DICK BAKER FOR BOB'S OPENING NIGHT KEY-NOTE ADDRESS



RACHEL KEARL, JEFF KEARL, TODD FINNEY, AND CHRIS COOPER GETTING READY FOR THE SPEAKERS



TEACHING FIRST TIME SURFERS AT OLD MAN'S DURING THE TRANSWORLD SURFARI



KEVIN CARROLL THROWING RED RUBBER BALLS INTO THE AUDIENCE DURING HIS PASSIONATE SPEECH



RICHARD WOOLCOTT AND CHAD DINENNA PUMPED FOR THE IMAGE AWARDS CEREMONY TO BEGIN

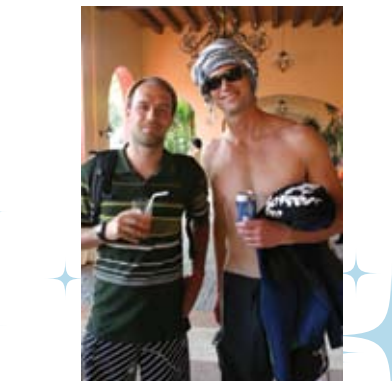


DUTCH SCHULTZ, DUKE EDUKAS, KATHY EDUKAS, & CHRIS RAYA ENJOYING THE CABO SUN



PHOTOS BY JIMMY ROMERO

BRAD GERLACH SPEAKING ON BIG-WAVE SURFING



KEVIN FLANAGAN (RIGHT) - FROM THE POOL TO THE SEMINARS

CONGRATULATIONS TO THE 2008 SIMA IMAGE AWARDS WINNERS

Los Cabos, Mexico - On a warm Cabo night, rounding out the last day of Surf Summit 11, 15 companies and retailers were given the prestigious honor of being crowned SIMA Image Awards Winners. With Pat Parnell, from Fuel TV, as this year's host and an intense staging system and dinner set-up in the sand, the surf industry celebrated work well done. They celebrated the tribe.

Product Awards

ACCESSORY PRODUCT
Nixon - 51-30 Watch

FOOTWEAR PRODUCT
Sanuk - Sidewalk Surfers

ENVIRONMENTAL PRODUCT
Billabong - Sonic Recycler Boardshort

SURFBOARD MODEL
Islands - Biscuit

WETSUIT
Xcel - Infinity Drylock

Women's Awards

WOMEN'S MARKETING CAMPAIGN
Billabong Juniors - "Overload"

WOMEN'S SWIM BRAND
L*Space

WOMEN'S APPAREL BRAND
Billabong Girls

WOMEN'S RETAILER
Sun Diego, San Diego County, California

Men's Awards

MEN'S MARKETING CAMPAIGN
Insight - "ZOUP"

MEN'S BOARDSHORT
Hurley - Advantage

MEN'S APPAREL BRAND
RVCA

MEN'S RETAILER
Active Ride Shop, Southern California

Overall Awards
BREAKTHROUGH BRAND
Insight

BREAKTHROUGH RETAILER
Surfside Sports, Costa Mesa

Congratulations to all the SIMA Image Award winners. For a complete list of nominees and more information on the awards process, please visit www.sima.com or www.simaimageawards.com.

THE LATEST WITH ASR

INFORMATION PROVIDED BY ASR

ASR is gearing up for another strong September show. Despite a challenging macro retail climate, the action sports industry seems to be faring relatively well, and ASR retail pre-registration for the September event is up considerably over this time last year as buyers seek to stock their shelves with new and differentiated product. And if seeing thousands of buyers and advancing your sales

process isn't enough, ASR's legendary vibe will be alive and well come September 4 - 6. SIMA and ASR are teaming up for another round of the Board Builders Pavilion - look for **Paul Holmes** to host a special book signing on legendary shaper **Bing Copeland**, and the inaugural SIMA Board Build-Off to benefit Liquid Nation Ball 5. In addition, the Surfing Heritage Foundation is scheduled to bring another historical perspective on the industry and surfing culture to the ASR show floor. Speaking of legends, **Shaun Tomson** will bring a taste of his upcoming film "Bustin Down the Door" to ASR and San Diego - the movie is scheduled to premier later this summer and will be a groundbreaking film on the history of surfing and many of the athletes that helped define the sport. Outside of ASR's aisles, Vans will be teaming up with Sun Diego to host El Ponto Loco surf contest at the Ponto break in nearby Carlsbad, CA. In addition, ASR will showcase numerous environmental and humanitarian organizations that continue the fight to preserve our oceans, rivers and beaches for years to come! All of this and thousands of retail buyers from over 40 countries make ASR September a must have on any marketing calendar.

