

**Jonathan Strauss**  
**Non Traditional, Lifestyle Sports Specialist**

Founder/Creator of Skateboard Supercross, a new league for skateboarding that focuses on 3 critical areas (Education, Recreation, and Competition) for full sustainability of the sport of skateboarding, now a feature in the Olympic Games. The league features full service design/build construction of skateparks, a 16-week curriculum for 5 levels of progression, a mobile app in development for connectivity, and a timing system that will fuel the competitive nature of this sport.

Founder/ Creator of Board Up Productions, LLC, a non-traditional lifestyle and action sports event-marketing agency since 2005.

Properties Include:

- South Florida Swim Series, A 3 stop International Open Water Swim Series created in 2005 that allows for all levels of competition. Plays host to over 2500 swimmers annually. ([www.swimmiami.net](http://www.swimmiami.net))
- Board Up Miami, South Florida's only Action Sports Festival from 2006-2012. Featured the world's best wakeboarders, South Florida's top skateboarders, BMX demos, swimsuit fashion shows, and live music held annually in April with average attendance near 4,500 spectators ([www.boardupmiami.com](http://www.boardupmiami.com))
- CBS Alt Games, Collegiate Wakeboard Nationals Event Director since 2009 in San Diego, CA. Played host to the top 100 Collegiate Wakeboarders in the USA. ([www.thealtgames.com](http://www.thealtgames.com))
- The Adrenalina Skateboard Marathon World Tour, created the first of its kind race combining fitness and action sports. Orchestrated a 4-city tour that featured top cities: Hallandale Beach, New York City, San Juan, and Dallas. ([www.theadrenalinaskateboardmarathon.com](http://www.theadrenalinaskateboardmarathon.com))
- The International Distance and Supercross Association, the World Governing Body for Skateboarding/Longboarding Racing. The goal is to provide legitimacy, insurance, and safety for all Skateboard events in the world. Currently, subdivisions formed in the USA and Netherlands, forming in Latin America, Europe, Canada, and Oceania. ([www.theidsa.org](http://www.theidsa.org))

Board of Directors, Swim Gym LLC

- 34 year old South Florida Swim School that specializes in having one of the most well respected curriculums in the world of swim school businesses.

Education:

- University of Florida, (2004) B.S. in Sport Management
- University of Miami, (2007) Masters in Sport Administration
- Masters Thesis based on Financial Viability of Beach Soccer in the USA, extensive research of FIFA soccer and interviews with Beach Soccer Executives.

Happily Married since 2008 to Danielle Kassin owner of MIA Acupuncture, a Licensed Acupuncturist and Doctor of Chinese Medicine with 2 children, Siena(6) and Henri(3).

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