

IASC SKATEBOARDING INDUSTRY SUMMIT 2010

The IASC Skateboarding Industry Summit 2010 has a global perspective with a focus on all things digital. Each week we give you more details on each panel, including speakers, moderators, and a bit more on each topic.

PANEL UPDATE #3

Keynote: George Powell with “OMG!”

Wednesday, April 28, 7:00 p.m

“Pro Skateboarding Competition Panel”

Professional contests are a highly visible, easily critiqued, and for some, a potentially lucrative part of the sport. They are in many cases the general public’s first view of the sport and therefore their representation of skateboarding is an important part of the culture. The top pro contest producers will share up coming changes to the contest landscape, the affect of digital / on-demand media on their business, and answer your questions.

Panelists:

- Tim McFerran, Maloof Money Cup, General Manager
- Chris Prybylo, Alli Sports, NBC Dew Tour
- Tim Reed, XGames, Sr. Director of Sports & Competition

Moderated by John Stouffer, Director of PR and Endemic Relations for FUEL TV

Thursday, April 29, 3:30 p.m

“Turning Insights Into Change”

Throughout the two days of seminars at the IASC Summit, attendees will be exposed to new data/ information, new thoughts and different ideas to help build their business and the overall skateboarding industry. However, taking that information or

insights and turning them into actions that have an impact on your business is always the difficult part.

In this hour seminar, Board-Trac’s Angelo Ponzi will utilize the information and findings from the previous seminars, Board-Trac research and other secondary/ industry research and demonstrate how utilizing the available insights, marketing trends, retail trends and social media can have an impact on your business.

Presenter: Angelo Ponzi, Founder Board-Trac

Friday April 30, 1:30 p.m

“Decoding Youth”

The mood of young consumers today and the fashion tribes and trends that define their

world

WGSN's West Coast Content Director Sally Lohan reviews the top trends and consumer attitudes in the youth sector. From the effects of social media and the digital revolution to emerging styles and fashion tribes around the world, this presentation will provide a cohesive overview of significant global and local youth trends. Sally, a core member of WGSN's Think Tank forecasting team, will also preview WGSN's signature macro trends for the Fall/ Winter 11/12 season.

Presenter:

•Sally Lohan, WGSN Content Director, West Coast
Friday, April 30, 11:30 a.m.



“Emerging Global Markets”

As the global economy ebbs and flows, some countries or regions have begun to grow just outside our peripheral vision. Skateboarding as an activity and more so as a culture has permeated almost every developed country in the world. Now, as some of the underdeveloped nations reach for a higher standard of living, their children look for activities outside the Bourgeois pursuits of their parents and these areas become new breeding grounds for skateboarding. This panel will explore the changing economic strata and cultural changes of three newly emerging markets. India, Central and South America and China. The panelists will discuss their regions changing demographics and how these may become new frontiers for skating, the culture and our business's. Learn as well from the US Commerce Department what programs and assistance they can lend in growing US business outside of our shores.

Panelists:

- Lai En, Director of Sales and Marketing at Wabsono International
- Leticia Arias, International Trade Specialist, US DOC, US Commercial Service
- R Sampath, Director, Global Sourcing, Quanta Consulting, Inc.
- Moderated by** Glenn Brummage, Wabsono Int. / China Action Sports Solutions

“Amateur Skateboarding Overview”

An update on the what's new for amateur skateboarding from contests to videos- the changing demographics of the "Am."

Each generation of young people has something that defines them - from Baby Boomers to Generation X and now the Echo Boomers/Millennium Generation (the generation formerly known as "Gen Y") each has establishing characteristics. The changes from decade to decade affect the mindset of each new crop of skateboarders and our introduction to these up-and-comers. This panel will give an overview of the amateur scene and it's evolving dynamics.

Panelists:

- Sonja Catalano, California Amateur Skateboard League (CASL),

- Ryan Clements, Spotlight Productions, Tampa Am/Damn Am
 - Chris Prybylo, Alli Sports, Gatorade Freeflow Tour
 - Gary Ream, Woodward Skatecamps
 - Moderated By** George Powell, IASC Amateur Committee Chairman
- Thursday, April 29, 10:30 a.m.**

“The Retailers Panel”

Retail success is determined by a host of factors, economy notwithstanding. In this presentation we will discover how our panel of retailers approach their sales efforts along with their promotions, events, marketing, and digital segments. What areas present a growth segment and what digital trends are affecting skateboarding.

Panelists:

- Trent Martin, Cowtown, AZ
 - Paul Kobriger, CCS, NY
 - Barak Wiser, Skatepark of Tampa, FL
 - Donny Damron, Pharmacy, CA
 - Cindy Mielke, West 49, CN
 - Moderated by** Kelly Jablonski, Ultimate Distribution, Canada
- Friday, April 29, 1:30 p.m.**



As part of our global theme, we strategically examine a broad spectrum of innovations that can affect your business, brand, and bottom line. Global manufacturing is where large-scale change is happening- The panel presentation on Ethical Sourcing will enable you to mitigate risk moving forward by identifying personal and corporate accountability across your supply chain.

Ethical Sourcing: Exploring Sustainability, Innovation, and Actionable Solutions”

You've heard a lot about “going green” over the past few years, but did you know it meant going above and beyond just manufacturing? It is no longer just a concern of where your product is made that keeps you up at night, but also the well being of the people making it.

