

OUTSIDE!



NEWSLETTER OF THE CALIFORNIA SURF MUSEUM / OCEANSIDE, CALIFORNIA / SPRING 2021 / VOLUME 35 / #1

Acknowledging Our History! Wave Riding Evolves

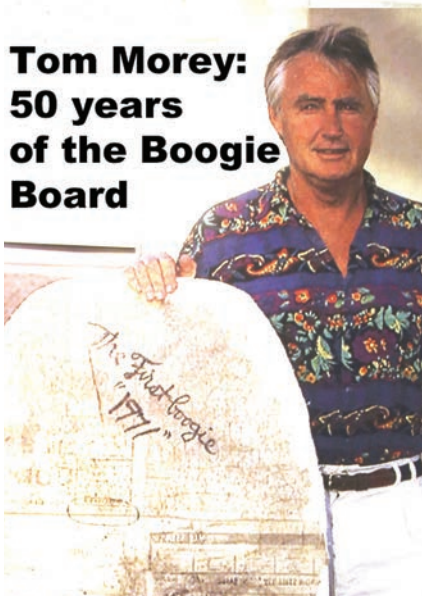
Fifty years ago, Tom Morey crafted a lightweight, rectangular bodyboard that soon took the world by storm. Christened the **Morey Boogie**, it quickly became the most popular wave-catching craft in the world, introducing children and adults alike to a lifestyle of fun and fitness.

CSM's latest exhibit, "**Let's Boogie**," focuses on major highlights of the board's evolution: Morey's first creation (1971), the assemble-it-yourself kit board (1973), the first mass-produced model (1975), the super-slick Mach 7-7 (1982), and today's space-age spin-off.

Much of the information comes directly from Tom Morey's extensive files and records, donated to CSM years ago by his colleague and artistic director, Craig Libuse. The exhibit was curated by Bill Schildge and Gabe Burris, with considerable input from Libuse and former associate Patti Serrano. Display items were loaned by Mike Stewart, Matt Allaire, Ric Riavic, Jay and Vicki Reale, and Mike Lambresi. Historian Jane Schmauss and Creative Director Tara Lee Torburn rounded out the team.

(please see page 6 to "boogie some more.")

Tom Morey: 50 years of the Boogie Board



Come Visit CSM!

Celebrating the Future! Making Waves: Caity Simmers



photo: john jackson

"General consensus from within the surf world is that she is headed for greatness and it is more likely to come sooner rather than later."
-former coach Joey Buran

CSM is pleased to introduce young **Caitlin Simmers** as the featured youngster in the **Making Waves** exhibit area. On display are two of her early boards, a montage of trophies and photos, and a video loop assembled by Caity herself.

The modest young woman doesn't remember exactly how old she was — probably 6 or 7 — when her dad took her surfing for the first time. She does remember being on the front of his board and at first being scared. That feeling quickly melted away into something else entirely. "Then I had fun," she said. "That's when I started liking it."

Now, at age 15, the Oceanside native is ranked No. 1 in the girls' under-16 **West Coast Prime** series, was named **National Scholastic Surfing Association 2018 Rookie of the Year** and for the first time in contest history scored three perfect 10s at **NSSA** nationals in June of 2019.

"I really work hard at progressive surfing, like airs and more innovative maneuvers on the surfboard that I couldn't do a year ago," said Simmers, who also includes skateboarding, basketball and art among her favorite activities when she's not surfing. "That's what I've been really working on."

(please see page 5 for more on Caity)



PRESERVING OUR SURFING HERITAGE • SINCE 1986

A 501(c)(3) Non-Profit Organization

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Mission Statement

The California Surf Museum serves as an international repository and resource center on the lifestyle sport of surfing by capturing, preserving, and chronicling its art, culture and heritage for the education and enjoyment of current and future generations.



A Message from the President..... HERE COMES THE SUN!

