

OUTSIDE!



NEWSLETTER OF THE *CALIFORNIA SURF MUSEUM* / OCEANSIDE, CA / SUMMER-FALL 2021 / VOLUME 35 / #2



MAKING HISTORY: Not a Bored Sport... An Olympic Board Sport



photo: Yuki Iwamura AFB

In a historic moment in the 2020 Olympic Games, current world champion, Carissa Moore, defeated South Africa's Bianca Buitendag for the first-ever Gold Medal in Women's Surfing

Snowboarding became an Olympic sport in 1998, roughly 30 years after emerging from snowy slopes and benefiting from relatively static performance mediums like ramps and half pipes. Surfing of course is more complicated given the ever-dynamic medium of waves that are subject to uncontrollable factors like localized winds, swell direction, bottom contours and tides. Securing a reliable performance medium dependent on natural elements beyond the control of man has no doubt challenged the very definition of surfing: sport, art, lifestyle, etc. However, surfing is mostly considered the mother of two globally popular sports: snowboarding and skateboarding.

Modern surfing, being the gift of Hawaii to the world, had the unmatched Duke Kahanamoku spreading seeds of surfing around global coastlines while doing double duty as an Olympic champion swimmer. In fact, he apparently urged the Olympic embrace of surfing and, unsurprisingly, could not garner support. But alas, the undeniable appeal of surfing has made it a daily reality on beaches around the world. Now it is a sport, a lifestyle, an economic engine, a community resource, an agent of change going from outcast to mainstream in a single lifetime.

Enter Fernando Aguerre, who resurrected Duke's dream and muscled it into reality. His story will no doubt be told in detail. And how fitting that our other offshoot 'sport' skateboarding is now an Olympic event.

boarding needs the Olympics and watching 13-year-old girls from Japan take Olympic medals in skateboarding ... could Tony be more correct, or could surfing be a more proud mother sport?

But the magic of surfing is in the water within which we operate. What other sport has such a variable playing field and demands a cosmic level of skill and adaptability across the global geography of surf spots. And even in the debatable and unsure future of wave pools, water remains its own master despite manmade and mechanical arenas. Therefore, water binds us as humans. The Olympics, at its best, binds humans and cultures via the medium of sport through the rotating platform of the hosting venue country. In July 2021 the world saw surfing on a global stage with all its glories and imperfections exposed without censure. The magic of dancing on water will never wane. A Hawaiian woman surfed for gold while a Brazilian man did the same.

Various countries shared the same beach while the world watched. The ocean will be more loved and cared for; and water will further heal humans. A larger plan is playing out whether we realize it or not. Surfing as a blueprint for world peace and global stewardship. Prophets like Duke and Fernando can stand tall and smile with content pride. It is a tricky game when surfers show the world we were 'correct'. Alongside snowboarding and skateboarding, surfing is far from a bored sport: ***We are an Olympic board sport!***

Eric Noel Muñoz

CSM Vice President

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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.



from our PRESIDENT

Love in the Time of Corona

Gabriel Garcia Marquez's classic novel *Love in the Time of Cholera*, was a story about great love and surviving long enough to return to experience it again.

For those whose great love for surfing has been thwarted over the last 18 months by this new virus, it sometimes seems as though an entire year went by without seeing or visiting with all of our old friends. There were times when the staff and board of directors wondered if we would ever see museums return to their pre-Coronavirus status.

But as surprising as it seems, despite the terrible toll that COVID took on our hearts, the **Surf Museum** itself seemed to not only weather the storm but thrive.

During the lockdown we had more new members join than in any period in our history. We had donations exceeding those of the previous year. Our social media following grew exponentially. And since reopening our facility we have had more visitors and more gift store sales than ever before. The generosity of our members has been so amazing – we thank you all for making this one of the best small museums in California – and gaining a reputation throughout the world.

