

# SESSIONS

fall 08

Surf Industry Manufacturers Association Happenings

## TRESTLES VERDICT TO BE REACHED BY JANUARY 2009

THUMBS UP TO SAVING TRESTLES, THUMBS DOWN TO THE 241 TOLL ROAD

**Del Mar, Calif.** - In an effort to keep the booing and cheering from overriding the ability to hear the September 22, U.S. Department of Commerce hearing speakers, the 6,000 attendees were asked to use a thumbs up or a thumbs down, instead of their

voices. The hearing regarding the proposed extension of the 241 Toll Road, featured public testimony from young and old, with the recurring theme that the residents of Orange and San Diego Counties do not want a toll road bisecting San Onofre State

"The Coastal Commission made it very clear that this road project should not be built here," says Surfrider's Assistant Environmental Director, **Mark**



THUMBS UP TO STOP THE 241 TOLL ROAD PH: O'BRIEN/SURF EXPO



BOBBY SHRIVER AND CALIF. STATE TREASURER BILL LOCKYER SURROUNDED BY STATE PARK SUPPORTERS DURING THE PRESS CONFERENCE THE MORNING OF SEPTEMBER 22, AT THE DEL MAR FAIRGROUNDS PH: MARK RAUSCHER

Beach, an extremely popular State Park. Speakers in opposition repeatedly expressed that the toll road is not a matter of national interest or security.

**Rauscher.** "There is no legal reason the Commerce Department should support destruction of a California State Park by overturning that ruling."

Now starts the waiting game for the U.S. Dept. of Commerce's decision on whether or not to uphold the California Coastal Commission's decision made back on February 6, 2008, to not allow the extension of

the 241 Toll Road. The public comment period regarding the toll road closed on Thursday, October 2. However, opponents of the proposed extension are encouraged to stay updated at [www.savetrestles.org](http://www.savetrestles.org). A final decision on the fate of Trestles and the San Onofre State Park by **Secretary Gutierrez** is expected by January 7, 2009.

- With content contributed by the Surfrider Foundation

## SIMA CONTINUES INDUSTRY RESEARCH INITIATIVES

2008 SIMA RETAIL DISTRIBUTION STUDY TO BEGIN IN JANUARY 2009

**Aliso Viejo, Calif.** - SIMA is continuing its push into industry research with the third SIMA Retail Distribution Study, as well as plans for additional research projects.

SIMA's 2008 Retail Distribution Study is set to begin in January 2009. Following the 2004 and 2006 SIMA Retail Distribution Studies, the 2008 study will again provide a comprehensive look at the U.S. surf and skate retail market, and most importantly provide valuable trending data by analyzing results against those of the previous two studies, allowing SIMA to show industry trends over a six year period.

"The SIMA research committee is dedicated to providing valuable market data to SIMA members,"

said **Doug Palladini**, chairman of the SIMA research committee. "Industry research is one of the most important responsibilities of a trade association, and the SIMA Retail Distribution Studies are proving to be the most valuable reports on surf industry business to date. We expect the 2008 report to be of increasing benefit to our members as it will provide growing data trends covering a greater time period than ever before."

The study will be accomplished via telephone interviews of specialty retailers at random, with the goal of obtaining surf and skate industry data and statistics covering areas such as regional and channel differences, brand penetration and category

• CONTINUED ON PAGE 8

### in this issue

LETTER FROM CHAIRMAN	2
THE NEW WWW.SIMA.COM	2
LIQUID NATION BALL 5 PHOTOS	3
SURF SUMMIT 12 DATES	3
WHERE DOES YOUR MONEY GO?	4
WATERMAN'S PHOTO WRAP-UP	5
TRADE SHOW FLOOR UPDATE - DON'T	
BREAK DOWN EARLY!	6



**CHAIRMAN EMERITUS**

Dick Baker

**VICE PRESIDENT**

Chad DiNenna / Nixon

**TREASURER**

Joel Cooper / Lost International

**SECRETARY**

Greg Macias / Quiksilver

**BOARD OF DIRECTORS**

Bill Bahne / Fins Unlimited

Bruce Beach / Electric

Vince De La Peña / Mada

Kevin Flanagan / Reef

Candy Harris / Billabong USA

Bret Muhlthner / O'Neill, Inc.

