

# Q&A

Indigenous Designs' Scott Leonard talks about 'greening' Outdoor Retailer  
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# OR DAILY

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## Dakine Unleashed page 66

Dakine has come a long way from selling surf leashes. The company is now a mainstay of the global action sports market from its Hood River, Ore., headquarters.

Outdoor Retailer  
SUMMER MARKET 2008

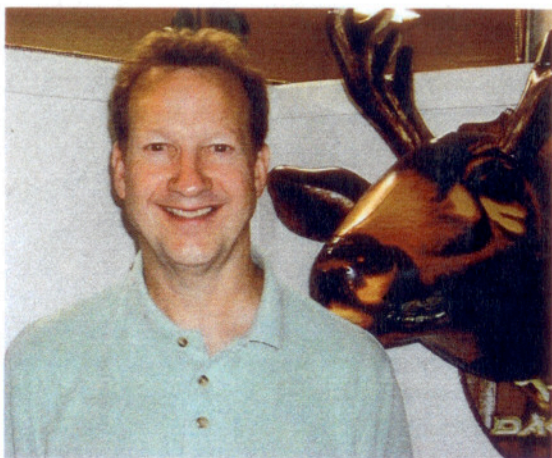
## Q&A Dakine Finds Recreational Inspiration in Hood River

Pat Frodel specializes in creating alternative sports brand awareness. As Dakine's vice president of sales and marketing, he has helped build Dakine from a small Hawaiian surf leash manufacturer to a global action sports brand headquartered in Hood River, Oregon.

Providing quality technical sports accessories to surfers, windsurfers, snowboarders, skiers, skateboarders, kiteboarders and mountain bikers, Dakine has asserted

itself as a leader among action sports manufacturers. Designing everything from surf leashes to winter sports gloves to technical winter daypacks, Dakine is regarded as an innovator in its field.

were built to withstand the tough conditions of the north shore surf of Hawaii. In Hawaiian slang, "Da kine" means "the best" and we have made every attempt to live up to that label. In 1986, Dakine began its relocation to Hood River to be closer to our main markets.



Pat Frodel

Now in the heart of the Columbia Gorge and at the base of Mount Hood, we're in a hotbed for North American windsurfing, snowboarding, skiing and mountain biking. It

also helps us maintain our competitive edge by giving the product development team a demanding environment for developing and testing products.

### Why did Dakine choose Hood River as the company's U.S. headquarters?

Hood River is recognized around the world as a premier recreation town—everything from wind and kite surfing to skiing, snowboarding and mountain biking is easily accessible from our office. Dakine was founded in Maui, Hawaii, in 1979. As the company grew it became increasingly difficult to compete from the Hawaiian Islands. In Hood River we found a burgeoning recreational community that fit with the lifestyle of our brand. Its mainland West Coast location was ideal to appeal to our customer base.

### How does Hood River reflect your commitment to sustainability?

There's no doubt that Oregon fosters an environmental mindset. Thanks to this environmental awareness, we've made major initiatives to focus on sustainable products and business practices. Included in these are the use of more eco-friendly fabrics, 100 percent recycled paper in pack and bag hangtags, recycled vegetable ink in product catalogs and 10 percent post-consumer paper/90 percent controlled forestry paper throughout the company.

### What is Dakine's company history?

Rob Kaplan founded Dakine in 1979 with an innovative surf leash. This led to more surfing-related products, which

### Has the local or state government provided assistance to your company?

The Port of Hood River was very helpful in facilitating our relocation from Maui to Hood River and into our current location, which was an old pear, apple and cherry processing plant and cannery. Although it's quite rustic, it is who we are and is comparable to our original location—a Maui pineapple cannery.

### How big is Dakine now?

Dakine has grown consistently over its 29-year history. We have exclusive distribution in more than 50 countries including North America, Europe, Eastern Europe, Russia, Asia, Middle East, Africa and Latin America. Sales are equal for domestic vs. foreign markets.

### Many companies are offering more products specifically for women. What is Dakine doing?

Dakine has always offered accessories for both men and women but over the past five years we have made an even greater effort to offer virtually all technical items in all of our sports for both genders. We have also expanded our women's-specific offering of packs, bags and luggage. This collection offers great quality with great function—it's colorful and fun, and it really sells!

*Dakine Girls is exhibiting here at Booth #39187.*

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