ASR September 2008 will stage in a Thursday - Saturday format to maximize the business reach of the show. See you there!



CHARLIE SETZLER, RUSTY PREISENDORFER, SCOTT BANUELOS
COURTESY OF ASR

WHAT'S NEW WITH SURF EXPO?

INFORMATION PROVIDED BY SURF EXPO

September's show is coming up fast, and we are excited to announce that our buyer pre-registration is up from last year. New shops are registering with us every day and current shops are being sure to take advantage of our expanded seminar series and our Retail Center, sponsored by the Board Retailers Association. Initial feedback has told us that with gas prices going up, reps just can't make as many stops. Shop owners are filling in spots behind the registers and out on the floor and just can't afford to stop selling to shop a line. Our show is an order-writing show, and now, more than ever, retailers intend to use the show to get down to business with you on the show floor this



SIMA/SURF EXPO BOARD BUILDER PAVILION AT SURF EXPO'S JANUARY 2008 SHOW. PH: PATRICK WILLIAMS

September. Since Orlando is such a competitive city for airlines, fares remain low and our guaranteed lowest hotel rates - if you book at surfexpo.com - are always affordable. Increasing retailer attendance to meet show growth is our number one priority, and we're getting it done.

Our partnership with SIMA is never more evident than at the show in January. We showcase over a hundred hardgood manufacturers in the center of our show floor, comprising a huge SIMA/Surf Expo Board Builder Pavilion. At the center of the Pavilion are our two Surfboard Showcase and the Pavilion Lounge, sponsored by Aerialite. The show follows the buzz of the Sebastian Inlet Pro and special awards ceremonies and movie premieres are abound.

This January 2009 we have shifted the show dates. The show will be open four days. Wednesday will be North Hall only (the Resort side of the show) and Preview Day for manufacturers with meeting rooms. The show will be open a full three days after that. Hours will be 9-6 on Wednesday, Thursday and Friday, and 9-5 on Saturday.

CHANGE IN JANUARY 2009 SURF EXPO SHOW DATES!

SURF AND SKATE SECTION WILL BE:
THURSDAY, JANUARY 15 - SATURDAY, JANUARY 17, 2009

(RESORT SIDE OF THE HALL WILL BEGIN WEDNESDAY, JANUARY 14)



BOARD RETAILERS ASSOCIATION

INFORMATION PROVIDED BY BRA

With the support of the board sport industry and surf, skate and snow manufacturers, the Board Retailers Association (BRA) held a five day Retail Summit in San Juan, Puerto Rico, April 30th through May 4th. Retailers from across the country and Puerto Rico came together for educational seminars on topics ranging from merchandising to the current state of the board sport industry, interactive workshops focused on opening a dialogue between retailers and manufacturers, and networking opportunities where attendees had the chance to reconnect with old friends while building new relationships. While the primary purpose of the Retail Summit is to educate specialty retailers, the underlying result of the Summit was a shift of consciousness amongst all the retailers and manufacturers in attendance toward a more productive effort in promoting our business and the board sport lifestyle. For more highlights of the Retail Summit or to find out how to participate next year, please visit www.boardretailers.org.



GROUP SHOT OF RETAIL ATTENDEES ON THE LAST NIGHT OF THE BRA SUMMIT IN PUERTO RICO. PH: TY SMITH

please contact Melissa Clary at melissa@boardretailers.org.



SUNSET CATAMARAN CRUISE AT THE BOARD RETAILER SUMMIT. PH: TY SMITH

Following the momentum of a successful Retail Summit, BRA is continuing to develop the Retail University - a fully integrated online educational program aimed at specialty retailers. A demo of the program is currently available and the final product will be unveiled during the September tradeshow. There are opportunities for manufacturers to create product specific training modules. For additional information,

Finally, as we gear up for the tradeshow season, BRA is working with ASR and Surf Expo to increase the value of benefits and services offered to retailers. Look for the Retail Center, a specially branded section on the show floor that houses retail vendors and service providers, at Surf Expo. Retailers will also benefit from the new and improved seminar series. BRA has teamed up with ASEC to host the ASR Greenroom focused on eco-friendly board sport products. There will be opportunities for environmentally responsible manufacturers to participate in the Greenroom and accompanying Retail Luncheon. Invitations and additional details will be provided closer to the date of the event.

