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IASC Newsletter

November/December 2008



International Association of Skateboard Companies Newsletter

IN THIS ISSUE

[Skateboarding Stats](#)

[Hall of Fame Awards Party & Fundraiser](#)

[ASR January - Damn-Am Awards](#)

[Business Wise - Skateboarding Participation Stats & More](#)

[Poolside Skateboards on the City Counsel](#)

IASC 2008 New Members

[Bravo Sports](#)
[Chop Shop](#)
[Trickband](#)

[Westside Skate Supply](#)
 Roger Harrell
 Glenn Brumage

Hall of Fame Awards & Party,
 February 7, 2009 - Save the Date!

SAVE THE DATE

The Skateboarding Hall of Fame Awards
February 7, 2009
at the Vans Skatepark at the Block in Orange, CA

Don't miss the first ever inductions into The Skateboarding Hall of Fame! Save the date for the inauguration party honoring skateboarding icons from the 50's, 60's, 70's, 80's and 90's. Plus Autographs, memorabilia, combi & mini ramp jam session, photos with pros, art, auctions, and a raging good time!

Proceeds from the event will go to support IASC and the Go Skateboarding Foundation. Help send kids to skatecamp on a scholarship and support skateboard related charities through a donation to the Go Skateboarding Foundation.

For more information on the event and how to get involved email:
 Laurie@skateboardiasc.org
 949-455-1112

Look for your VIP invitations coming soon!

The SkateLab in Simi Valley is home of The Skateboarding Hall of Fame and Museum

IASC Vans Go Skate Foundation

February 7, 2009, IASC hosts The Skateboarding Hall of Fame® Awards and Go Skateboarding Foundation Fundraiser! Mark your calendars now and Invitations will be on their way to IASC

- [Skatepark of Tampa](#)
- [Bamboosk8](#)
- [Photon Light Boards](#)
- [Omni Boards Australia](#)
- [Skatebook](#)
- [Jart Skateboards](#)
- [CIT](#)
- [Premier Access Group](#)
- [Ergophobia](#)
- [Poolside Skateboards](#)
- [VK Skate Distribution](#)

**Skateboarding Stats:
Useful Tools for Growing
Your Business**



According to Board-Trac's recent Q3 2008 Retail Study retailers stated that the top methods for gathering information about a new brand are:

- Their customers**
50.5%
- Attending trade shows
43.8%
- Sales Reps**
37.1%
- Articles in industry trade/business magazines
27.6%
- Advertising**
21.0%

Retail study conducted among 161 specialty retailers in November 2008, among those whose focus is skateboarding (105 or 65.2% of the sample),

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members and industry heads shortly!
You will not want to miss this inaugural induction of pro-skateboarders into the Hall of Fame!
IASC Members, If you haven't already cast your vote - voting will end the first of the year, so [do it now!](#)

The Skateboarding Hall of Fame® and Museum is located at Skatelab® in Simi Valley, CA. Skateboarding Hall of Fame® is a registered trademark of the Skatelab®.

**ASR January 2009
Don't Miss the First Ever
Skateboard Mag & Damn-Am Awards
Presented by Nike SB!**



Screw the Economy- IASC, The Skateboard Mag & Those DamnAms Keep the Good Times Rollin!

The Skateboard Mag and Damn Am Awards 2008 Presented by Nike SB

The Skateboard Mag and Damn Am have teamed up to create the first ever Am Awards and IASC is hosting the industry pre-party. The event will take place on Thursday, January 22nd, 2009 from 6pm - 8:30pm at the San Diego Convention Center, immediately following the first day of ASR and is hosted by SPoTlight Productions and many special guests. Check out video from the 2008 Damn Ams, free beer will be flowing, and a guaranteed good time will be had by all at this free gathering. So on the way out of ASR this January, swing by and join us as we honor skateboarding's finest ams with some awards, some not-so-serious awards, and crown The Skateboard Mag's YBAm.

Thursday, January 22, 2009
6:00 p.m. IASC hosts the pre-Damn-Am-awards cocktails. (Open to IASC members & cool guys with invites)
7:00 p.m. Awards Presentation
Location: ASR - San Diego Convention Center (Ballroom 20D)

Business Wise - NSGA Total Skateboarding Participation and Mainstream Retail Information

Info and Research from the National Sporting Goods Association (NSGA)

*IASC brings you up to date research and information on trends, international trade, counterfeiting, duties, and other subjects affecting your business.
In this issue: Highlights from NSGA Research and information from*

other sources. More NSGA research is available on the website (www.nsga.org)

Total Skateboarding Participation Up in 2006 :

The NSGA 2007 Sports & Fitness Participation Report shows skateboarding participation increased by 5.2% from 2005-2006. In 2006 there were 11.1 Million Total Skateboarders compared to 10.5 Million in 2005. For more info from this report contact John@skateboardiasc.org.

October Sporting Goods Store Sales Decidedly Negative

The Monthly Retail Trade Survey, prepared by the U.S. Census Bureau, reported sales in sporting goods stores of \$2.60 billion (preliminary) for the most recent reporting month (October), a 2.3% decline from \$2.66 billion in October 2007. This is the first time sales have fallen since September of 2007 and follows a 0.4% increase in September. It is also the steepest decline since June of 2002, when sales fell 3.3%.

Sales growth year-to-date in 2008 is less than half that of the first 10 months of last year. Sales for the first 10 months of 2008 were \$30.47 billion, up 3.7% from the first 10 months of 2007. At this time in 2007, sales were up 8.9% over the previous year.



Mall Index: Sporting Goods, Footwear Down

The Monthly Mall Merchandise Index, maintained by the International Council of Shopping Centers (ICSC) as a measure of productivity, reported sales per square foot on a seasonally adjusted annual rate (SAAR) in sporting goods stores and bicycle shops of \$239 for the most recent reporting month (September), down 7.6% from September a year ago. Year-to-date sales (SAAR) through September were \$249, down 2.4% from a year ago.

The annual rate represents what the sales per square foot for the year would be if the relative pace for the month were maintained for 12 consecutive months. Seasonally adjusted annual rates (SAAR) factor out seasonal variations in monthly sales activity.

Regionally, the September declines in sporting goods store sales per square foot were most severe in the West and in the South, where they down 15.0% and 10.3% respectively.

Footwear sales per square foot for September slipped 1.9% to \$311 on a seasonally adjusted annual rate (SAAR). Year-to-date sales (SAAR) through September were \$327, down 0.5% from a year ago.

The ICSC Mall Index represents a proprietary database containing non-anchor store sales and square footage information for almost 500 shopping centers. Most of the centers are regional and super regional malls. For 2007, the malls reporting represented more than \$54 billion in retail sales.

IASC Members on the Political Front

Poolside Skateboards Owner Becomes City Counsel Member

As the nation focused on the elections IASC was following the race of one of our own members. Jeff Erikson of Poolside Skateboards in Oregon won his seat in the Scappoose city council election, becoming their youngest member at 35. An exciting election, the nearest competitor in the race was 650 votes away. Jeff's first order of business?



"We plan to steam roll ahead on our park plans in Scappoose. That should be parks I mean!"

It definitely helps when one of the six councilors is also a skateboarder!

As IASC continues to push for the removal of pad laws from current legislation in California, Jeff's expertise will certainly come in handy!

**IASC Members - Supporting Skateboarding
Premium Members**

IASC 2008 Premium Members- Supporting Skateboarding, Using Their United Voices to Make a Difference in Skateboarding.

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