

# 2017 Media Kit

Cardiff-by-the-Sea, California



# The stakes are high in choosing the right speaker.

An opening thought for; Event Planners, Conference Managers, Talent Buyers, and Executive Summit Coordinators. You've secured the perfect venue and the best chef in town is catering the food. Now it is time to decide upon and secure the ultra-important entertainment element of your gathering. Your keynote speaker.

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## What does an UGG Founder Brian Smith talk bring.

What allows this decision to be made with confidence and conviction is the ability of the speaker to connect the topics being delivered to the audience and have them all properly assembled. The UGG story is rich in layers of “lessons learned”, and shared. When planners go through the in-depth list of available options, the perfect fit of topic to subject matter is achieved.

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## What's in it for the audience.

In every keynote presentation there needs to be a memorable gift to the audience that flips an emotional lever. It needs to impact and connect while providing a relevant take-away for all attendees. By reviewing video clips of past talks with planners, it allows choices to be made on components that best fit the established tone of an upcoming gathering. I would be honored to address your next gathering and look forward to connecting and discussing your plans.

- Brian Smith -



U.S. Chamber of Commerce, Washington D.C.



U.S. Chamber of Commerce  
Standing Up for American Enterprise

Brian Smith has always been and will always be the consummate storyteller. It's in his DNA. When first starting out telling the UGG story to small business gatherings near his home in San Diego, perhaps like the brand he created, he had no idea his speaking engagements would grow to the national and international levels that they have.

Business people of all ages and market sectors are drawn in, engaged, and in turn impacted to take action by attending his talks. His current title; “The Elder Statesman of Business”, given to him by the media and his audiences alike, he finds humbling. Preferring of course, to simply be called; “Mr. UGG”.

# What they're saying...

Brian Smith has been designated by Footwear News (FN) as one of the most influential people in footwear, in the past century.



**SUCCESS**

**BUSINESS INSIDER**

**Entrepreneur**  
MAGAZINE

**FN**



U.S. Chamber of Commerce  
Standing Up for American Enterprise

**Forbes**

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HARVARD  
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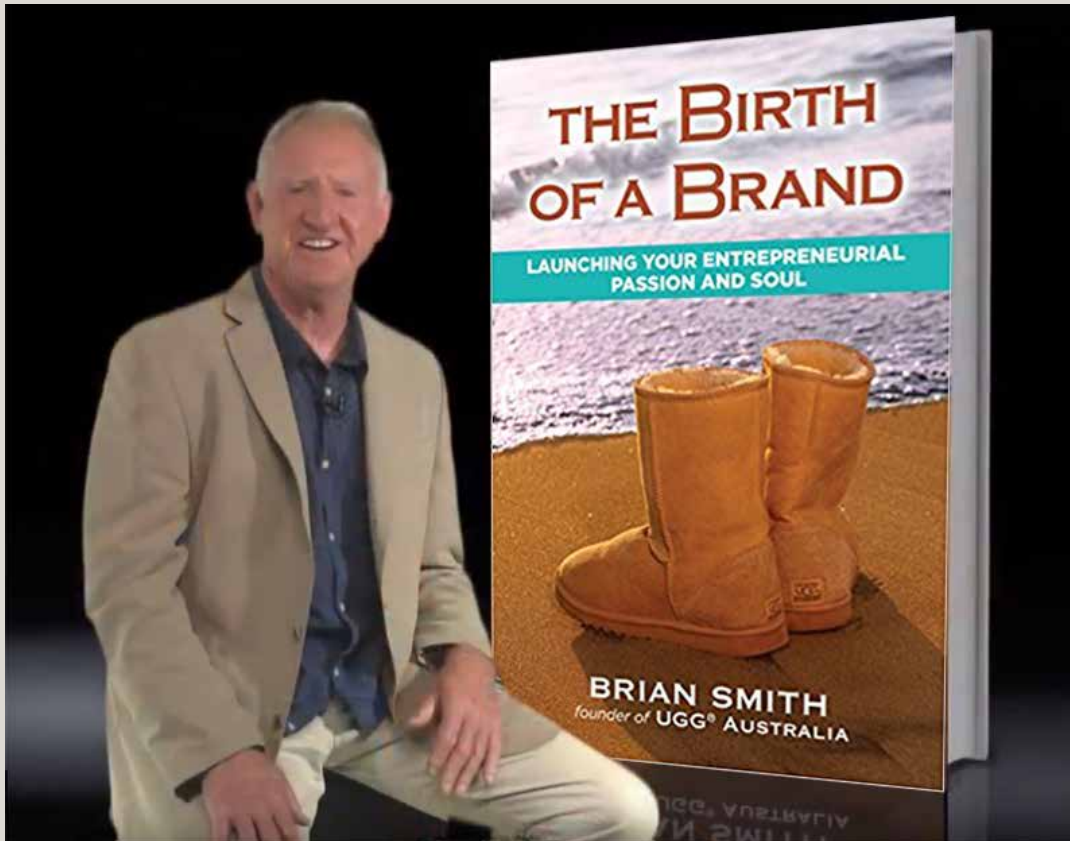


# My Book

My book; *The Birth of a Brand*, is based on the initial idea of importing sheepskin boots from Australia, and the journey that unfolded in building UGG into a global brand and icon.