"May you love in interesting times" is the old adage that reminds us life is never predictable. Whatever else happened during the last 14 months, everyone who is reading this message has been impacted in some way by the COVID-19 pandemic that hit the world just a little over a year ago.

At the **California Surf Museum** we are glad to say that while our facilities were closed to the general public we escaped any health issues – the staff and board of directors have all been well. We hope that all our members remain safe and healthy too. Please take precautions even as we see the light at the end of the tunnel – if we remain vigilant with masks and social distancing we can prevent many tragedies from still happening.

But as the law of unintended consequences would prove, there is good news we can report from the **CSM**:

The best news is that we have been able to open our exhibit hall again at 25% capacity — a year after closing. San Diego County has moved to the Red Tier for activities in March. That ruling allows indoor operations to resume, at limited capacity and with modifications. Check the **CSM** website <https://surfmuseum.org/> for updates.

Second, our tireless patron Tom Gibbons notified us that an organization that evaluates nonprofits - **Charity Navigator** - awarded **CSM** a score of 85/100 – an awesome rating! (We were the highest surf-related institution that I could find on **Charity Navigator's** website.) More on this in a story later in the newsletter.

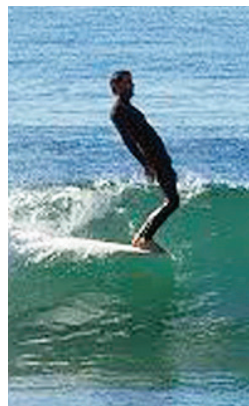
We have gained more members more donations and more social media followers than we had before the pandemic – and we thank all of you for your incredible support in these tough times.

The government's PPP loan **CSM** applied for was accepted and we will soon be receiving funding. Mike Burner, Tara Lee Torburn and others worked to make this happen and we are grateful. The PPP loan will help get us through the spring and into summer.

And lastly, we are planning a return of our great **Annual Gala** in November. Our four honoree candidates are World Champions Debbie Beacham, Kim Mearig, Joel Tudor, and the late great Donald Takayama. We have tentatively selected Saturday, November 6 as the date. However, we are still working out the details and will have more solid information to share with you soon.

Spring is here. Life is renewing. And as the father of surfing Duke Kahanamoku famously said: "Waves are coming. Always more waves."

Much Aloha, Jim Kempton
President, California Surf Museum



Great News!

Former **CSM** Operations Manager Julie Cox has opened the third **Traveler Surf Club**, this time in Santa Cruz, with a fourth coming soon in Ventura. **Traveler** is a membership-based clubhouse, complete with retail space, showers and lockers – a concept Julie had long nurtured.

The first **Traveler** opened in Pacifica in 2016, followed in 2019 by a location in Malibu, where



she grew up surfing, and now, Santa Cruz.

Julie is direct in describing her thinking: “I didn’t love changing in a cold, freezing, dirty parking lot with the wind blowing. As surfers, we’re tough, we can handle it, but I just thought that hot showers at the beach would be amazing.”

This idea has proved to be a solid business plan, and has created more convenience, community, comfort and connectivity for surfers along the California coast.

In 2011 Julie, pictured at the Museum (far left), was integral in planning and coordinating **CSM**’s groundbreaking exhibit, “**Women on Waves**,” an exhibit which received rave reviews. We commend her success with

Traveler!



In February Dana Brown filmed part of his upcoming surf story **Beach Road** at the **California Surf Museum**. The film will focus on the people who helped shape the surfing culture, and Dana spent the day interviewing luminaries like World Champ Debbie Beacham, shaping guru Gary Linden, legend LJ Richards and big wave aficionado Rusty Long.

Though still in the planning stages, **Beach Road** will include footage from dad Bruce’s epic, **Endless Summer** as well as material from Dana’s own classic, **Step into Liquid**.

A special screening is planned for **CSM** members later this spring. Stay tuned.



L-R: Marty Hoffman, Dana Brown, Debbie Beacham, and Jim Kempton

CSM Honored by charity ratings group!