Doug Palladini / Vans

Mark Price / Firewire

Tom Ruiz / Volcom

**SENIOR ADVISORY BOARD**

**(NON-ELECTED)**

Fernando Aguerre / Liquid Tribe

Scott Daley / Body Glove

Tom Holbrook / Quiksilver

Bob Mignogna / Mignogna Consulting

Guy Motil / Longboard Magazine

Paul Naude / Billabong USA

Steve Pezman / The Surfer's Journal

Peter Townend / The Active Empire

**ADVISORY BOARD**

**(NON-ELECTED)**

Charlie Anderson / Transworld Media

Wayne Bartholomew / ASP

Jesse Faen / Insight

Ross Garrett / Surfing Magazine

Bob Graff / Graffy Inc.

Rick Irons / Surfer Magazine

Karin Kendrick / O'Neill Clothing

Michelle LeBlanc / Roxy

Michael Marckx / Globe

Dan McNerny / Olukai

CJ Olivares / Fuel TV

Tony Perez / Surfing Magazine

Mark Tinkess / Von Zipper

Andy Tompkins / ASR

Roy Turner / Surf Expo

Jonno Wells / Surfline

**PAST PRESIDENTS**

Peter Townend

Bonnie Crail

Tom Holbrook

Jimmy Olmes

Tom Knapp

Michael Tomson

Bob McKnight

**Administration**

Sean Smith / Executive Director

Jennifer Kelly / Associate Director

Travis Wilkerson / Membership Director

Shannon Park / Event Manager

Mandy Johnson / Communications

Coordinator

## LETTER FROM THE CHAIRMAN

DICK BAKER / SIMA CHAIRMAN EMERITUS



Summer has faded into fall and here we are again in the midst of the hustle and bustle of the beginning of the holiday season. Looking back at the summer of 2008 with both the success of the 19th Annual Waterman's Weekend and Liquid Nation Ball 5, I'd say it was a very triumphant season. It is amazing that our industry can have such a big impact on both ocean-environmental issues and surf-related humanitarian organizations. I am proud to be a part of such a giving and conscientious industry. On behalf of SIMA, thank you to all of those that have attended, contributed, and believed in both Waterman's Weekend and Liquid Nation Ball over all the years.

A current issue our industry continues to back is the effort to stop the 241 Toll Road through San Onofre State Park which is home to the world-famous surf break, Trestles. Let me make this very clear. Now more than ever, as a trade association, SIMA is opposed to this project. This is not about just one surf break and one coastal state park, but also about the precedent it sets for all of California's coastal state parks. If we allow the precedent of building through our coastal state parks to be set, this would irreversibly affect jobs in the surf/beach industry in the future. SIMA supports organizations such as Sierra Club's Friends of the Foothills and Surfrider who are leading the fight. For the latest updates and to find out how you can help, visit [www.savetrestles.org](http://www.savetrestles.org).

Another area of industry business is our trade show date patterns and relations. As you all know we have been requesting the Thursday - Saturday show format for some time and ASR has moved to this format. Surf Expo will be testing this format for the January show. If we want to keep it this way, just do one simple thing: don't break your booth down early! By keeping your booth up and running all three days of the show, you will not only be making yourself more accessible to key retailers, but you will also have a greater opportunity to get business done. Not only does this best serve your retailers and trade show partners, but it is great for your business and the overall strength of our industry.

One last thing. A goal SIMA has been working towards is the ability to involve all levels of employees in our educational programming and the overall future of SIMA. I personally challenge every SIMA member company to extend SIMA invitations to programs such as Boot Camp, to all applicable employees. To keep the strength of our industry and the liveliness of SIMA, it is imperative we keep introducing fresh faces to our association. Consider that your challenge this fall, along with not breaking down early at trade shows. In the meantime, enjoy the less crowded waters of fall. Cheers!

## NOW INTRODUCING...SIMA'S NEW WEB SITE!

SIMA.COM LAUNCHES REDESIGN WITH THE HELP OF SAGE ISLAND

**Aliso Viejo, Calif.** - The new SIMA Web site, unveiled in August, features all of the latest news on SIMA events and benefits, as well as new features such as event photo galleries, press clippings, an industry news feed, and a 'Shapers Bay' section dedicated to the needs of SIMA's board builder members.

"It's our vision that SIMA members will view the Web site as a valuable source of industry information and visit regularly," said **Sean Smith**, executive director of SIMA.

SIMA's new site is designed and hosted by the experts at Sage Island ([www.sageisland.com](http://www.sageisland.com)). Sage Island has a long history of working in the surf industry, strong design and programming skills,

as well as a long-standing relationship with SIMA, making for a great working partnership.

