



SCENE BUILDING:
PAUL SCHMITT'S
CREATEASKATE

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Paul Schmitt had been fielding requests from teachers for years. They wanted to teach skateboard production in the classroom. Unfortunately, Schmitt wasn't quite sure how to make it feasible.

Then one day a light bulb went on.

Scott Diment, a teacher from Michigan called. He wanted to build a skateboard in the classroom. Schmitt was on his way to turning him down when he remembered the pile of blanks in the corner of his factory. The boards were odds and ends, leftovers that couldn't be sold. Schmitt sent the boards to the teacher and told him to document what he did with them.

And so CreateAskate was born.

Schmitt started his own skateboard company at fourteen and never looked back. He set out to build a better skateboard, and sure enough, the world beat a path to his door. For years he's supplied decks to companies like Element, Black Label, and Alien Workshop, becoming successful beyond his dreams. "Life's been amazing to me," says Schmitt. "It's been so rewarding because people taught me things. Now it's my turn to do the same."

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The program doesn't merely cater to students, it also caters to schools, keeping costs down by selling direct from the factory to the school. "The cheapest way you can get a board is through CreateAskate," says Schmitt. "But there's only one way to get that board, and that's to go through the educational curriculum at your school."

But what if convincing your teacher proves difficult? Schmitt even has an answer for that. He tells kids to sign a petition and get that to the teacher and principal. If that doesn't work, get the parents to sign it, "Kids are told 'no' all day long. There is no 'no' in the CreateAskate program," Schmitt says.

Having gotten CreateAskate underway, Schmitt's next goal is to bring the program to five million kids within the next five years. "This is going to be my effect on skateboarding," he says. "I made a better board. Now I'm working to make better people."

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The CreateAskate program allows students to design and build their own skateboards, teaching skills like math, science, and engineering along the way. "School skills often don't mean anything," notes Schmitt. "You learn things, but there's nowhere to apply this learning." CreateAskate set about to change that. Upon completing a rigorous academic curriculum, students are provided with an

unfinished board. From there, they determine a whellbase that caters to their height. After designing their shape, they cut it out, sand it down, paint it, and finally add their own custom graphics.

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What if these kids start their own woodshops and give him a run for his money?

Schmitt just laughs.

"If these kids can teach me something, all the better."

To learn more about CreateAskate, go to createAskate.org. S