And it was not just members. We added three outstanding new directors to our board: Jeff Duclos, a surf historian, marketing guru and former mayor of Redondo Beach; Tom Gibbons, a founder of the **National Scholastic Surfing Association**, founding member of the **International Surf Museum** in Huntington Beach and award-winning educator; and Severino Ricci, a social media maven, tourism expert with an international perspective and reach – all the way from Italy!

On top of our great directors, we have reinvigorated our amazing crew of Advisors – a group that ranges from iconic surf stars to PhDs in museum science. Led by Larry Balma and Kevin O'Keefe, they will be helping us with strategy, connections and long-term vision.

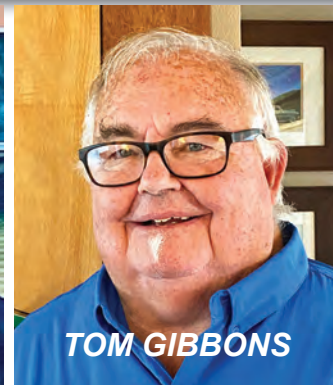
We have also forged a great relationship with the two new beach front luxury hotels, the **Mission Pacific** and the **Seabird**, both incredibly positive additions to downtown Oceanside, and a huge visitor base of guests as well as huge supporters of the museum. Our alliance with these new hotels will surely drive increased visitorship and build stronger connections with the community.

Our always popular **Big Wednesday** events have finally returned with book signings, film debuts and talk story experiences. Visit our website to see the exciting upcoming exhibits and events – and be sure to buy your Gala tickets – this one may sell out earlier than expected!

In all, we see the coming season as a strong one and thank our loyal members, our staff and our advisors for the great effort to keep this unique repository of surf culture blossoming with *"Love in the Time of Corona."*

Much Aloha, JK

Meet our new Board Members



CSM Lands in Oceanside

Surf museum opens in Oceanside

Welcome to the
**Grand Opening
Celebration**
of the
**California
Surf Museum**
Oceanside, California
September 28, 1991



To date, very little has been done in an organized way to preserve the history of surfing, its boards, or its fascinating artifacts. At a time when the historical roots of many beach communities are rapidly changing and/or disappearing, the California Surf Museum is rising to the challenge of providing a strong link between the ocean, the many ocean sports, and the lifestyles of the community.

We were rummaging through some old papers a while ago and realized that the date for **CSM's Grand Opening** in Oceanside had been September 28, 1991 – a mere 30 years ago! Moving the few artifacts from our previous location in Pacific Beach, we found a new home – an old ramshackle bar called *Pride's Inn*, located at 308 N. Pacific Street, and it boasted the best ocean view around.

Although the building itself was small and very worn, it came with a bonus – a huge back yard/parking lot that we were able to use for a number of wonderful gatherings we held over the next 6 years. Legendary figures the likes of Greg Noll, Bud Browne, LeRoy Grannis, Dale Velzy, Rell Sunn, and Donald Takayama were regular attendees at our exhibit openings. We hosted Whitey Harrison's 79th birthday party, with Donald's barbeque crew presiding over the charcoal-filled drums. Woody Brown was interviewed on the back patio. We celebrated the first-ever **Women's Day** event in 1993 and filled the area with dozens of surfing standouts from the late Faye Baird Fraser to Linda Benson to Jericho Poppler.

Two extraordinary surf photographers, Don James and LeRoy Grannis enjoyed the opening of our watershed exhibit "Photo: Grannis."



At first **CSM** was only open on weekends, but with such a commanding location and lots of foot traffic, we were able to hire a full-time manager and stay open five days a week. We were fortunate to find Rich Watkins, a surfer and former classmate of Joyce Hoffman's at San Clemente High School.

Our first employee, Rich Watkins (C) presented Donald Takayama with a plaque of appreciation for the many barbeques Donald provided for CSM events. The award was beautifully crafted by Board of Director Dave Hanson (R).



Once we had a solid location and regular hours, our membership swelled and we even caught the attention of **Rolling Stone** magazine, which gave our unique organization a bit of ink in their September 22, 1994 issue: "The **California Surf Museum** celebrates the surf culture that Southern California exported to the world and includes an awesome display of classic surfing photography."

