



SKATEBOARDING INDUSTRY SUMMIT 2010

2431 ANTONIO PKWY

SUITE B160-412

RANCHO SANTA MARGARITA, CA 92688

PRESORTED
FIRST-CLASS MAIL
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GARDEN GROVE, CA
PERMIT NO.1

IASC SKATEBOARDING INDUSTRY SUMMIT 2010



IASC

INTERNATIONAL ASSOCIATION of SKATEBOARD COMPANIES

APRIL 28-30

WOODWARD WEST, TEMECULA, CALIFORNIA



SKATEBOARDING INDUSTRY SUMMIT 2010



INTERNATIONAL ASSOCIATION OF SKATEBOARD COMPANIES

Skateboarding is worldwide. From Woodward China to Skateistan skate school in Afghanistan, the expansion has become tangible. IASC brings together skateboarding industry leaders for the 3rd annual IASC Skateboarding Industry Summit 2010. The 2010 Summit will focus on the worldwide business aspects of skateboarding by bringing you a global perspective on today's market—with a focus on all things digital. The Summit brings to you a variety of panelists, workshops, and speakers who will touch on subjects from video games and digital media to the importance of making sure our pro athletes and their sponsors are fiscally educated. We will navigate the broad spectrum of social media and shine a light on how the global market is affecting our specialty retailers. The Summit brings the industry together to unite manufacturers, retailers, contest organizers, and media gurus, all to network in a relaxed, non-business atmosphere and learn new ways to sustain the industry, your brands, and improve your business.

The mission statement of IASC is to **PROMOTE** skateboarding, **INCREASE** participation, **EDUCATE** and **SAVE** members money.

Don't miss out on the action as we converge on the varied terrain of Woodward West to skate together, drink together, and put the most creative and ingenious minds together to accomplish the IASC mission for the health of skateboarding.



WHO SHOULD ATTEND THE SUMMIT



- Skateboarding Hardgoods, Softgoods, Footwear Company Owners • CEOs and Presidents
- Heads of Sales and Marketing • General Managers • Sales and Marketing Professionals

Space is limited to the first **100 PEOPLE** to register! Room types are limited and available on a first-to-register basis. Room sharing is encouraged, as space is limited.

DAY 1

APRIL 28, 2010

- 1:00 p.m. **Skatepark Open To Attendees**
- 4:00 p.m. **Registration Open**
- 6:00 p.m. **Cocktail Reception, Opening Remarks**
- 7:00 p.m. **Dinner and Keynote:**
George Powell, Founder, SkateOne
- 8:30 p.m. **Skatepark Open To Attendees**
- 9:30 p.m. **Bowling & Brews**

DAY 2

APRIL 29, 2010

- 8:30 a.m. **Breakfast**
- 9:30 a.m. **Panel: Global Market**
The State Of Skateboarding In China, South America, Europe
- 10:30 a.m. **Panel: Amateur Competition Panel**
Moderated by Roger Harrell, Allii Sports
- 11:30 a.m. **Panel: How And Why Athletes Go Broke**
Lead by Pablo Torre
Reporter, *Sports Illustrated*
- 12:30 p.m. **Lunch**
- 1:30 p.m. **Panel: Retailer Panel**
An open discussion of retail and manufacturer challenges and opportunities
- 2:30 p.m. **Panel: Ethical Sourcing**
Lead by Tina Cheung,
Intertek Sustainability Solutions
A forum for exploring sustainability, innovation, and actionable solutions. Panelists discuss the latest solutions development processes that yield social and environmental progress while advancing core business objectives.
- 3:30 p.m. **Workshop Topics: Amateur Competition, Athlete Financial Responsibility Ethical Sourcing, Reaching The Global Market**
Join moderators at these progressive roundtables as we discuss each topic in depth and create action items for you, IASC, and the industry to carry out in the coming years. These small group sessions will allow for one-on-one discussion and give an opportunity for your input on topics that affect skateboarding and your business.
- 5:30 p.m. **Skatepark Open**
- 7:00 p.m. **Dinner**
- 7:30 p.m. **Tiffany Montgomery, Founder of Shop-Eat-Surf.com Interviews Fox Head Inc. Board member and former Global President of DC Shoes, Nick Adcock.**

DAY 3

APRIL 30, 2010

- 8:30 a.m. **Breakfast**
- 9:30 a.m. **Panel: State of Video Games and Digital Entertainment**
Lead by Lisa Hudson, Black Sun Productions
A perspective of the global teen market.
- 10:30 a.m. **Keynote: Social Media and Action Sports: Late to the game, on a budget... what to do?**
Greg Cargill of Big Method and Espree Devora of Zex Sports break down the spectrum of social media.
- 11:30 p.m. **Workshop: Angelo Ponzi with the Takeaway**
Interpreting the stats and implementing the info when you're back in the office.
- 12:30 p.m. **Lunch**
- 1:30 p.m. **Keynote: Look for more information on skateboardiasc.org**
- 2:30 p.m. **Retailer Roundtable**
A small groups workshop focusing on one specific topic affecting specialty retail
- 3:30 p.m. **Wrap-Up and Closing Remarks**
- 4:30 p.m. **Skatepark Open**



SKATEBOARDING INDUSTRY SUMMIT 2010

PACKAGES

1. Select your travel/accommodation package
2. Fill out registration form with roommate name, credit card number (Visa/MC only), and any special needs.
3. Fax registration to (949) 455-1712 or e-mail to laurie@skateboardiasc.org
 - IASC members receive a \$25 discount
 - Make checks payable to International Association of Skateboard Companies (IASC), and mail to 2431 Antonio Parkway, Suite B160-412, Rancho Santa Margarita, CA 92688
 - **April 23, 2010**—Checks must be received **BEFORE** this date or reservations will be canceled.
 - **NO REFUNDS** after April 25, 2010

QUESTIONS?

E-mail johnbernards@skateboardiasc.org or laurie@skateboardiasc.org, or call (949) 455-1112.

PACKAGE 1

HOTEL & CONFERENCE

INCLUDES:

- Two (2) nights' lodging at The Lodge at Woodward West
- All meals, parties, and cocktail receptions
- Conference seminars
- Skateboarding at Woodward West

COST:

Single Room: King Bed \$805, 1 per room
(2 per room \$715—pullout couch available)

Double Room: 2 Double Beds \$715 per person,
2 per room (3 per room \$690 each, 4 per room \$675 each—No rollaways or pullouts available)

Hilltop Bunks: 4 Single Bunk Beds \$690 per person,
2 per room (3 people share \$670 per person,
4 people share \$660 per person)

PACKAGE 2

CONFERENCE ONLY

(no lodging)

INCLUDES:

- All conference seminars
- All conference, meals, parties and cocktail receptions
- Skateboarding at Woodward West

COST:

\$630 Per Person

For short stays, please call (760) 717-3412 and leave a message for custom packages.

Need a roommate? Let us know, we may be able to help place you with a compatible group.

THE IASC SKATEBOARDING INDUSTRY SUMMIT IS SUPPORTED BY

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