



RETAIL

Reporter
Sonya Sorich

✉ SSORICH@BIZJOURNALS.COM

📞 916-558-7864

🐦 @SSORICHSACBIZ

SPOTLIGHT ON...

Tim McFerran

CEO, World Skateboarding Grand Prix



As a former college basketball player who manages global skateboarding events, Tim McFerran has learned lessons

beyond how to get comfortable on an international flight when you're nearly 7 feet tall.

McFerran is CEO of the Roseville-based World Skateboarding Grand Prix, which presents skateboarding contests in several countries, including the U.S. and Turkey. Its biggest event, a competition in South Africa, last year attracted 200 participants from 37 countries. Initially, McFerran organized basketball camps. He focused on skateboarding after being hired by Joe and Gavin Maloof in 2008, and formed his own event management company in 2013.

Did you have a background in skateboarding when you started working with the Maloofs? "I didn't. I think what we did that was really smart was we spent a lot of time with skateboarders. On the skateboarding decisions, it was always my goal to have skateboarders have experts in their field make those decisions."

What are your company's main responsibilities? "We do everything from negotiating with countries to spending time with them, understanding their culture, understanding how skateboarding fits into their culture – to promotions and marketing and advertising and the athlete management and the



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► THE ESSENTIALS

- Age:** 50
- Career:** Experience in sports-related sales and management, also worked in the swimming pool toy industry, started organizing Sacramento-area basketball camps in 1998
- Education:** Some coursework at Willamette University
- Personal:** Lives in Roseville, has two daughters
- Something colleagues would be surprised to learn about him:** He still plays basketball frequently.

skatepark-building."

Which lessons have you learned while doing business internationally? "I'm a very aggressive person and I think I

have to learn to temper that aggression ... in my mannerisms. And I think some countries definitely are more mellow, more laid-back, not as time-sensitive as I can be."

Why South Africa? "They chose us. They saw the success of the events that we were doing in the U.S., and they asked us if we could replicate that in South Africa."

What about the charitable component of your business? "We started a nonprofit for the specific purpose of helping underprivileged kids and giving them access to skateboarding because it's a very affordable sport for kids. ... Skateboarding's one of the few industries where you don't have to have a coach."

► IN THE WORKS

ESTELLE'S PATISSERIE PLANS A NEW, LARGER LOCATION

What: The owner of Estelle's Patisserie, a popular downtown Sacramento bakery, has closed one of the stores she operates while anticipating the opening of a separate venture.

Who: Esther Son is the owner of Estelle's Patisserie.

Notable: Son would not disclose a specific address, but said she plans to open a store in spring 2015 near Arden Way and Fulton Avenue. That store also will include a bigger seating area, as well as dessert and wine pairings. Meanwhile, Son said she didn't renew her lease for Esther's Cupcakes, which she operated at the Westfield Galleria at Roseville. "I am very much involved in my patisserie in downtown Sacramento and did not have enough time to run the cupcakes business," she said in an email. There are no plans to close the existing Estelle's Patisserie at 901 K St.

NEW SANDWICH SHOP OPENING IN ROSEVILLE

What: Guy's For Lunch is opening in December at 1249 Pleasant Grove Blvd.

Who: Locals Guy and Kathy Manwaring are the owners

Notable: This is the first location for the restaurant, which will specialize in sandwiches, soups and salads. Guy Manwaring said he'll focus on higher-quality ingredients instead of extreme sandwich selections or quirky entrees.

► BY THE NUMBERS

1,200
Square footage of the new CREAM store in Elk Grove.

3
Number of new CREAM (Cookies Rule Everything Around Me) locations planned for the Sacramento region.

2010
Year that CREAM, which lets customers create customized ice cream sandwiches, was founded in the Bay Area.

► NEWS TICKER

OFFICE DEPOT CLOSES ITS WOODLAND STORE SATURDAY

Office Depot Inc. is closing its Woodland store at 1384 East Main St., effective Nov. 15.

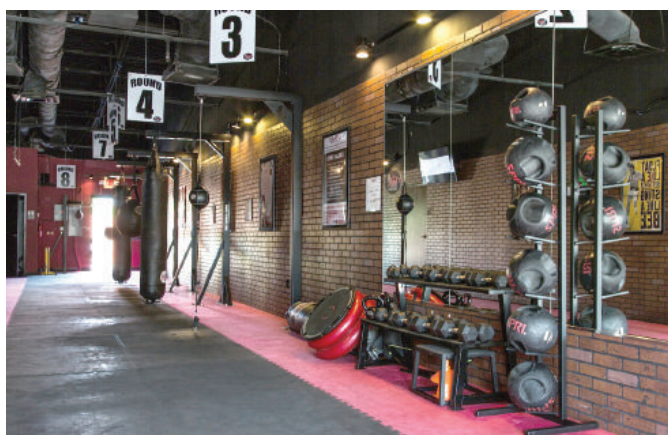
The company is encouraging its customers to instead shop at OfficeMax at 2107 Cowell Blvd. in Davis. Office Depot and OfficeMax merged in 2013. Julianne Embry, a senior public relations manager for Office Depot, declined to say how many Office Depot employees would be offered jobs with OfficeMax. "Where possible, we are working with our associates to identify open opportunities in our neighboring stores or in other areas within the company," Embry said.

► FOLLOWING UP

9ROUND FITNESS HAS BIG PLANS FOR SACRAMENTO AREA

THEN
Earlier this year, South Carolina-based 9Round Fitness opened its first Sacramento area location at 1157 Riley St. in Folsom. It offers 30-minute kickboxing-themed workouts in studios that range from 1,000 to 1,500 square feet.

NOW
The fitness franchise plans eventually to have up to 15 locations in the area, company founder and CEO Shannon Hudson said last week. In 2015, 9Round Fitness expects to add at least four Sacramento area sites in addition to its Folsom location. On average, about 65 percent of participants in the program are females, according to Hudson. Membership prices at 9Round are dictated by the market, but generally range between \$49 and \$99 per month.



PATRICK COX