City of Oceanside officials were regular guests at our exhibit openings, and they saw first-hand the results of our efforts to capture surf history and present it to the public.

In 1997 when the old facility was scheduled for demolition (to make room for what is now the Wyndham Hotel) we were able to successfully lobby the city for our next location – the old Rexall Drugstore on the corner of the Coast Highway and Pier View Way.



HELP US CELEBRATE OUR 30TH ANNIVERSARY IN OCEANSIDE ON SEPTEMBER 29!!

Big Wednesdays Rock !

"Women On Waves" A Huge Success

Jim Kempton's recent book, **Women on Waves**, drew a constant stream of visitors to CSM on **Big Wednesday**, July 14. Jim was on hand to sign books throughout the evening, and many who showed up had plenty of stories to share. **Women on Waves** is a comprehensive, fascinating history of women's surfing throughout the world, from ancient Polynesian times to today's boundary-pushing water-women.

The book has proven to be so popular that the first printing has already sold out!

Please note that the hard-cover edition is still available at the **Museum Store** for **\$29.95** – while copies last.



(L) Upcoming Gala honoree, Debbie Beacham, took a moment to sign one of many books that flew off the shelf.



Always effervescent Jericho Poppler got a laugh from one of the many stories shared by Jim throughout the evening.



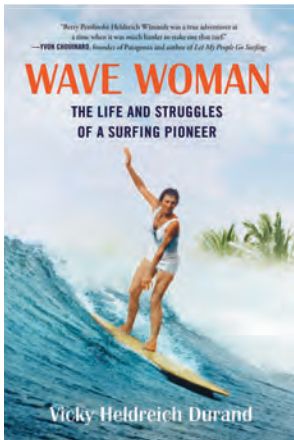
Peter Townend had a few moments to reminisce with artist/surfer/shaper Cher Pendarvis.

Girls Just Wanna Have Fun....

CSM welcomed a sizable crowd on July 21, when filmmaker Heather Hudson and author Vicky Durand combined for a terrific **Big Wednesday** event.

Among our special guests were surfing legend Linda Benson, surfing competitor Sally Lacy, and photographer Tom Keck. They each pitched in with interesting tales about time spent with Vicky's mother,

Betty Heldreich, the central figure of the book **Wave Woman**. **\$29.95** at our **Museum Store**.



Heather's film about Marge Calhoun, **93: Letters from Marge**, captivated the audience with its strong visuals, mellow sound track, and many of Marge's insightful, sometimes humorous takes on her life and surfing.

BIG WEDNESDAY cont. on page 6



Vicky Durand, 1957 Makaha champion, had a chance to share memories with 1959 Makaha winner Linda Benson (C), and Heather Hudson (R).



Dedicated waterwomen Heather (L) and longtime surfing buddy Jeannette Schumacher Prince display merchandise available for the evening, including Heather's award winning documentary "The Women and the Waves."

CSM on the Road

The Boogie's 50-year Wild Ride!

A Jubilee was held on Saturday, July 10 at **St. Michael's by the Sea Episcopal Church** in Carlsbad to celebrate the 50th anniversary of innovator Tom Morey's incredible invention – the **Boogie**.

The reunion, conceived and organized by former Morey associate Patti Serrano, packed the church grounds and drew hundreds of fans – including boogie pros and former team riders – together for the day. The parish hall was filled with a treasure trove of drawings and memorabilia that Tom brought in to share for the event, including the original boogie he crafted in 1971 from materials lying around in his garage.

Many guests were called upon to speak, and Tom and his wife Marchia were visibly moved by the turnout. **CSM** was invited to

have a presence at the event and set up a pop-up tent display filled with Morey history and information.

Congratulations, Tom! Where would the world be without your Boogie?



