

SDSI and SDSU  
present

Game  
Changers

## INNOVATION + INSPIRATION

Game Changers Sports Networking launches a new partnership between SD Sport Innovators and San Diego State University's Sports MBA Program in a joint effort to provide value to all areas within the Southern California sports economy.



SAN DIEGO STATE  
UNIVERSITY





## GAME CHANGERS = INNOVATION + INSPIRATION.

**Innovation** is developing new ideas. **Inspiration** is using these new ideas to change the industry. The following panelists have used innovation and inspiration to change the sports industry.

### Keynote

**Alex Striler** - Author, *X PLAY NATION of Action Sports Game Changers*

### Panelists

**Fernando Aguerre** - President, International Surf Association

**Steven Astephen** - Founder, THE FAMILIE & Principal of Action Sports Management for Wasserman Media Group

**Shaney jo Darden** - Executive Director, The Keep A Breast Foundation

**Jeff Kearn** - CEO, Stance & Chairman of the Board, Skullcandy

### Moderator

**Kevin Flanagan** - CEO, The People's Movement

## AGENDA

**5:30-6:30 pm**

Registration, Networking & Refreshments

**6:30-6:40 pm**

Welcome

**Bill Walton**, Executive Chairman, SDSI

**Scott Minto**, Director, SDSU Sports MBA Program

**6:40-7:10 pm**

Keynote

**Alex Striler**, Author, *X PLAY NATION of Action Sports Game Changers*

**7:10-8:10 pm**

Panel Discussion: Game Changers in Action Sports

**8:10-8:30 pm**

Q&A

## ABOUT SDSI

Inspiring sports innovation through connections, networking, mentoring, education and access to capital. SD Sport Innovators (SDSI) is a non-profit, business accelerating, trade organization that connects and drives the growth of Southern California's vibrant sports economy by offering innovative programs and services for start-ups, mature companies and service providers.

## ABOUT SDSU SPORTS MBA PROGRAM

The Sports MBA program at San Diego State University (SDSU) is an intensive, accelerated Masters of Business Administration program focused entirely on the international sports business. This degree program is intended for highly motivated students seeking to further their business skills and professional network to secure management positions in all areas of the global sports business industry. For more information about how one of these talented students could assist your growing organization, please contact SDSU Sports MBA Program Director Scott Minto at [smbainfo@sdsu.edu](mailto:smbainfo@sdsu.edu).

## THANK YOU SPONSORS





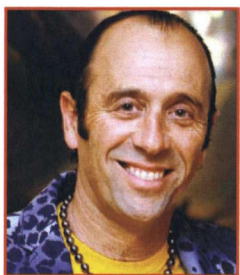
# BIOS



## Keynote Speaker: Alex Striler

Alex Striler has been involved in action sports since 1998. In the early-1990s, he worked in emerging markets for Bear Stearns and then Banco Santander. In the mid-1990s, during the Internet boom, Striler invested in a start-up company that created merchandising websites for action sports athletes and brands. In 1998, he left Wall Street and moved to California to operate the company full time. He initially partnered with Tony Alva to create an online retail and wholesale distribution site for Alva's products. He also organized two professional skateboarding tours across the Western states. For the next five years, Striler's

company created over 30 merchandising websites for skateboarders, surfers, freestyle motocross competitors and emerging action sports brands. During this time, he lobbied Wall Street to help fund the growth of middle-market action sports companies. In 2004, he became the President of California Board Sports Inc. (CBSI), the parent company of Osiris Shoes. After helping to restructure CBSI, Striler worked with Championship Off Road Racing to create activation programs for sponsors and marketing partners. He has worked with, consulted for, or raised money for many of the brands and athletes in his recent book, *X-PLAY NATION of Action Sports Game Changers*. He also consults with non-endemic firms that seek to enter the action sports and motorsports industries. He received his MBA from The Claremont Graduate School, where he studied directly under Peter F. Drucker and he received a BSBA from Cal Poly, Pomona. Striler lives in San Diego with his wife and four children. About *X-PLAY NATION* [www.x-playnation.com](http://www.x-playnation.com)



## Panelist: Fernando Aguerre

Fernando Aguerre was born and raised in the coastal city of Mar del Plata, Argentina. He is proficient in English, Spanish and Portuguese and maintains a basic knowledge of Italian and French, which has played a significant role in his success in international business and nonprofit organizations.

