

Edgar Filing: PENINSULA CAPITAL MANAGEMENT INC - Form SC 13G

PENINSULA CAPITAL MANAGEMENT INC  
Form SC 13G  
January 12, 2004

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

SCHEDULE 13G  
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULES 13d-1(b) (c), AND (d) AND AMENDMENTS THERETO FILED  
PURSUANT TO RULE 13d-2 (b)

(Amendment No. \_\_\_\_\_) (1)

DECKERS OUTDOOR CORPORATION

-----  
(Name of Issuer)

Common Stock, \$0.01 par value

-----  
(Title of Class of Securities)

243537107

-----  
(CUSIP Number)

May 9, 2003

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this  
Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

-----  
(1) The remainder of this cover page shall be filled out for a reporting  
person's initial filing on this form with respect to the subject class of  
securities, and for any subsequent amendment containing information which  
would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be  
deemed to be "filed" for the purpose of Section 18 of the Securities Exchange  
Act of 1934 or otherwise subject to the liabilities of that section of the Act  
but shall be subject to all other provisions of the Act (however, see the  
Notes).

CUSIP No. 243537107  
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1. NAME OF REPORTING PERSONS

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I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

Peninsula Capital Management, Inc.(2)

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)  (b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5. SOLE VOTING POWER

0

6. SHARED VOTING POWER

477,962

7. SOLE DISPOSITIVE POWER

0

8. SHARED DISPOSITIVE POWER

477,962

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

477,962

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

5.01%

12. TYPE OF REPORTING PERSON\*

CO

-----  
(2) The securities reported herein are held in the accounts of Peninsula Fund, L.P. ("Peninsula"), Peninsula Target Fund ("Target") and Common Sense Partners, L.P. ("Common Sense"), two investment partnerships and a separately managed account, respectively. Peninsula Capital Management, Inc. may be deemed to have beneficial ownership of such securities by virtue of its role as the general partner of Peninsula and Target and the investment manager of Common Sense.

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\*SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 243537107

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1. NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)
- Scott Bedford(3)
2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)  (b)
3. SEC USE ONLY
4. CITIZENSHIP OR PLACE OF ORGANIZATION
- United States
- NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH
5. SOLE VOTING POWER
- 0
6. SHARED VOTING POWER
- 477,962
7. SOLE DISPOSITIVE POWER
- 0
8. SHARED DISPOSITIVE POWER
- 477,962
9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
- 477,962
10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*
11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9
- 5.01%
12. TYPE OF REPORTING PERSON\*
- IN

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(3) The securities reported herein are held in the accounts of Peninsula, Target and Common Sense, two investment partnerships and a separately managed account, respectively. Mr. Bedford may be deemed to have beneficial ownership of such securities by virtue of his role as the majority owner of the general partner of Peninsula and Target and the majority owner of the investment manager of Common Sense.

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\*SEE INSTRUCTIONS BEFORE FILLING OUT!

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CUSIP No. 243537107  
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Item 1(a). Name of Issuer:

DECKERS OUTDOOR CORPORATION  
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Item 1(b). Address of Issuer's Principal Executive Offices:

495a South Fairview Avenue  
Goleta, CA 93117  
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Item 2(a). Name of Person Filing:

Peninsula Capital Management, Inc.  
Scott Bedford  
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Item 2(b). Address of Principal Business Office, or if None, Residence:

Peninsula Capital Management, Inc.  
One Sansome Street, Suite 3134  
San Francisco, CA 94104

Scott Bedford  
c/o Peninsula Capital Management, Inc.  
One Sansome Street, Suite 3134  
San Francisco, CA 94104  
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Item 2(c). Citizenship:

Peninsula Capital Management, Inc. - California corporation  
Scott Bedford - United States citizen  
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Item 2(d). Title of Class of Securities:

Common Stock, \$0.01 par value  
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Item 2(e). CUSIP Number:

243537107  
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Item 3. If This Statement is Filed Pursuant to Rule 13d-1(b), or 13d-2(b) or (c), Check Whether the Person Filing is a:

- (a)  Broker or dealer registered under Section 15 of the Exchange Act.
- (b)  Bank as defined in Section 3(a)(6) of the Exchange Act.
- (c)  Insurance company as defined in Section 3(a)(19) of the Exchange Act.