LEFT: Many thanks to volunteers Rick Jackson, Scott Deleeuw and Danny Quisenberry for setting up and manning the **CSM** tent during the Jubilee. Kevin O'Keefe, Sandy Ordille, Jane Schmauss, Rick Wilson and Marti White also took shifts.



LEFT: Ron "Ron-Dog" Ziebell drove down from Long Beach to attend the Jubilee and to view **CSM's** "Let's Boogie" exhibit.

A top competitor in the 1980s and 90s, he asked to pose in front of the Mach 7-7 in the display.

"This was the one that changed my life and allowed me to be the best I could be," he reminisced.



ABOVE: Patti Serrano was one of the main promoters and marketers for the Morey Boogie, beginning in 1976.

"We had a wonderful team back then," she said, "and I had such a great time traveling the country and setting up contests everywhere."

"Being able to coordinate this Jubilee for Tom meant a lot to me," she added. "All the amazing people that turned out truly made it a blast from the past."

A Tribute to Butch Van Artsdalen



Spell-binding storyteller Douglas Cavanaugh was the guest author for **Big Wednesday**, August 18, and he delighted the crowd with behind-the-scenes tales of how he came to write **Remembering Butch**.

Cavanaugh, a freelance writer, actually began collecting information about Windansea's most enigmatic surfer, Butch Van Artsdalen, in the mid-1990s, and the end result is a compelling mix of first-person anecdotes and personal photographs.

Butch was a handsome man, a powerful and gifted athlete – a lover and a fighter – who embodied the spirit of the mid-60s Windansea rowdies.

He saved his money and moved to Oahu, where he lifeguarded on the North Shore with Eddie Aikau and was credited with saving countless lives.

A powerful switchfoot, he earned the moniker “Mr. Pipeline” for his grace, timing, and absolute fearlessness.

Butch seemingly had it all. So why did he self-destruct – at age 38?

Despite the numbing reality of having lost such a gifted surfer, the atmosphere for the evening was upbeat and lively, often laced with humor and outrageous recollections. **Remembering Butch** is available at the **Museum Store** for **\$29.95**



Above from left: Mike Burner (a member of Butch's championship paddling team), LJ Richards, and Hank Warner swapped stories



Butch Van Artsdalen's daughter Kelly Reid (L), her son Tyler Reid, and Butch's daughter Tifani Swink (R)

Woody Ekstrom Recognized by OLSG



Many thanks to **Oceanside Longboard Surfing Club** for including **CSM** at their 36th annual contest, August 7 and 8.

Spirits ran high at the family friendly beachfest. Competition was intense as the weekend was blessed with great weather and decent waves. Top contenders vied for the title of King and Queen of the Pier, and the winners came away with awesome surfboards

shaped by local craftsman Michael Takayama.

Late Saturday afternoon, event organizer Jim Marmack stepped on the Bandshell stage to introduce Woody Ekstrom, the recipient of this year's **LeRoy Grannis Waterman Award**.

The **Waterman** award is bestowed upon an individual who has a significant history in the surf culture and is a positive role model

for future generations.

Woody took up surfing in La Jolla as a teenager, and many of his contemporaries recalled that he “owned” the iconic Windansea break. A natural historian, Woody, 93, has a rich photo collection and endless stories to match.

Another Windansea waterman, Mike Burner, assisted with the honors.

Researching Surf Culture...

Author/educator Patrick Moser stopped by in mid-June to do some in-depth research. He is currently working on a book, ***Surf and Rescue: George Freeth and the Birth of California Beach Culture***, which is scheduled for publication in spring of 2022.

A surfer, born and raised in California, Patrick is currently teaching at Drury University in Springfield, Missouri, and contacted **CSM** in the hope of being able to access our files. We were pleased to accommodate him.