Aguerre had his first taste of becoming an entrepreneur at the age of 12. His brother and longtime friend, Santiago, introduced him to surfing in 1969 which resulted in a passion that shaped the future of surfing in Argentina and

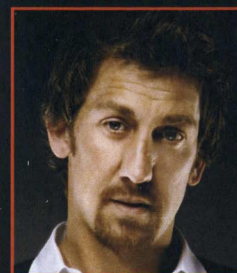
the rest of world. His first business was a surfboard repair shop. In 1977 surfing was banned during the military dictatorship of the 70's, in Aguerre's native Mar del Plata. He founded the Argentinean Surfing Association, promoted surfing and organized the lobbying to lift the ban. He got the ban lifted a few months later, which was followed by a surf boom. He also founded the first surf and skate magazine in Argentina and opened Ala Moana, the first surf and beach clothing store in his hometown of Mar del Plata. The Surfshop evolved into one of the leading beach clothing manufacturers in the country.

In 1978 while running the Argentinean Surfing Association and managing the surf shop, Aguerre entered Law School. In 1984, he completed law school and left for California to join his brother, Santiago.

By early 1985, the Aguerre Brothers were into something new – beach sandals. From this modest beginning of a two man, one desk operation with the sale of 3,000 pairs, the leading surf brand Reef originated, eventually becoming the No. 1 beach sandal company and one of the leading surf labels in the world. Aguerre continued to run Reef as CEO until 2003 and in early 2005 the Aguerre brothers sold Reef to VF.

In May of 1994, Aguerre was elected President of the International Surfing Association (ISA). He has been a key player in the recent expansion and promotion of his beloved sport and his passion for surfing has been an inspiration for many surfers around the world. Aguerre led the ISA in obtaining recognition by the IOC in 1997 and an increase in National Federations to over 55 members. It is under Fernando's leadership that the ISA has grown to its current status as the very recognizable and widely respected International Federation for wave riding sports. The ISA sanctions three annual events and has several development programs.

In addition to his long term Presidency at the ISA, he co-founded the Pan American Surfing Association (PASA) in 1992. He serves in the Senior Advisory Board of Directors for SIMA and as President of the SIMA Humanitarian Fund. He is the father of 13 year old triplets. He continues to surf daily near his home in La Jolla, California.



## Panelist: Steven Astephen

Originally from Boston, Massachusetts, Steve Astephen began his professional career in 1988 when he joined Vail Associates. While in Vail, he began to recognize the growth potential of the snowboarding and skateboarding industry. Expanding on his knowledge of the industry, in October 1989 Astephen and partner opened The Other Side, the first snow and skate retail store in Beaver Creek, CO which quickly became one of the most influential shops among the top snowboarders in the region.

In 1994, Astephen moved to San Diego, California and became Team Manager of Lamar Snowboards and was quickly promoted to Marketing Director. In his two years at Lamar, he developed a licensing deal with Nintendo for the first-ever snowboarding video game and assembled one of the top snowboarding teams in the industry. Astephen began a short career at Mantra Sunglasses as Director of Sales and Marketing. He resigned from Mantra along with the president of the company and together they began consulting independently for several companies, including Sungold Eyewear.

In 1998, Astephen founded THE FAMILIE an athlete management and marketing agency based in Carlsbad, CA. His success quickly grew to a roster of over 30 of the world's top action sports athletes in BMX, motocross, snowboarding, skateboarding, surfing, and wakeboarding. By 1999 THE FAMILIE was established as the premiere action sports marketing and athlete management agency. Clients included ESPN X Games, Disney, Stat Card, Powerade and Nike ACG, among others. In early 2003, The Familie acquired Arizona based, Action Sports Management creating one of the largest action sports firms in the world, with over 50 athletes competing in seven sports. Shortly following, Astephen partnered with Wasserman Media Group. Currently Steve Astephen serves as Principal of Action Sports Management for Wasserman Media Group and resides in North County.