"The launch of the new site truly brings SIMA to the forefront of current technology," said **Candace Hutchinson** of Sage Island. "The goal of the redesign was to give the association an updated online presence that reflected their culture and involvement in the surf industry. The site was developed using a content management system, making site updates quick and easy for

the SIMA staff. Overall, the redesign of [www.sima.com](http://www.sima.com) gives SIMA the technology tools they need to keep their site fresh and up-to-date, giving their membership the most current news available." Be sure to check out the new [www.SIMA.com](http://www.SIMA.com)!





# LIQUID NATION BALL 5 RAISES INCREDIBLE AMOUNT

DR. DAVE JENKINS HONORED AS FIRST-EVER SIMA HUMANITARIAN OF THE YEAR

La Jolla, Calif. - Mixing the passion of surfing with helping others, on Friday, September 5, the SIMA Humanitarian Fund raised approximately \$230,000 at the annual fundraiser, Liquid Nation Ball. Surf industry business executives, professional surfers, and La Jolla VIPs gathered at the ocean-front home of **Fernando and Vicky Aguerre** in La Jolla, Calif., to help raise funds for 14 surf-related humanitarian organizations and honor the first-ever SIMA Humanitarian of the year, **Dr. Dave Jenkins**, CEO of SurfAid International.

As well as **Dr. Dave's** award, the event was highlighted by a live auction. A surfboard shaped by **Greg and Jed Noll**, "Pinch's Nightmare," was auctioned off for \$40,000. A surf adventure to Nicaragua was won at \$18,000, and a **Skip Frye** surfboard signed by the elite at Liquid Nation Ball 5 was auctioned off for \$20,000. While the live auction went on, the women of the party took to the first-ever Liquid Nation Ball silent auction, sponsored by Riviera Magazine.

"I am incredibly grateful and honored to be named as the first-ever SIMA Humanitarian of the Year as Liquid Nation Ball has been supportive of us and our vision for SurfAid International since its infancy and when it was not much more than a crazy idea," said **Dr. Dave Jenkins**, CEO of SurfAid International and SIMA Humanitarian of the Year. "The sport of surfing has opened our eyes to the world and the ways that we can make a difference for others."

"The success of Liquid Nation Ball 5 just proves the growing influence and impact the surf industry is making on the world through humanitarian organizations," said **Fernando Aguerre**, co-founder and host of Liquid Nation Ball. "On behalf of the SIMA Humanitarian Fund, I would like to thank all of those who donated to and supported this year's Liquid Nation Ball. Giving is the key to a full life. It's great to join forces for a better world."



ROB MACHADO AND LEGENDARY SHAPER GREG KNOLL ENJOY A LAUGH TOGETHER



VICKY AGUERRE (RIGHT) GREETES LISA ANDERSEN & HER HUSBAND TIM SHANNON AS THEY ENTER



THE BREATHTAKING VIEW FROM FERNANDO & VICKY AGUERRE'S HOME WHEN YOU FIRST WALK IN THE PARTY



KELLY SLATER GETS A KISS FROM THE HIGHEST BIDDER FOR HIS SIGNED BOARD DURING THE LIVE AUCTION



SANTIAGO AGUERRE GREETES PAUL NAUDE, CEO OF BILLABONG USA AND BILLABONG CEO DEREK O'NEILL



JOSH HUNTER, OF TRANSWORLD, HANGS OUT WITH THE LADIES BY THE PRIVATE SURFBOARD COLLECTION

PHOTOS BY TY SMITH/PROPAGANDA HQ & JOANNA TICHAUER



DR. DAVE JENKINS RECEIVES HIS HUMANITARIAN OF THE YEAR AWARD FROM LIQUID NATION CO-FOUNDER SANTIAGO AGUERRE



THE HOST, FERNANDO AGUERRE, AUCTIONING HIS OWN CLOTHES FOR THE CAUSE. THIS OUTFIT WENT FOR \$9,500 IN THE LIVE AUCTION

## MARK YOUR CALENDAR FOR SIMA *Surf Summit 12!*

When / May 6 - 9, 2009

Where / Sheraton Hacienda Resort & Spa - Los Cabos, Mexico

Who / All SIMA Members & Surf Retailers

How / Registration & More Information to be Sent Out Early 2009



# WHERE DOES YOUR WATERMAN'S WEEKEND MONEY GO?

A CONVERSATION WITH THE NEWEST SIMA ENVIRONMENTAL FUND BENEFICIARY - ASSATEAGUE COASTAL TRUST



KATHY PHILLIPS, EXECUTIVE DIRECTOR OF ASSATEAGUE COASTAL TRUST

## SIMA: What is Assateague Coastal Trust?

**KATHY:** Assateague Coastal Trust (ACT) works to protect and enhance the natural resources of the Atlantic coastal bays watershed through advocacy, conservation, and education.