Our longtime supporter and benefactor, Tom Gibbons, recently shared this terrific news with us: **Charity Navigator**, a charity assessment organization that evaluates thousands of non-profits in the U.S., gave your **California Surf Museum** a rating of 85/100 – an excellent score!



Charity Navigator’s mission is to help potential donors make informed giving decisions, based on such criteria as financial stability, accountability, and community impact.

CSM rocked all categories! Thank you, esteemed members, for helping to keep us afloat for 35 amazing years

how’s that for good news!!!!

Who’s On Board?

Stepping down: Many thanks to Eric Franklin of the **Pendleton Surf Club** for his two-year service!

We welcome two new Board Members

– Severino Ricci resides in Milan, Italy, and is Oceanside’s Tourism Ambassador for Italy.

His vast expertise in customer service and communications will help strengthen **CSM**’s role in Oceanside tourism.

– Jeff Duclos is a lifelong surfer and former two-term Mayor of Hermosa Beach, now living in Carlsbad.

A dedicated advocate for ocean and coastal issues, he also brings considerable surfing historian and writing skills to **CSM**.



**Save the Date for the Gala fundraiser
Saturday, November 6**

Why We Surf....

Thoughts on our recent run of epic winter surf

Well, mid-December through late January 2021 was a magical time to be a surfer...with historic runs of NW swells and tasty conditions for most of the Golden State. We have had to live with so many challenges due to the national and global pandemic. Coronavirus has stopped or altered so many things: business plans, personal plans, eating options, social options...even professional surf contests. But alas, it could not stop epic swell events like the ones we just experienced. Powerful surf follows no protocols and no mask could hide or contain the smiles of surfers from Hawaii to Mavericks to Mexico, and all the nooks and crannies in between.

What really made an impact on me for these swell events was the new age reality of connectivity of monitoring and then experiencing these swells. The hype and coverage beginning on the shores of the Hawaiian Islands, to the sequential arrival of surf in Nor Cal, and then the cascading delivery of juice and joy southward. Photos, videos, stories all in abundance.

And with an awareness for geographical reality, we as surfers know that swell energy does not care for, nor respect, county lines or international borders. Shoot, these swells ignored the most famous horizontal line on earth, the Equator, as swells found an expiration on the southern hemisphere shores of Ecuador, Northern Peru and beyond.

On an individual level, these swells delivered memorable moments that provided a self-serving justification for being a surfer in the first place: trying to maintain composure as an outside clean up set steamrolls through the lineup; timing your rock launch to paddle out between sets; doing the math on the matrix of wind, tide, crowd, wave direction and other variables; feeling the balance of peril and position for a larger-than-normal take off; and the sweet release of rail and friction as a good ride on an overhead plus wave unfolds under your feet.

Oceanside Pier-Chris Grant photo



Cardiff Reef-photog unknown

The connectivity of these ocean swells between locations, latitudes, cultures, technology, and surfers is a new normal. How can we as members and supporters of the California Surf Museum come to embrace and engage all of California as we mission forward to preserve and celebrate surf culture. These last swells touched all of us who were watching or participating. It is our challenge to funnel that positive oceanic energy into our own pockets of human activity and life moments.

“Hopefully you were able to taste some of it, and were not left out.”

Eric Noel Munoz CSM VP February 2021

Oceanside Harbor-photog unknown



Why We Surf....

CSM staff member Gabe Burris was sorting through some family photos recently, and he shared this image with us: "This is a photo of my grandma, Rosalie Burris, taken in Encinitas in 1987.

"Although we lived inland, she would rent a house on the beach for a week every summer so our extended family could all be together. A talented potter and photographer, she loved being in the ocean, especially mat-surfing and boogie-boarding."



Gabe (below) says "She's the one who got me my first Morey boogie for Christmas when I was a little kid and instilled in me my passion for catching waves."



Brenda Stokes: Stay Stoked!

