

## Moto Mondays - Alpinestars, Grenade, Jack's, Monster, & Sal Orofino

Each Monday in July we'll bring you an up close look at the efforts of specific brands. For our second installment we caught up with Grenade CEO Joseph Conderelli, Jack's Surfboards Co-owner Bobby Abdel, Monster Communications Director and Racer X Co-founder Eric Johnson, Sal Orofino, founder of the [Orofino Law Group](#) and moto-athlete manager, and the Alpinestars marketing crew.

Enjoy the ride.



# Agent Sal Orofino On Why Moto Is The Next Big Action Sports Category



[Mike Lewis](#)

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## ***Sal Orofino***

Sal Orofino, founder of the **Orofino Law Group** and moto-athlete manager began his career as an amateur motocross racer, but before heading to law school in Florida.

Orofino knows the industry inside and out and we had the chance to pick his brain about why motocross will be the next biggest action sport and what brands are on the right track.

### **Moto versus more of a cross over appeal, what's your take on that?**

Exactly, there are some athletes that would really do well doing crossover that would speak well to each and the brand could do a lot more for its money spent fostering that image of a crossover and no one has really done that.

**It sounds like Volcom is choosing not the top, top names but guys with a little different appeal and kind of hitting that. Is that kind of why they're so strong in your viewpoint?**

Definitely. They could take it another step further just by integrating a moto kid on one of their snowboard trips with their athletes, making that athlete the signpost that moto fits into broader sports - that would be a powerful statement that no one has really hit hard yet.

**How do you see a few years down the road the apparel from moto brands looking in the retail space that's been traditionally been boardsports?**

It can't do anything but continue to gobble up more market share and floor space. I think surf and skate have kind of fallen flat as far as messaging. The last six years have been so surf and skate intense that everybody's kind of exhausted. Everybody's naturally looking for that next thing and it's been my push for the last four years that it has to be moto. It can't be MMA it has to by default be moto. There's a much better tie-in. MMA will always have its spot off to the side, but it's clearly a completely different message. I see it naturally getting more and more floor space.

**Volcom is the brand doing it the best. They're doing it totally organically.**

It's all about finding the correct athletes. Moto is so visual and so image driven. You go to these events and you have such a huge, captive and impressionable audience that a few stickers in the right places are enough to get you in but you have to do it right.

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