

## Legends on Sims' Life and Legacy

"Tom Sims had an energy that was different from anyone else's. He had a style that was different than anyone else. Sometimes that energy created great visions that morphed into reality, and you can still see the results through the Sims videos and old ads. But it wasn't only about marketing and selling his brand for profit and glory, it was about selling his passion for something to the world. It is obvious to anyone who looks at Tom's long list of achievements that he was always the real deal and full of passion."

—Bob Klein, rider, instructor, retail owner, brand manager, and agent

"I will never believe Tom Sims invented snowboarding, I will always believe that he invented the snowboarder. This is the essence of what he was about. Tom Sims was a true pioneer."

—Brad Steward, snowboard pioneer; founder, Bonfire Snowboarding

"Snowboarding wouldn't be where it is today without Tom, and I have so much respect for what he brought to the sport. In the early days, we pushed each other at competitions, on product development, and with team rider sponsorships. It's no secret that Tom and I had our differences, but that is what snowboarding is all about—different styles, different approaches, different directions. When I look back on it now, I think the Burton/Sims rivalry helped the sport develop so fast, and I'm forever grateful to Tom for inspiring us to innovate. I hope he's getting some incredible pow turns wherever he's at now."

—Jake Burton, founder and CEO, Burton Snowboards

"Tom Sims is the Jimi Hendrix of snowboarding. He transformed an obscure snow-surfing tribe ridiculed by skiers and the media into a mainstream sport by being such a force of nature driven by his ever-inquisitive personality, sheer will power, electric energy, passion, devotion, technique, skill, grace, charm, humor, and, most of all, ultra-smooth style."

—Kevin Kinnear, founding editor, TransWorld SNOWboarding

"I think people have the impression that Tom was a guy that was all about getting rich off of snowboarding, but really the sport got rich off of Tom. He put his heart and soul into the sport."

—Jeff Grell, snowboarding visionary and inventor of the highback binding

"He was one of the most natural competitors I've ever met in my entire life. That guy's best always came out under the pressure of competition. I think that was one of Tom's strongest points. Most of us crumble under the kind of competition he thrived on."

—Dave Weaver, former Sims team rider and employee

"He was just all about passion—whether it was for himself and having the funnest powder day in the world or his passion just to see other people stoked to snowboard."

—Terry Kidwell, former Sims team rider

"Tom lived a spirited and charmed life. He was a visionary whose surf lifestyle set the tone but not the rhythm. He is the original action sports legend—skate, surf, and snow."

—Bud Fawcett, snowboard photographer; founder, History of Snowboarding

"Tom had that something special when it came to just being ahead of what would happen in the future. . . . Those of us who were close to him knew a very open, funny guy with a good heart."

—Chuck Barfoot, founder, Barfoot Snowboards



# Tom Sims, 1950–2012

A life of passion and progression

**As snowboarders, we are defined not by the deck strapped to our feet, but by the lives we live. Whether** trekking to the mountains in search of snow, sleeping on floors to save cash for lift tickets, or sharing a chairlift with friends, our lives as snowboarders transcend the turns we make. We have Tom Sims to thank for much of this.

In 1963 Sims crafted his first snowboard in junior high during his woodshop class. While his teacher likely pondered the strange board, Sims dreamed about finding the same stoke on the snow that he cherished in skating. Little did he know that he was not just creating a new board, but also a new culture—one that would be driven by passion, style, and substance.

Sims worked relentlessly to share snowboarding with the world. His passion became our own. Yet as snowboarding evolved, we often took his contributions and accomplishments for granted. We are in debt to Sims for snowboarding's freestyle roots, for crafting exceptional boards that fueled progression, for lobbying ski areas to allow snowboarding, for creating the first snow halfpipe, for assembling one of snowboarding's finest pro teams, for helping pioneer metal edges and highback bindings, for developing snowboarding's first pro model, and for making James Bond a snowboarder. These are just a few examples of the gifts Sims gave snowboarding. His contributions to skating were equally impressive. Yet those fortunate enough to know him emphasize that his greatest gifts were the friendship and

enthusiasm he shared so willingly. Sims' life was much too short, but his legacy will forever endure. Thanks, Tom Sims, for enriching our lives and making us smile.

—Michael Sudmeier.