Longtime Gulf Coast member Brenda Stokes (left), who has competed on the East and West coasts as well, has this to say about her passion for surfing:

"When I was a kid living on the Florida panhandle, it so happened that one of our neighbors was a surfer. He took me to the beach, taught me the basics, and at times would let me use his board. I was all of 11 years old and have not put that surfboard down since. I'll be 67 on my next birthday. Waves are awesome – each and every one has its own personality. They are gifts to all who respect and enjoy the oceans of this planet!"



continued from page 1:

With the huge effect the pandemic has had on the surf world, many of Caity's dreams and goals are still on hold.

However, she recently returned from a successful tour in Indonesia, where she took top honors in the "Van's STAB HIGH."

CSM is proud to be showcasing such a fabulous, up-and-coming talent.



Let's Boogie Some More(y)...

"For anybody to become a graduate of this planet, it is essential that they learn to enjoy this activity." – Tom Morey



left: Two of the boogies featured are the blue kit board (L) and the 132 B.E. (R), along with vintage **Churchill** swim fins that are essential to beginners and experts alike.



CALIFORNIA SURF MUSEUM
2021

"Let's Boogie: Having Fun Since '71" is the theme of our **CSM** t-shirt honoring 50 years of boogie boarding.

The original art was created by Craig Libuse, and was the first image used by **Morey Boogie** in ads and marketing.

Craig graciously allowed **CSM** to resurrect his design, and Bill Schildge modified the original to celebrate the display.



Cover photo: Morey with his first creation

In 1971 Tom Morey was living on Maui and surfing the best waves the island had to offer. He had an idea to take a piece of foam, cover it with a piece of fiberglass, and use his wife's iron to seal the fiberglass to the foam.

He used pages from the local newspaper to protect the foam from melting, and the newsprint was forever captured on the lightweight bellyboard.

An Open Invitation!

Tom Morey, engineer/surfer/inventor, is also an excellent jazz drummer and has been playing with the **Dene Davidson** group every Sunday afternoon at **St. Michael's Episcopal Church** in Carlsbad. Dene plays bass, and other bandmembers are saxophonist Keith Bishop, guitarist Joey Carano, and Leonard Thompson on piano.

Evening prayer soaked in jazz on the church lawn. Music begins at 4:00 pm; evening prayer service begins at 4:30 pm, and is balanced by silky-smooth jazz.

No charge for the concert; tips for the musicians encouraged.

Prepare by bringing a mask and a chair or a blanket.



Dress warmly.

St. Michael's by-the-Sea Episcopal Church

**ST. MICHAEL'S
EVENSONG**
featuring DENE DAVIDSON'S COOL JAZZ
SUNDAYS AT 4:30

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IN MEMORY...with ALOHA

Bruce Meyers

1926-2021

Bruce Meyers, musician, artist, surfer, sailor, engineer, and granddaddy of the beach buggy, passed away on February 19 at his home in Valley Center.

Meyers spent much of his youth on Los Angeles area beaches, where he became an avid surfer, constructed boards in his garage, and hung out with Dale Velzy.

He became a lifeguard after one of his brothers drowned. That skill came in handy during WWII, when he was able to rescue several sailors who had been tossed into the ocean after their aircraft carrier was seriously damaged by kamikaze forces. Returning home, Bruce got into sailing and found work at **Jensen Marine**, where he learned to build fiberglass boats.

In 1964 he joined old Volkswagen Beetle parts with a curved fiberglass body. Originally nicknamed "**Old Red**," the unique vehicle turned the dune buggy into the emblem of 1960s California cool – and was later christened the **Meyers Manx**.

In 1967 Bruce and a buddy drove 1,000 miles



Bruce attended CSM's Old-Timers' event in 2003 with his sister, Virginia Smiley, herself an early Manhattan Beach surfer who had been crowned "Miss Surf" in 1940.

through Baja sand and scrub in record time, a feat which helped spur off-road racing.

In 2014, the **Historic Vehicle Association** added "**Old Red**" to its National Register – at that time the second vehicle to be so recognized. Prior to 1971 Bruce's company built roughly 7,000 buggies, which were sold as kits for just under \$1000, but the **Vehicle Association** maintains that the **Manx** was the most replicated car in history.