## SIMA: Why does Assateague Coastal Trust fit in the surf culture?

**KATHY:** Easy answer! Clean Water. Our coastal bays flush to the ocean through two inlets. If the bays are not healthy, the near shore ocean waters are not healthy. Clean water is paramount to a strong surfing economy.

## SIMA: 2008 was your first Waterman's Ball, what was your impression of the event?

**KATHY:** I was blown away! I'd heard all the stories, seen the photos in the mags, but I was not prepared for the enormity of the event. To witness the

level of other's generosity as they bid on auction items was humbling, knowing that my organization was a recipient of a SIMA Environmental Fund grant this year.

## SIMA: What does ACT plan to do with the SIMA Environmental Fund Grant check?

**KATHY:** First and foremost, we are looking forward to the purchase of a larger COASTKEEPER boat. Boat patrols are critical to ACT's monitoring and advocacy activities over a 175 square mile watershed. The funds will also be used to support the Coastkeeper's goals to reduce nutrient inputs to the coastal bays. Funding will be used

to continue monitoring stormwater sediment pollution and reducing chemical contaminant inputs to the coastal bays from illegal dumping into Ocean City storm water drains.

## SIMA: What message would you like to give to those that support the SIMA Environmental Fund?

**KATHY:** Gratitude. Clean water is a fundamental right to all human beings. It is a never ending battle to stay on top of laws that are not enforced, halting illegal activities, and keeping the public educated. Assateague Coastal Trust is honored to know we are one of the few East Coast organizations to be recognized and chosen as a 2008 grant recipient. Those of you in SIMA who know me, know that I was always advocating for

• CONTINUED ON PAGE 8

## 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  
 Allyance  
 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  
 Imperial Capital  
 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  
 Surfline  
 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.  
 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



# 19th Annual Waterman's Weekend

HONORING OCCY, JACKSON BROWNE, EDUARDO ARENA, SURFRIDER, & FRIENDS OF THE FOOTHILLS



**Dana Point, Calif.** - The theme of the 19th Annual Waterman's Weekend was best stated by **Jackson Browne** in his acceptance speech for SIMA Environmentalist of the Year: "A clean environment is the most basic human right." Waterman's Weekend honored that right by hosting the Waterman's Classic Golf Tournament on August 21, and the Waterman's Ball on August 22, at the St. Regis Monarch Beach in Dana Point, Calif. Raising an epic amount over the weekend with a silent auction, two live auctions, the golf tournament, dinner tickets, and sponsorships, the SIMA Environmental Fund Board of Directors are confident that the final amount raised at the event will approximately match the goal of \$500,000 for oceans and surf breaks around the world. The weekend was also a time to honor former world surfing champion **Mark "Occy" Occhilupo** as Waterman of the Year, musician **Jackson Browne** as Environmentalist of the Year, and surf contest pioneer **Eduardo Arena** with the Lifetime Achievement Award. **Surfrider Foundation** and **Sierra Club's Friends of the Foothills** campaign also received Special Recognition Awards for their ongoing battle to save Trestles and to stop the development of the 241 Toll Road. Funds raised will go directly to supporting specific programs of 17 non-profit environmental organizations that address water quality and ocean pollution issues, defend beaches and surf breaks from development, and provide public education on ocean conservation. For an in-depth look at the difference Waterman's Weekend makes on the environment and a look at the newest SIMA Environmental Fund beneficiary, check out the article "Where Does Your Waterman's Weekend Money Go?" on page 4.