SURFING AMERICA

INFORMATION PROVIDED BY MIKE GERARD/EXECUTIVE DIRECTOR OF SURFING AMERICA

The PacSun USA Surf Team just finished up a successful run at the 2008 Quiksilver ISA World Junior Surfing Championships in France and the program is tighter than ever. The end result, 4th place, may not be the gold medal finish we were hoping for--but a look beneath the surface shows an incredibly close contest that had the USA Surf Team in 1st place headed into the final heat of the event! We're in a very exciting time for surfing in the United States and the expanding and improving USA Surf Team program is definitely firing on all cylinders.

As this event marks the completion of **Joey Buran's** first full year as

head coach, we now have a chance to reflect on the new program as a whole and measure its effectiveness. Joey and the kids worked very hard over the past year: 75 days of training and over 1000 training heats went into preparing for this past month's event. The kids were definitely ready for the contest, mentally tough, and they all did a great job.



THE PACSUN USA SURF TEAM PLACED 4TH AT THE 2008 QUIKSILVER ISA WORLD JUNIOR SURFING CHAMPIONSHIPS. PH: AJ NESTE/SURFING AMERICA

But more importantly, this year saw the most united, self-motivated, and co-supportive group of athletes every to represent the United States under the Surfing America banner. They were a tight bunch--and truly a Team in every sense of the word as coach Buran did

SIMA RESEARCH CORNER

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



SIMA's Retail Distribution Study is the industry's most comprehensive and detailed view of the U.S. surf retail market to date. Statistics from the past two SIMA Retail Distribution Studies have been featured in USA TODAY, the LA TIMES, BLOOMBERG TELEVISION, the ASSOCIATED PRESS, and many more media outlets. Here is a sample of the statistics SIMA members and the media count on:

- In 2006, apparel generated the most sales with \$1.8 billion in sales (up 9.9%), up from \$1.5 billion in 2004.
- In 2006, Industry sales were particularly balanced throughout the last nine months of the year--April through January (\$1.33 billion), July through September (\$1.65 billion), and October through December (\$1.66 billion).

Wait! there's more...

• SURFING AMERICA CONTINUED FROM PAGE 7

an incredible job instilling a sense of teamwork and national pride into the program.

Next year's ISA Juniors event is in March 2009 in Ecuador.

That's just nine short months away! And with several "seniors"

moving out of the program--and younger athletes sliding up--the USA Surf Team continues to build and refine its program. Watch for the 2009 USA Surf Team to be announced immediately after this summer's USA Championships.

The 2008 SIMA Surfing America USA Championships will be held August 19-24 at the Huntington Beach Pier. Go USA!



• SIMA'S NEW BOARD MEMBERS FROM PAGE 2

will begin with SIMA as an elected member of the Board of Directors. **Jesse Faen**, CEO of Insight, **Mark Tinkess**, Executive Vice President of Von Zipper, **Michelle LeBlanc**, National Sales Manager for Roxy Swim, and **Charlie Anderson**, Associate Publisher for Transworld Media will join SIMA for the first time as members of the Advisory Board.



CHARLIE ANDERSON
PH: JIMMY ROMERO

"I've watched SIMA go from strength to strength and it is a force within the industry, initiating and influencing a wide range of issues," said Mark Price on being elected to the Board of Directors. "I'm excited about the opportunity to play a role in SIMA's ongoing success."

Other moves include **Bruce Beach**, Co-President and CEO of Electric, and **Candy Harris**, Billabong USA Women's Brand Director, transitioning



BRUCE BEACH
PH: JIMMY ROMERO



CANDY HARRIS
PH: JIMMY ROMERO

from the SIMA Advisory Board to elected positions on the SIMA Board of Directors.

"Nominating new officers, directors, and advisory board members with fresh blood and an unbiased dedication to the surf industry were top priorities for the Board of Directors and SIMA Nominating Committee," said SIMA Executive Director, Sean Smith. "Regarding the new SIMA officers, Chad and Greg will bring great new perspectives and Dick and Joel will be able to use their seasoned experience to mentor them into their new roles - creating the perfect balance."

Following the 2008 election, the efforts of SIMA are guided by a 13-member Board of Directors. The Board of Directors has appointed seven non-voting Senior Advisory Board members and 17 non-voting Advisory Board members.

For a full list of SIMA Board Members, please see the list on the left hand side of *Sessions*, page 2.



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