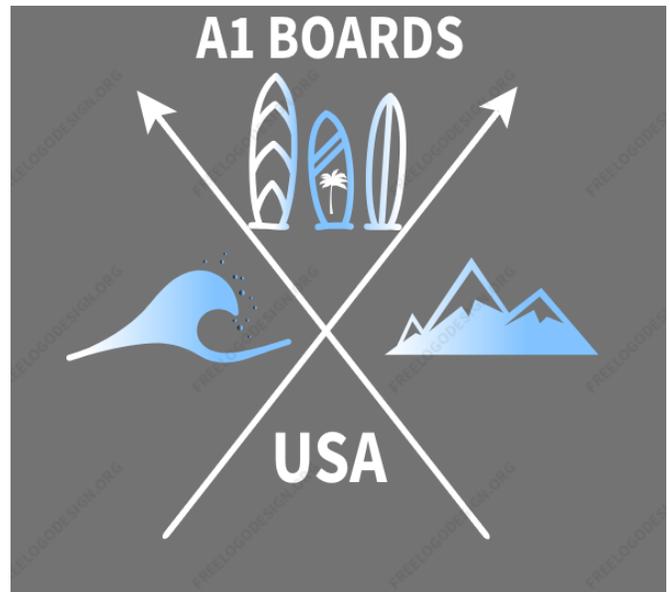


A1 Boards

Newsletter

Our job is to design a board as unique as you are.



ABOUT A1

We sell boards of all different types. Our boards come in all different shapes, sizes, and a design that is unique to you. We sell surfboards, snowboards, and wakeboards. We also offer safety gear and lessons.

Fun Fact

Wakeboarding was originally called skurfing which came from skiboarding (snowboarding) in 1980s.

A1 LEADERSHIP

Jacob Isley
CEO

Seth Wade
CFO

Macy Lowery
CMO

Amari Cooper
COO

Tela Thompson
Lean Six Sigma

A1 ANNOUNCEMENTS

- Professional business dress day will be February 21st.
- Employee valuations will be due by the end of the month.
- VE teams will continue to do announcements, video announcements coming soon.

SURF INDUSTRY TRENDS

The market for surfing is projected to reach \$9.5 billion by 2020. There is a growing interest in surfing as a lifestyle sport according to stratgegyr.com. In the United States around 1.73 million people go surfing at least once a year. It is estimated that 23 million people go surfing.

SNOW INDUSTRY TRENDS

A few years ago snowboard sales were falling but in this winter season the sales are going up. The sport is expanding and will continue to grow from people passing it down to their children. Brands are starting to expand their customer base by selling clothes, bags, etc. Snowboarding is on a healthy rise.

WAKE BOARD INDUSTRY TRENDS

Although the amount of people wakeboarding is starting to decline, associations such as the World Wake Association are trying new ways to get more people to participate. They have wakeboard events and tournaments globally. They are making efforts to get more people to participate according to retaildive.com

SOCIAL

**Instagram & Twitter:
A1.boards**



FUN FACT

Every year, more than 36 million heart shaped boxes of chocolates are sold across the country. Hallmark was one of the first to mass produce Valentines Day cards, in 1913.



A1 Board Employees

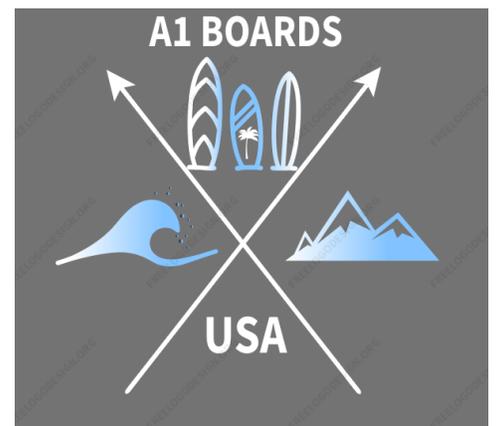
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