THE SECTOR 9 CREW PROVIDED "SECURITY CHECK POINTS" & SPONSORSHIP ON HOLE 11



TALENTED CHEF JUSTON MONSON OF VINE IN SAN CLEMENTE CHIPS THE BALL ON THE OCEAN FRONT GREEN



THE BILLABONG CREW TAKES THEIR TALENT TO THE LINKS



VANS STOLE THE SHOW AGAIN THIS YEAR WINNING BEST HOLE SPONSOR WITH THEIR GERMAN MUSIC, DRINKS & GIRLS



THE ROXY TEAM MAY HAVE HAD THE WORST GOLF SCORE, BUT MADE UP FOR IT IN FASHION WINNING BEST DRESSED TEAM



JACKSON BROWNE ACCEPTS HIS AWARD AS ENVIRONMENTALIST OF THE YEAR FROM MARK CHRISTY



PAUL NAUDE, PRES. OF THE SIMA ENVIRONMENTAL BOARD, ENJOYS THE SILENT AUCTION WITH TOM CAMPION OF ZUMIEZ



RONNY NELSON & WIFE ASHLEY LOVING COCKTAIL HOUR AT THE BALL WITH JOE MATA AND JONATHAN KANTOR



MARIA PRADO & LIA COLABELLO WITH SIMA LIFETIME ACHIEVEMENT AWARD RECIPIENT EDUARDO ARENA (CENTER)



OCCY ACCEPTS HIS AWARD FROM SHAUN TOMSON AND SINGS HIS OWN VERSION OF "WE ARE THE WORLD"



SURF DIVA'S IZZY TIHANYI & COCO TIHANYI AND SHOUT PR'S ERIKA KLEIN WITH HUSBAND PELLE



ELECTRIC'S BRUCE BEACH AND WIFE KRISTIN, SCOPING OUT THE SILENT AUCTION ITEMS

PHOTOS BY JIMMY ROMERO & TY SMITH PROPAGANDA HQ

## WRAP UP WITH SURF EXPO

INFORMATION PROVIDED BY SURF EXPO

Despite a slowed economy and a series of hurricanes threatening the southeastern US, Surf Expo increased both its exhibitor booth count and retail shop attendance over September 2007's show.



COURTESY OF SURF EXPO

September 2008 Surf Expo highlights included the introduction of the Retail Center, the now-staple SIMA Board Builder Pavilion, an on-floor video screening lounge and more. Several eco-conscious exhibits and features like Ocean Minded's Recycle Lounge and BeGreen's carbon footprint calculation station were a hit with attendees. The 5th Annual WakeAwards hosted its largest crowd ever and is set to broadcast on Fuel TV later this fall. Four onsite daily fashion shows were complimented with a high-end show at the Peabody Hotel.

In January Surf Expo will maintain the energy of networking events with a Sebastian Inlet Pro Awards Party offsite, premiering a few surf movies. We will also be shining the spotlight on our board builders once again with our largest SIMA Board Builder Pavilion ever, presented by Aerialite. Surfboard showcases will flank the Board Builder Pavilion Lounge at the heart of surfboard shapers and hardgoods manufacturers' exhibit space.

Surf Expo January is a 3-day/4-day show. The Boutique, Coastal Home, Resort, Souvenir & Gift and Swim categories will be open January 14-17, with Surf and Skate showing from January 15-17. Go to [surfexpo.com](http://surfexpo.com) for more details.



### SUPPORT YOUR RETAILERS - SUPPORT YOUR SHOW DON'T BREAK DOWN EARLY

As you know, many exhibitors have been requesting a Thursday-Saturday trade show date pattern. ASR has moved its show dates to a Thursday-Saturday pattern, and Surf Expo has agreed to test this pattern for 2009. In order to keep this as a long-term change, we need to show our commitment as exhibitors to keeping the show floor running all three days.

- As a SIMA member, we encourage you to keep your booth open and staffed for business until the official close of the shows.
- Having enough of your line available until the close of the show will ensure business getting done on the last day.
- Not only does this best serve your retailers, but it is great for your business and the overall strength of our industry!



## ASR SEPTEMBER 2008 RECAP

INFORMATION PROVIDED BY ASR

ASR wrapped up in San Diego on September 6 leaving the action sports and youth culture industries energized and optimistic for spring/summer 09 business. Most exhibitors agreed the market continued to be healthy despite a challenging macro economic retail climate. Long time exhibitor **Bob Hurley** said it best - "The highlight is always the people - and the ideas that they bring. I've been doing this show for a long time and this is the best one I've ever been to in every way, the best business, the most fun and excitement. Excitement not only for us, but also for the whole industry. With all of the changes, acquisitions, vertical integration and Internet sales, it isn't business as usual, but it is more dynamic and consumer driven than ever, which is exciting." Over 700 brands showed product and exchanged ideas with 6,100 retail buyers from 1,800 unique businesses.



