



## FOR IMMEDIATE RELEASE

Contact: Melissa Clary  
Board Retailers Association (BRA)  
910.509.0109 x. 1005  
melissa@boardretailers.com  
[www.boardretailers.org](http://www.boardretailers.org)

### **Board Retailers Association Announces 2009-2011 Co-Chairs** Growing Association Restructures to Provide Bi-Coastal Representation

**WRIGHTSVILLE BEACH, NC (July 15, 2009)** – The Board Retailers Association (BRA), a non-profit representing 550 independently owned surf, skate, snow and wake retailers, is pleased to announce Duke Edukas from Surfside Sports in Costa Mesa, CA, and Deepak "D" Nachnani from Coastal Edge in Virginia Beach, VA, as BRA Co-Chairs for the 2009-2011 term. Duke and D. replace Todd Roberts, from ZJ Boarding House in Santa Monica, CA, who successfully served as Chairman since 2007. Todd will retain his position as a Member of the BRA Board of Directors.

"It was a pleasure and an experience to represent my fellow retailers as BRA Chairman," said Todd Roberts. "I have no doubt that Duke and D. will continue to successfully lead the association through these tough economic times into the future."

"Todd was an exceptional Chairman and we are indebted to him for his service to the action sport specialty retail market," said Mike Duncan, President of BRA. "We are excited to welcome Duke and D. as co-chairs to better represent the diversity of our members geographically, as well as their size and product diversification."

"I am honored to serve as BRA Co-Chair with Duke," said D. Nachnani of Coastal Edge. "This is the first time in the history of the association that a Chairman has been from the East Coast. Being part of BRA, has helped me to grow personally, network with key industry leaders and grow my business. I look forward to sharing that experience with other retailers," continued Nachnani.

Over the next two years, BRA plans to continue to grow its retail certification program, educational offerings, industry research and charitable contributions. "The purpose of the association is to unite specialty retailers and serve as a voice in the industry," said Duke Edukas of Surfside Sports. "I look forward to utilizing my industry connections, experiences and over 25 years in business to build on the strength of that voice."

Please join BRA in welcoming Duke and D as BRA Co-Chairs at the upcoming Surf Expo and ASR tradeshow.

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#### **About the Board Retailers Association**

*The Board Retailers Association (BRA) is a non-profit trade association representing 550 action sport retailers in the surf, skate, snow, wake, kite and wind industry with almost 3,000 storefronts across the country. East and West Coast retailers formed the Board Retailers Association in February 2003. Under the direction of BRA's Chairman and Board of Directors, the association serves as the preeminent voice, for independent retailers on a grassroots level with manufacturers, trade show representatives, and other associations. The Board Retailers Association also works to provide educational resources and exclusive discounts and savings from vendors on the day-to-day costs of business. BRA Retail Members receive industry research and statistics, financial forms and worksheets, legal advice and sourcing solutions. Retail Members have exclusive access to archived retail articles, industry links, news sources and event planners. For a complete explanation and description of Retail Member benefits, visit [www.boardretailers.org](http://www.boardretailers.org)*

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