Pioneering snowboarder Tom Sims passed away September 12, 2012, from cardiac arrest. He was 61.





# Fresh Produce

SIA showcases new brands and product collections

SIA is like a family reunion—without the cheek pinching and potato salad. Each year brings the opportunity not only to see familiar faces, but also to see how our family is changing. Some brands proudly make their debut at SIA while others expand to offer new products. This is especially true for this year's Denver "picnic," which offers a buffet of new brands and product offerings. From upstarts offering gloves and facemasks to international corporations entering the shred market, the Snow Show offers flavors for everyone.

From its headquarters in Bend, Oregon, **BlackStrap** has been developing facemasks, headwear, and apparel since 2008. "Being situated at the base of the Cascades allows us to test our products in some of the harshest and most variable conditions in the world," explains BlackStrap brand and media manager **Jim Sanco**. Thanks to a focus on sophisticated fabrics, a commitment to domestic manufacturing, and the ability to create cobranded products, shops have been quick to embrace the brand.

For **Saga**, SIA provides a chance to debut not only its latest collection of outerwear, but also to expand beyond direct sales. "This season is the first year that Saga can be found in retail locations around the globe," offers co-founder **Sean Harkins**. "By attending SIA, we are hoping to expand the brand even further into brick and mortar [locations]."

Although new to snowboarding, **adidas** predates the sport's birth. After collaborating with Jake Blauvelt to offer an après boot this year, the brand now debuts a full line of outerwear and snowboard boots. "We have been in the skateboarding business for over seven years," notes Global Brand Marketing Manager **Jess Weinstein**. "It soon became obvious to our own brand that we needed to expand into snowboarding."

Last year, shred icons **Darrell Mathes** and **Nima Jalali** teamed up to create **Howl**. According to Mathes, their goal is simple: "We want to build a consistent line of timeless gloves." Although Howl approached last year merely as a soft launch, its gloves are currently found in more than 50 key accounts in the U.S. and distributed in 22 countries.

Based in France, **Picture** has developed a strong following throughout Europe. The brand now expands to North America by debuting its outerwear and streetwear at SIA. "Picture offers not just fresh designs and technical products, but also a strong commitment to the environment," explains co-founder **Julien Durant**. As part of this commitment, Picture relies heavily on recycled and organic fabrics, and works to maximize the efficiency of its production efforts.

**2XU** has tapped into its experience crafting apparel for endurance athletes to develop base layers for those who spend their days on the slopes. In addition to offering warmth, 2XU's garments provide compression that enhances support and aids in muscle recovery. According to Director of Marketing **Fred Hernandez**, "Performance-oriented

base layers offer additional benefits beyond the warming aspect that has driven the category for years."

After crafting headwear for seven years, **I FOUND** debuts a collection of outerwear at SIA. According to co-founder **Guillaume Brochu**, the design-driven brand wanted to expand to a larger canvas, as it was "ready for more involvement in the snowboard community."

Increasingly, helmets and goggles are being designed as systems. This is especially true for **anon.**, as the company has expanded beyond optics to now offer helmets. "We're confident the goggle-to-helmet integration story is one trend that will continue to resonate with consumers," explains U.S. sales manager **Christian Connolly**.

**Electric** also unveils its inaugural line of helmets. "From vintage open-faced motorcycle helmets to alpine-style brain buckets, we wanted to bring something to the market that

felt familiar yet completely reengineered for today," explains Chief Design Officer **Kip Arnette**.

For **Neff**, developing outerwear is a logical step in the company's evolution. The tremendous success of its headwear, streetwear, and accessories lines stands to provide the brand's first outerwear collection with significant attention and momentum. "The Neff brand got its start in snowboarding," explains founder **Shaun Neff**. "There has always been a strong demand from our fans and retailers to expand our product line and offer outerwear."

Thanks to both new exhibitors and expanded collections, SIA delivers a wealth of fresh goods. And although these brands aren't cooking up casseroles or deviled eggs, you can embrace their new offerings without having to engage in awkward conversations or pose for family photos.

—Michael Sudmeier



anon. Rodan Comrade helmet/Matterhorn goggle



Electric's motorcycle-inspired kit



Neff Daily Jacket and Daily Riding Pant



I FOUND team rider Frank Bourgeois dons the brand's new outerwear.