

# 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

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.”



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

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](http://www.Deckers.com).



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



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

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