'ART OF SHAPING: HAWAII EDITION' AT ASR SEPTEMBER  
PHOTO COURTESY OF ASR

The ASR and Seventeen Magazine fashion show was filled to capacity with buyers and media trend-spotting

for spring 09 on the high-energy runway. The theme "It's Electric" showcased popping neon hues for swim and sportswear, mixed with fitted styling and a wide variety of accessories.



THE CROWD AT ASR SEPTEMBER 2008  
PHOTO COURTESY OF ASR

In the ASR/SIMA Board Builders Pavilion, Billabong put on the 'Art of Shaping: Hawaii Edition' to showcase Hawaii's greatest shapers and raised over \$30,000 for the SIMA Liquid Nation Ball. "The boards became a major conversation piece of the show

- it was one of the greatest collections of work from Hawaii ever assembled in one place," said Billabong's **Royce Cansler**.

Automatic Magazine held its annual *Battle of the Shops* at ASR on Saturday. Over 20 of the top retailers in the West brought in teams to compete on various parts of the street course. Pacific Drive's team took top honors with Pharmacy and Active coming in second and third. Last year's winner, ZJ's Boarding House, rounded out the top five.

ASR returns to San Diego on January 22-24, back in a Thursday - Saturday format for the unveiling of summer and fall collections. For more information on ASR, please go to [ASRBiz.com](http://ASRBiz.com).

# SURFING AMERICA – THE NEW SCHOOL

INFORMATION PROVIDED BY SURFING AMERICA

## Meet the 2009 PacSun USA Surf Team!

The competition was explosive at the SIMA Surfing America USA Championships from August 19 to August 24, 2008, in Huntington Beach, Calif. After six days of competing in two-to-four foot Huntington surf, Surfing America is excited to announce the new PacSun USA Surf Team.

As a part of the returning force from last year's team, San Clemente, California's **Kolohe Andino** defended his USA title in Boys Under 14 respectively.

"I like this event because they make you feel cool," said **Andino**. "The four-man, twenty-minute heat format is sick. It's a great event and I love doing it. Making the USA team is a great privilege. Plus you get to train with **Coach Joey Buran** and go around the world with your friends to compete."



MEET THE NEW PACSUN USA SURF TEAM, CROWNED IN AUGUST IN HUNTINGTON BEACH, CALIF. PH: AJ NESTE

With the new team up and running, **Coach Joey Buran** is excited to begin work with his squad of returning surfers, as well as a few new faces.

"This is a much better place than where we were last year because there is already a solid program in place," said **Buran**. "The goal of the selection was to have surfers on the roster who will compete for those three ISA starting spots and we have that."

### THE 2009 PACSUN USA SURF TEAM ROSTER:

#### BOYS UNDER 18:

NATHAN CARVALHO (HI)  
ANDREW DOHENY (CA)  
VICTOR DONE (CA)  
FISHER HEVERLY (NC)  
KYLE MCGEARY (CA)  
BALARAM STACK (NY)  
CHASE WILSON (CA)

NAT YOUNG (CA)  
DANE ZAUN (CA)  
EVAN THOMPSON (FL)

#### BOYS UNDER 16:

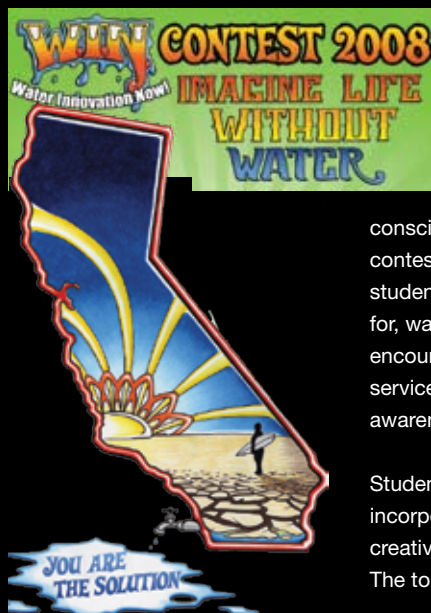
KOLOHE ANDINO (CA)  
CONNER COFFIN (CA)  
IAN CRANE (CA)  
LUKE DAVIS (CA)  
EVAN GEISELMAN (FL)  
TAYLOR THORNE (CA)