# BIOS

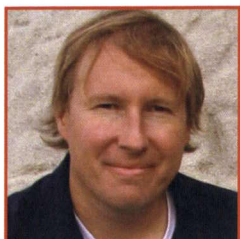


## Panelist: Shaney jo Darden

Shaney jo Darden is a mastermind of sorts. She attributes fashion design, fine art know-how and philanthropy as many of her honed and natural talents. Her career began as a clothing designer at some of the most highly recognized action sports names including Poot!, DC, Altamont, Innes, Toy Machine, Planet Earth and Etnies. Her entrance into the fine art world kicked off back in 1998 when she co-founded Modart, a small artist collective based in San Diego that took off into the international world of culture. Hosting art

exhibitions globally earned Modart a badge of honor, being the first ever collective stemming from the skate, surf and street art realms. Modart now hosts an international magazine based in Germany some 9 years later.

Modart naturally led her to co-found The Keep A Breast Foundation (KAB), a non-profit charity organization that raises awareness of breast cancer through fine art. Taking plaster molds of women's (and men's) torsos, these casts are given to fine artists to paint, shown in art exhibitions then auctioned off with all proceeds to KAB and other breast cancer awareness organizations. It is a unique foundation, traveling with The Roxy Jam, Vans Warped Tour, and South by Southwest, to name a few. Darden has traveled the globe raising awareness and funds for breast cancer research, treatment and prevention. She co-founded The Keep A Breast Foundation in an effort to bring a fresh approach to fundraising for Breast Cancer that is relevant and inspiring to today's youth.



## Panelist: Jeff Kearl

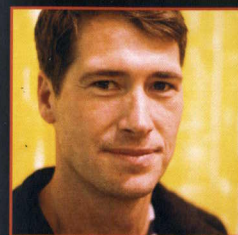
Jeff Kearl is an entrepreneur and angel investor. He is the Chairman and CEO of Stance, a company with an original point of view on socks. Kearl was previously the Executive Vice President and on the Board of Directors at Logoworks, a high-growth Internet start-up backed by Benchmark Capital and Shasta Ventures. Logoworks was successfully acquired by HP in 2007. After the acquisition, Kearl headed strategy and new ventures for HP's Internet services businesses.

Prior to Logoworks, Kearl was an Associate at vSpring

Capital where he worked on software and Internet investments including Altiris (IPO then acquired by Symantec), Avinti (acquired by M86 Security), Cerberian (acquired by Blue Coat Systems), comScore (NASDAQ:SCOR), Control4, MediConnect and Senforce (acquired by Novell).

Kearl has invested in over 20 start-ups since 2004 including 99 Designs, Ancestry.com (NASDAQ:ACOM), Celtek, Coupa, Dynamic Signal, Familylink, Matuse, MovieClips.com, Needle, Omniture (IPO then acquired by Adobe), Outright and Skullcandy.

Kearl is the Chairman of the Board of Skullcandy and a board member at Needle and SD Sport Innovators. He is on the investment advisory committees at Innovations Capital Partners and Mercato Partners. He holds a BA from Brigham Young University and lives in San Clemente, CA.



## Moderator: Kevin Flanagan

Kevin Flanagan, currently the CEO of The People's Movement. The ethos of The People's Movement is pro-environment. Its first product, "the people's shoe" is the original worker shoe from China. Kevin has 14 years of diverse marketing experience in the action sports industry. Flanagan began working at Oakley in the Sports Marketing department before moving to Europe to become the Director of European Marketing. Following his European experience,

Flanagan returned to Oakley headquarters as the Director

of International Marketing, where he oversaw marketing departments throughout the world. After Oakley, Flanagan joined Broadband Interactive Group as Vice President of Marketing where he created a cross platform media company focused on the convergence of broadband and TV. At Broadband, Flanagan also managed all creative for the Bluetorch properties which included a daily one hour action sports show on Fox Sports Net, four print magazines, a highly visited website and major live events. Joining the Globe Shoes team as Vice President of Marketing, Flanagan developed effective marketing plans for multiple action sports brands including Globe Shoes, Gallaz Shoes, Mooks apparel and Whyte House Entertainment. Prior to his current position at Reef, Flanagan spent 4 years as Group Show Director with SDSI partner, ASR. At ASR, Kevin had P&L responsibility for the Action Sports Retailer Trade Show portfolio where he increased profits in 2002, 2003, 2004 and 2005 through sales growth and expense management. While at Reef, Flanagan developed strategic 5-year marketing plans, conducted global consumer research and designed creative for print, proprietary events and digital media platforms. Flanagan currently serves on the board of directors for the Surf Industry Manufacturers Association and SD Sport Innovators.

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