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- (d)  Investment company registered under Section 8 of the Investment Company Act.
- (e)  An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);
- (h)  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act;
- (i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act;
- (j)  Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

Item 4. Ownership.

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

(a) Amount beneficially owned:

Peninsula Capital Management, Inc. - 477,962 shares  
 Scott Bedford - 477,962 shares  
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(b) Percent of class:

Peninsula Capital Management, Inc. - 5.01%  
 Scott Bedford - 5.01%  
 -----

(c) Number of shares as to which Scott Bedford has:

(i) Sole power to vote or to direct the vote  
Peninsula Capital  
 Management, Inc. - 0  
 Scott Bedford - 0  
 -----,

(ii) Shared power to vote or to direct the vote  
Peninsula  
 Capital Management,  
 Inc. - 477,962 Scott  
 Bedford - 477,962  
 -----,

(iii) Sole power to dispose or to direct the disposition of  
Peninsula Capital  
 Management, Inc. - 0  
 Scott Bedford - 0  
 -----,

(iv) Shared power to dispose or to direct the

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disposition of

Peninsula Capital  
Management, Inc. -  
477,962  
Scott Bedford -  
477,962

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Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities check the following [ ].

N/A  
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Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

If any other person is known to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, such securities, a statement to that effect should be included in response to this item and, if such interest relates to more than five percent of the class, such person should be identified. A listing of the shareholders of an investment company registered under the Investment Company Act of 1940 or the beneficiaries of employee benefit plan, pension fund or endowment fund is not required.

N/A  
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Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

If a parent holding company or Control person has filed this schedule, pursuant to Rule 13d-1(b)(1)(ii)(G), so indicate under Item 3(g) and attach an exhibit stating the identity and the Item 3 classification of the relevant subsidiary. If a parent holding company or control person has filed this schedule pursuant to Rule 13d-1(c) or Rule 13d-1(d), attach an exhibit stating the identification of the relevant subsidiary.

N/A  
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Item 8. Identification and Classification of Members of the Group.

If a group has filed this schedule pursuant to ss.240.13d-1(b)(1)(ii)(J), so indicate under Item 3(j) and attach an exhibit stating the identity and Item 3 classification of each member of the group. If a group has filed this schedule pursuant to ss.240.13d-1(c) or ss.240.13d-1(d), attach an exhibit stating the identity of each member of the group.

N/A  
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Item 9. Notice of Dissolution of Group.

Notice of dissolution of a group may be furnished as an exhibit stating the date of the dissolution and that all further filings with respect to transactions in the security reported on will be filed, if required, by members of the group, in their individual capacity. See Item 5.

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N/A

Item 10. Certifications.

By signing below the Reporting Persons certify that, to the best of their knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having such purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

December 30, 2003

(Date)

PENINSULA CAPITAL MANAGEMENT, INC.\*\*\*

By: /s/ Scott Bedford

Name: Scott Bedford  
Title: Managing Member

/s/ Scott Bedford

SCOTT BEDFORD\*\*\*

\*\*\* The Reporting Person disclaims beneficial ownership over the securities reported herein except to the extent of his pecuniary interest therein.

Note. Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See Rule 13d-7 for other parties for whom copies are to be sent.

Attention. Intentional misstatements or omissions of fact constitute federal criminal violations (see 18 U.S.C. 1001).

EXHIBIT A

AGREEMENT

The undersigned agree that this Schedule 13G dated May 9, 2003 relating to the \$0.01 par value Common Stock of DECKERS OUTDOOR CORPORATION (DECK) shall be filed on behalf of the undersigned.

PENINSULA CAPITAL MANAGEMENT, INC.\*\*\*

By: /s/ Scott Bedford

Name: Scott Bedford  
Title: Managing Member

/s/ Scott Bedford

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SCOTT BEDFORD\*\*\*

03847.0001 #440048