

Deckers Outdoor Corporation Breaks Ground at the Cabrillo Business Park

By Jeanette Casillas / CASA

IN A LUNCHEON CELEBRATION LAST WEEK,

Deckers Outdoor Corporation broke ground for a new four-building, 13.8 acre world headquarters at Cabrillo Business Park. Deckers has outgrown its current location, but will remain close to its origins when it moves into its new headquarters in 2013. The groundbreaking ceremony for the construction of the Deckers World Headquarters Campus took place in Goleta, on the south-west corner of Hollister Avenue and Los Carneros Road.

"We have been growing out of our current location for some time now and recently had to rent a third office space," shared Angel Martinez, President and CEO of Deckers Outdoor Corporation. "It was clear that a new

facility was needed."

The ceremony took place at the Cabrillo Business Park master-planned development site where Deckers will begin construction on three of the four planned buildings within an extensive campus. Those in attendance included Deckers directors and executives, members of the community, City of Goleta representatives, and various partners and consultants involved with the project.



Angel Martinez, Chairman & CEO, Deckers Outdoor Corporation and Steve Fedde, Sares-Regis Group Partner

"Cabrillo is unique in that it 'brings the outdoors indoors' by blending first class buildings with open space, trail systems, bike paths, recreation areas, restored wetlands, and public improvements," said Steven Fedde, Senior VP of Sares-Regis Group and chairman of the Board of the Goleta



From L to R: Board Members Jim Quinn; Mike Devine; Lauri Shanahan; Angel Martinez, Chairman, CEO & President; Zohar Ziv, COO; Board Members Karyn Baisa, John Perenchio, Maureen Connors, and Graciela Montgomery, Sr. VP Human Resources; and Tom George, CFO.



Michael Bennett, Councilmember; Roger Aceves, Mayor Pro Tempore; Paula Perofite, Councilmember; Edward Easton, Goleta Mayor; and Margaret Connell, Councilmember



Karen Ramsdell, SB Airport Director and Hazel Johns, Assistant SB Airport Director

Valley Chamber of Commerce at the event. "My partner, Russ Goodman and I would like to thank Angel Martinez, the executive team, and Deckers Outdoor Corporation Board of Directors for sharing our vision and choosing Cabrillo Business Park for their new world headquarters."

Fedde went on to thank all of the groups involved with making the project possible.

"The 13.8 acres of land within the Cabrillo Business Park that was purchased by Deckers will house four newly constructed buildings, totaling 192,000 square feet when completed.

"There is so much to look forward to – a beautiful campus with running trails, the mini-parks and restored wetlands, ample work space in a creative environment, a cafeteria and a gym for our employees, even a retail store showcasing all our brands and open to the public," shared Martinez. "I'm also looking forward to having

all of our nearby Deckers employees sharing one campus that will inspire and energize us all!"

Deckers founder Doug Otto began producing sandals in 1973. Since then, Deckers has grown into a leading global company with locations on three continents and seven footwear brands - Ahnu®, Mozo®, Sanuk®, Simple®, Teva®, Tsubo®, and UGG® Australia.

"Deckers has long relationships with many community partners, vendors, and charities that are meaningful to our team here and helped us decide to stay nearby," commented Martinez. "Goleta's officials have been true partners in our search for a suitable location and we are all very pleased to be able to stay here and maintain our strong relationships with Goleta and Santa Barbara."

For more information visit www.Deckers.com.

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Downtown Businesses Decorate for the Holidays!

THIS SEASON for the Downtown Organization sponsored Holiday Décor Contest where each year businesses are recognized for their holiday decorating efforts. This year the Grand Prize winner is Chase Restaurant and Lounge at 1012 State Street. This locally owned restaurant is dressed to the nines this holiday season and lit with holiday cheer. The store front beams with white lights, wreaths, and reindeer. Every inch, inside and out, reflects holiday cheer. Inside diners find a winter wonderland with walls and ceilings embellished by lights and holiday merriment. Rudolph and his friends fly high on the dining room ceiling and the back patio is decked out with lights, snowflakes shining brightly throughout the trees, and even Santa Claus himself.

More than 15 downtown businesses participated in this year's festivities, with each window remaining true to the business while maintaining a holiday theme. Highlights include rooftop ornaments, elegantly decorated windows with traditional Christmas trimmings, unique holiday decor, and creative displays made from scratch, all with sparkling lights from top to bottom!



Chase Restaurant and Lounge

The following businesses were recognized for their outstanding efforts:
2011 Award of Excellence: Chase Restaurant and Lounge, 1012 State Street
Best Holiday Spirit Award: 33 Jewels, 814 State Street
Director's Corporate Award: Anthropologic, 1123 State Street
Judges' Award: Off Leash, 1103 State Street
De La Guerra Award: Open Air Bicycles, 1303 State Street
Honorable Mentions: Member's Only Barber Shop, 27 1/2 E Victoria St and La Arcada Court, 1114 State Street

For more info visit www.santabarabaradowntown.com

On the Move...



Deborah Beltencourt

has joined the Marymount of SB Board of Trustees. She has more than 18 years of information technology and corporate operations experience in the medical device industry. Currently serving as VP of Corporate Admin at Sientra, she oversees corporate operations. She is a member of the Society for Human Resources Management (SHRM) and graduated BA in Psychology from UCSB. Beltencourt has lived and taught in Japan and enjoyed a water polo career that spanned two collegiate national championships and All-American honors. www.marymountsb.org



Troy G Hoidal

has joined Santa Barbara Brokers specializing in residential properties. Hoidal's 25 years of residence in Montecito and Santa Barbara, combined with his 30 plus years of business experience, provide his clients with a competitive edge in today's real estate market. A graduate of UCSB, he is an avid surfer, triathlete, and outdoor enthusiast. He is most proud of his two daughters and wife of 15 years. Hoidal's offices are located on the top floor of the historic Balboa Building on State Street. www.TrulyGreatHomes.com



Lori Goodman

is the new Director of Development at Child Abuse Listening and Mediation (CALM). Goodman has been a leader in the field of nonprofit management for over 20 years. She has worked for Jewish Federations in both Cincinnati and San Francisco, served as Dir of Dev at the American Jewish Committee in Westchester County, NY, and most recently was the Nat'l Dir of Dev for ARZA. She attended Swarthmore College and graduated from UC Santa Cruz with a B.A. in Women's Studies. She holds a MSW from USC and a Masters in Non-Profit Management from Hebrew Union College, where she was awarded the Samuel Kamiker Youth Award. Goodman has served on the District GATE committee and currently serves on the Exec Comm of the Dos Pueblos PTSA. www.calm4kids.org.



Christopher Tucker

is the new Executive Director of Garden Court on De La Vina. Tucker was the first Exec Dir of Garden Court from 1999 to 2004, and then served as Exec Dir at Hundred Palms Tucson Assisted Living and Memory Care Comm. Before returning to SB, Tucker most recently worked in development at Bridgepoint Education. During the crisis in Haiti, Tucker took a sabbatical to volunteer with Orphans Int'l in Haiti. Tucker received his Bachelor's from the UCSB and Master's in Public Health from Boston Univ, and in Education, from Harvard Graduate School of Ed. He is a Ph.D. candidate in Clinical Psychology. Tucker served as a Peace Corps Volunteer in the Philippines and served as an AmeriCorps Fellow in Boston Public Senior Housing. www.gardencourt.org