From its early roots in Southern California, the underlying business mantra and theme has been; “you can’t give birth to adults”. Every business starts with conception, birth, a long infancy, followed by youthful phases, and onto maturity, (hopefully). Time and again people approach me after my keynote presentations and tell me they were about to give up their dream, but now they identify themselves in one of these early phases, and understand the steps to take to move forward.

As a consummate storyteller; the book recalls the ecstatic highs and crushing lows of the UGG brand and its journey. It is written from the heart with time-worn truisms and business acumen that aim to prove; you can stick to your business passions with authenticity and spirituality and still grow a wildly successful brand, career, and life.



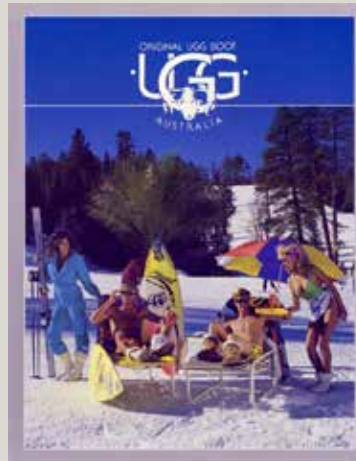
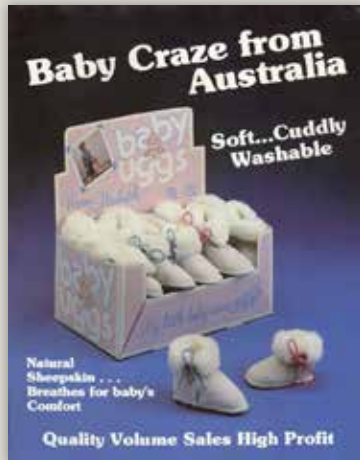


## The Board Meeting.

Daily board meetings were strictly adhered to and never missed.

The way it worked was this; take a business matter that required attention, paddle out, surf, towel off.

Then go call on a new UGG retailer with this fresh perspective as firmly in place as the surfboards were on top of the car.



## A look back, to look forward.

It all started with a vision of providing a comfortable, casual, footwear alternative to active people with a passion for doing the things they love.

One of the most significant and memorable ventures, was taking the UGG brand from; “Surf to Snow” a new market that placed the company onto the enormous growth projectile it experienced.

With the brand well established; Baby UGG’s was another welcomed addition to the product-mix family and became one of the largest segments in sales volume.





## Brian Smith Bio

Brian is Australian born and was raised with an enduring passion for surfing and the surf culture. He enjoyed the epic waves that were ever-present in his youth on both coasts around his home country. He was then educated at the; Institute of Chartered Accountants Australia, where he received his first of many business credentials.

After nearly twelve-years as a Public Accountant, there was a burning desire to do something different, less mechanical and lifeless, that would fit his passion for surfing while looking for a new business idea to support himself. So, he turned in his resignation notice, got on a plane to the states and became a regular at the classic surfing destinations up and down the Southern California coastline; Malibu, Cardiff-by-the-Sea, Swami's, among them.

He noticed that there were no sheepskin boots available in California, so he and a surfing friend shipped six pairs from Australia to show them around and see if there was interest. It was at this moment that the UGG brand was born.

Brian then called on every surf shop up-and-down the California coast enthusiastically showing the UGG prototype. Many of the shop owners would disappointingly say to him; “Brian, we sell flip flops, not boots”. He then set on a laser-focused effort to gain endorsements and support from the surf community of which he was becoming a respected member of and being referred to around the surf beaches as; “Mr. UGG”. Had it not been for his diligence in sticking to his vision, it could have all come to an end right at this moment. Good thing for all of us that have enjoyed the comfort and pleasure of wearing our favorite pair of UGG boots, that he was undaunted by this initial reaction and forged forward with his dream and remained convicted to it.

The business was growing at an astronomical rate and becoming too large for Brian to keep up with the substantial financial needs to facilitate the growth of UGG going from a strong national brand, to its destiny as an international fashion icon. He sold his company and the brand to Decker's Outdoor Corporation. With the resources now firmly in place, the “casual comfort” segment of the footwear industry came to life and has reached sales of over one billion dollars a year, year-in-year-out since then.

Brian has always had the gift of storytelling and started addressing and presenting to business gatherings around his home in the San Diego area. He found that he not only enjoyed giving these talks, but his audiences were responding in wide-embrace of his story like he never could have anticipated. The size and scope of the audiences grew and now he is one of the most sought after speakers in the country today. He brings a magical mix of; real world street smarts, combined with an acknowledgement of the need for kindness and spirituality in dealing with people in a business of any size. All of this gaining him his new title along this illustrious phase of his journey; The Elder Statesman of Business. And yes, don't worry, many still simply call him; “Mr. UGG”.





Wear it all started.

UGG FOUNDER  
**BRIAN  
SMITH**

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