Not a shabby legacy for an old surfer!...

Gaston Georis 1941-2021

Gaston Georis, a well-respected Carmel restaurateur who was at the forefront of using locally-sourced food long before it was a popular movement. Passionate, creative and interested in everything in his environment, he was a constant source of inspiration to those around him.



Born in Belgium in 1941, Gaston and his brother Walter ended up in Southern California and played in several bands. Riding the wave of surf rock in the 60's, the two teamed up with drummer Danny Brawner, at one point calling themselves **The Sandells**, which then morphed into **The Sandals** after their association with filmmaker Bruce Brown. Gaston and John Blakely had written a haunting, memorable tune, which quickly was adopted as the theme to **The Endless Summer**. Bruce Brown had heard them play at a surf fair in Long Beach and wanted to use a



number of their songs in his upcoming film. The rest is pure surf history.

Gaston Georis, who continued to write music throughout his life, passed away on February 17, at the age of 79.

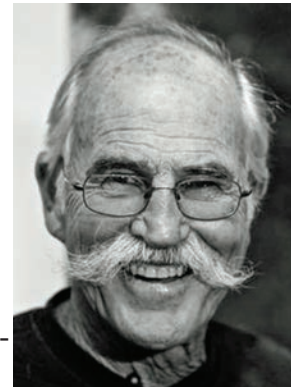
Mike Eaton 1934-2021

A Shaper's Shaper

Highly regarded shaper and mentor, known for his generous, kind spirit, Mike Eaton passed away in February.

Although he had decades of experience making all types of boards, he will be long remembered for his nurturing of the classic "Bonzer" in particular.

Mike honed his skills shaping for O'Neill, Bing, and Rick, and founded Eaton Surfboards in 1978. By his own estimate, he figured he had shaped well over 50,000 boards over a long, successful career, including some of the finest big-wave guns of the '70s.



A DESIGN OF HIS OWN



A master at designing and building top-level paddleboards, Mike competed four times in the grueling 32-mile Catalina Classic Race.

His autobiography "**A Design of His Own**" is packed with adventure and

shines a bright light on his extraordinary life.

Mike's humble words of wisdom to fellow shapers: "Don't mention anything negative about a design characteristic – stay positive about the benefits of a design feature and you will make your point without criticism."

Donations

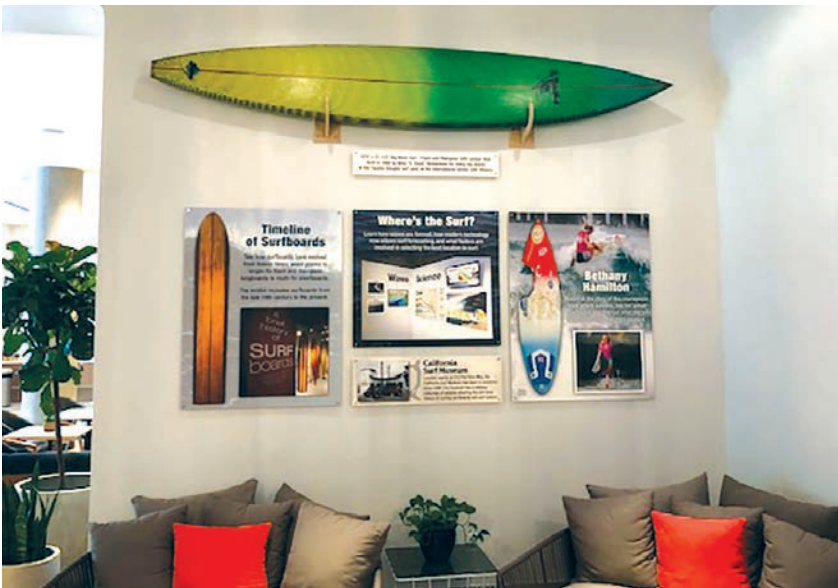


Cardiff resident, Kevin West (far left), standing with **CSM** general factotum, Rick Wilson, donated this trim board, with the label. **"Sydney Madden's Pineapples,"** in late December.