#### GIRLS UNDER 18:

COURTNEY CONLOGUE (CA)  
QUINCY DAVIS (NY)  
LANI DOHERTY (HI)  
KALEIGH GILCHRIST (CA)  
KEENAN LINEBACK (SC)  
NAGE MELAMED (HI)  
LAKEY PETERSON (CA)  
TAYLOR PITZ (CA)

#### SUPER JUNIORS UNDER 14:

TAYLOR CLARK (CA)  
PARKER COFFIN (CA)  
JAKE HALSTEAD (CA)  
ANDREW JACOBSON (CA)  
COLIN MORAN (CA)  
CAM RICHARDS (SC)  
NIKKI VIESINS (FL)



The Board Retailers Association (BRA) is proud to partner with the Action Sports Environmental Coalition (ASEC), the Orange County Department of Education and a number of environmentally conscious action sport brands on an innovative contest aimed at educating Southern California students on the importance of, and solutions for, water conservation. *Water Innovation Now* encourages K-12 students to create unique public service announcements aimed at increasing awareness of California's current water crisis.

Students' submissions will be judged on the incorporation of water conservation innovation, creativity, originality and accuracy of information. The top two projects from each grade category

## BOARD RETAILERS ASSOCIATION

INFORMATION PROVIDED BY BRA

will be invited to present their idea at the Global Conference on Water in Irvine. The mega grand prize winner(s) will receive an all expense paid week-long trip to Tavarua Island Resort with **Rochelle Ballard** and **Rob Machado**. Other prizes include skate sessions with **Bob Burnquist**, **Geoff Rowley** and **Danny Way**, to name a few. Students who create a public service announcement submission for *Water Innovation Now* will also be eligible to win computers, trips to Disneyland and thanks to BRA retailers in Southern California, discounts on merchandise and gift bags. All winners, in each grade category, will win clothing and gear including shoes, a complete skateboard and a snowboard with boots and bindings. Four lucky grand prize winners with the most creative water conservation

• CONTINUED ON PAGE 8

*Wait! there's more...*

• SIMA RESEARCH CONTINUED FROM PAGE 1

sales volume. Retailers can expect to begin receiving telephone calls in January 2009 from the Leisure Trends Group, on behalf of SIMA, asking for their participation in the study.

Beginning the project with retailer interviews in January 2009 will allow the study to capture 2008 data, thus providing the industry with the most current and relevant information to help better understand the current retail landscape and monitor retail sales trends in the surf and skate industry. Please be sure to remind your retail accounts that, should they receive a survey call, their participation is crucial in the success of this research project for the surf industry!

Results of the 2008 Retail Distribution Study will be announced and reviewed at SIMA Surf Summit 12 in Los Cabos, Mexico, May 6-9, 2009. The report, again, will be available at no cost to SIMA members.

Also on the research front, the SIMA Board Builders committee is soon launching a collaborative surfboard retail sales survey with Transworld Business. This survey will examine the state of surfboard sales, the types of boards that are selling, and any important emerging trends.

Look for results of the 2008 SIMA Retail Distribution Study, as well as the SIMA Board Builders/Transworld Business surfboard survey, in the coming months.



8 Argonaut, Suite 170  
Aliso Viejo, CA 92656  
**Phone:** 949.366.1164  
**Fax:** 949.454.1406

• BRA CONTINUED FROM PAGE 7

solution will have a Sk8 & Bike Demo and lunch for their whole school and the Ultimate Grand Prize Winner will have **Paul Schmitt** with CreateAskate teach their entire class how to make their own skateboard.



A huge thanks to all the retailers and action sport companies supporting this enormous educational initiative. To see the winning public service announcements, tune into FuelTV.

For more information on *Water Innovation* Now visit [win.ocde.us](http://win.ocde.us).



• ASSATEAGUE CONTINUED FROM PAGE 4

the East Coast surfer. Now that I am in the field of environmental advocacy, I am especially stoked to be able to do more for the East Coast by helping to keep the coastal waters of Maryland clean and healthy.

**SIMA: Where is the best place to learn more about Assateague Coastal Trust?**

**KATHY:** Visit our Web site, [www.ActForBays.org](http://www.ActForBays.org). We also invite any SIMA member to contact me, Coastkeeper **Kathy Phillips**, if they are in the Ocean City, Virginia Beach area. I'll be more than happy to provide an on-the-water tour of the Maryland/Virginia Coastal Bays to explain our watershed and its issues from a Waterkeeper perspective!