This panel is specifically designed to provide you with the essential tools you need to yield social and environmental progress while advancing your core business objectives. Included in this panel will be an in-depth analysis of the evolution of Corporate Social Responsibility (CSR), real life case studies of well known corporations utilizing CSR best practices, the impact it has on brands, profitability and people, and last but not least, concluding with a hands on workshop on how to build a sound CSR strategy, assess the effectiveness of CSR procedures already in place and what will need to improve for the future success of all stakeholders.

Panelists:

- Cara Chacon, Director of Social & Environmental Responsibility - Patagonia
 - Yadira Hurtado, Code of Conduct Specialist - Timberland
 - Tina Cheung, Business Development Manager | Social & Environmental Responsibility - Intertek
- Thursday, April 29, at 2:30 p.m.**

Nick Adcock on the Global Opportunities for Action Sports

Former DC Shoes Global President Nick Adcock will discuss the worldwide opportunity he sees for skateboarding and action sports, the challenges and rewards of leading a high-growth company and how he sees consumers and the marketplace changing around the world in a question and answer session with Shop-eat-surf.com founder Tiffany Montgomery.

Nick Adcock most recently served as the Global President of DC Shoes, Inc. for four years. Having started his career in his native Australia over 20 years ago he has held various senior management positions globally within traditional and action sports industries. He currently is on the Board of Directors of Fox Head, Inc. Nick lives in Ibiza, Spain, with his wife and two young boys.

Tiffany Montgomery founded Shop-eat-surf, a business news website for action sports executives, in 2007. Previously, she worked as an editor and reporter at the Orange County Register newspaper for 10 years.

Thursday, April 29, 7:30 p.m.

"How and Why Athletes Go Broke"

One dark truth about pro sports is that the richest class of athletes in the world have a penchant for losing most or all of their money. Universal lessons from industry experts on why this happens and how you can avoid it. This presentation will explore the common and shared causes underlying severe financial trouble among professional athletes, and the responsibility of sponsors, managers, and those surrounding them.

Presenters:

- Pablo Torre, reporter for Sports Illustrated
 - Ed Butowski, Director of Financial Literacy for the NFL and NBA
 - Moderated by** Greg Weisman, shareholder with SILVER & FREEDMAN
- Thursday, April 29 at 11:30 a.m.**

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"Video Games and Digital Entertainment"

The past decade of Digital Technology has been a race to the next new product - with each new development it seems we are riding a tidal wave of change.

The state of digital entertainment and communication has a direct effect on the skateboarding market. The rise of mobile technology, games, apps, and downloads are forcing a shift in the way we communicate with our audience. The panel will discuss the past and present state of digital technology and explore its future influence on the skateboarding market.

Panelists:

- Lisa Hudson, Black Sun Productions
- Gaylene Nagel, Director of Brand & Experiential, GOGII/textPlus
- Ralph D'Amato, Director of New Media, Tony Hawk Inc. / 900 Films / ShredOrDie.com
- Paul Kersh, New Media Manager, 4Fini / Vans Warped Tour
- Moderated by** Rob Campbell, TransWorld Media Editorial Director

Friday, April 30 at 9:30 a.m.

"Social Media and Action Sports: Late to the game, on a budget... what to do?"

Kids use to cruise *Thrasher* and *Transworld* or buy DVDs/VHSs to see the sickest tricks and newest gear. Now, there is a paradigm shift happening as consumers move from being subscribers and purchasers to users and content consumers. For the action sports industry this has turned the world we know on its head since the ways in which we promoted and sold our product are drastically losing value. This change leaves us all asking the big question, "how can I not only survive this change but also take advantage of it to create greater success now than ever before?"

Presenters:

- Greg Cargill, Founder of Big Method
- Espree Devora of Zexsports

Friday April 30 at 10:30 a.m.



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About our partners

THE ETHICAL SOURCING PANEL IS BROUGHT TO THE SUMMIT BY INTERTEK:

Intertek partners with global retailers, manufacturers, and distributors of consumer goods to enhance clients' products, processes, and brands. Our services support customers in setting, meeting, maintaining and evolving quality, safety and performance standards in their products. As global legislation on product safety, environmental, ethical, and trade security issues increases, Intertek offers compliance expertise ranging from restricted hazardous substance management to strategic supply chain security programs.



CSR (Corporate Social Responsibility) is the deliberate inclusion of all stakeholders - including all customers, shareholders, employees, suppliers, factories, local community, and the environment (air, water, waste, and energy) into corporate decision-making. Intertek enables clients to mitigate supply chain risk by developing comprehensive CSR programs, i.e. performing social compliance or environmental audits, along with product testing, inspections, quality assurance, safety (Prop 65, UL, REACH) solutions, certifications (ISO), and governmental / regulatory compliance. Our CSR initiatives provide brands with the knowledge they need to make mindful choices in the business world, and to integrate considerations about people and planet into their decisions about increasing profit.

Intertek is approved to conduct social compliance (or CSR) audits for several globally-recognized industry associations such as: BSCI, ICTI, ISO, WRAP, SA8000, and EICC among many others.

To learn more about Intertek, please go to www.intertek.com/consumergoods

IASC Members save 15% on testing with Intertek! Call or email John@skateboardiasc.org 949-455-1112.