"I must have ridden this board at least 150 times," Kevin said. "The last time was a week ago, and it was still sweet."



With gratitude, Tara and Jane display the second check we received from the **MainStreet Oside** small business grants program.



Now appearing at SpringHill Suites!

CSM is confident that the eye-catching display will help increase awareness and visitorship.

Mahalo to **SpringHill Suites** for their donation and continued support.

Check out this feature the next time you're in the Springhill Suites in downtown Oceanside, just two short blocks from the museum.

A big shout-out to the following organizations for their extra-generous support this quarter:

Hansen
Surfboards



Wax
Research



La Jolla Group/
O'Neill



(and individuals Daryl Dick, James and Betsy Munroe, Bill Coughlin, Scott DeLeeuw, and Mike and Leslie Burner)

New Social Media Interns!

Audrey Taylor (L) and her sister Erin Taylor (R) have volunteered their services as **CSM's Social Media and Marketing Team**.

Audrey is studying Communications at Mira Costa and is planning to transfer to a UC school in the fall.

Erin has a degree in Strategic Communication and has been working in



digital marketing, supporting local San Diego businesses.

The sisters grew up in Oceanside and spend as much free time as they can at the beach – surfing or swimming.

Happy to have you on board!

Burning Off the Overcast

With So Cal's cool ocean water and mostly sunny climate, we commonly experience coastal mornings with overcast skies. Other than Santa Ana's warm dense offshore flow, our overcast mornings routinely provide calm glassy conditions. But as far as hiding the sun, the overcast can be thick or thin depending on the day and conditions.

Using that analogy, pandemic restrictions provided a yearlong version of thick overcast conditions on the California Surf


Museum. Limited hours, masks, social distancing, no exhibit hall hours, non-normal public interface, and events have all been endured.

Like the most stubborn of overcast mornings that eventually evaporate and burn off, pandemic restrictions are being carefully lifted off of our daily life — including the re-opening of museums. The sun is returning to shine brightly on the CSM so be sure to visit us during our current hours of 11-3 daily. We are also planning for the return of our

annual Gala on November 6 at the Cape Rey Resort in Carlsbad. Stay updated via our website, help us grow our membership, and keep the surf energy strong as we celebrate burning off the overcast.

Eric Noel Muñoz
Vice-President
California Surf Museum
May 2021

Find us online:
surfmuseum.org
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instagram.com/casurfmuseum



JOIN, RENEW OR DONATE TODAY! use this form or go to surfmuseum.org and support the preservation of your surfing heritage!

California Surf Museum
PRESERVING OUR SURFING HERITAGE

DATE _____

☐ **New Membership** *circle membership level*

☐ **Renewing Member** *circle membership level*

☐ **Donation**

Your membership benefits include:

- Free admission to all exhibitions
- Invitations to exhibit openings and special events
- 10% discount in the CSM Museum Store
- Discount pricing to most special events
- Membership card and CSM Member sticker

GREMMIE Student/Military	LEGEND Senior 62+	\$25
Full membership benefits and 4 Guest Passes.		
SURFER Individual		\$50
Full membership benefits and 4 Guest Passes. New members receive a Member T-shirt.		
OHANA Household		\$75
Includes 2 adults and children under 18. Full membership benefits and 8 Guest Passes. New members receive 2 Member T-shirts and license plate frame.		
MALIBU CHIP Member Donor	\$100 \$250 \$500 \$1,000	
Full membership benefits and 12 Guest Passes. New members receive 2 Member T-shirts, a license plate frame and a CSM logo pin.		

FIRST TIME Surfer, Ohana, Malibu Chip Members only, please select CSM Member T-shirt size:
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Free pick up at CSM. If mailing, please add \$10 S&H

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