Also an avid surfwriter, he edited ***Pacific Passages: An Anthology of Surf Writing*** and collaborated with Shaun Tomson on ***Surfer's Code and The Code: The Power of I Will.***



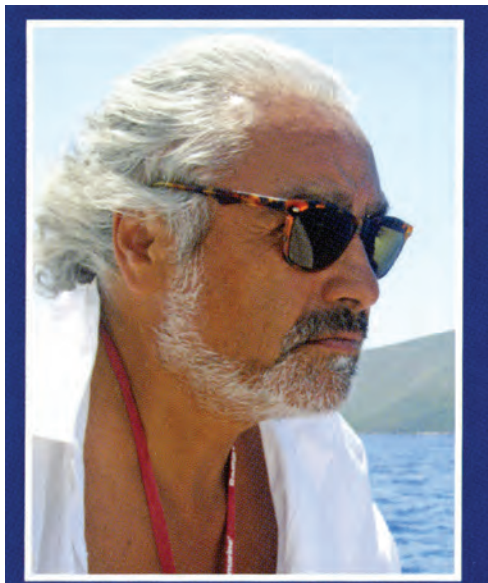
Fiona Finds Fun at CSM!

The Reuter family visited recently from Scottsdale, AZ, and mom Sibylle sent us pictures of her daughter Fiona and Fiona's dad, Alex.

She wrote: "We were at the museum in mid-July and had such a great time. It

was a pleasure meeting you and learning more about the history of surfing. Our daughter had a great time. She is obsessed with sharks and idolizes Bethany Hamilton. We feel so lucky we were able to see the exhibit. What an incredible young woman Bethany is. We will be back the next time we are in Oceanside. Thank you again for your hospitality!"

Bienvenidos, Nacho!



Ignacio Felix Cota, winner of the International Division of the **1966 World Contest** in San Diego, stopped by for a brief visit and kindly donated a few editions of his book ***Tribe of the Waves***, a tribute to Mexico's early surfers.

"Nacho" underwent complex shoulder and knee surgeries some time ago, and was able to celebrate his 75th birthday surfing with friends near his home in Cabo San Lucas.

"Ah, but you know that Mickey Muñoz – he's about ten years older than me – and he surfed circles around all of us!"



Duke Kahanamoku presented Nacho with the International winner's trophy.
Photo by LeRoy Grannis.

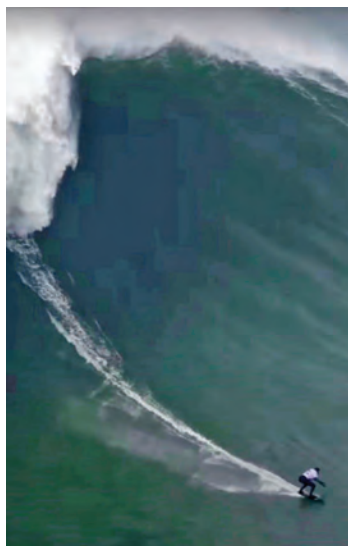
Women on the Move

The Future is Female by Jim Kempton A Raft of New Books Are Finding Women's Surf Stories Everywhere

In March 2010, the **California Surf Museum** opened one of its most ambitious and successful exhibitions: **Women On Waves, a History of Women's Surfing**. It was the largest exhibit ever mounted by the museum and the most comprehensive retrospective of women's wave-riding to that date.

Since then much has changed in surfing – particularly with the female side of things. Achievements have been won and discoveries have been made.

To give perspective to these discoveries along with the achievements of here and now, consider: in 2020 Maya Gabeira, (*shown below*), a vivacious, fearless Brazilian



was awarded the largest wave in the world ridden by a woman or a man – a nearly 74-foot mammoth at Nazare, Portugal.

The equally impressive fact, however, was this: the second largest ride in 2020 was by caught by Justine Dupont, a demure, driven French surfer whose wave was, according to the judges, “two to three feet smaller.”

A raft of books have emerged recently chronicling this growing awareness of the

women's role in surf history.

Vicky Durand's **Wave Woman**, a lovely, poignant memoir of her surf diva mother Betty Heldreich, is a paean to both her mother's remarkable life and the amazing women surfers of the early 1950s.

Sloane at the Smithsonian!

Sloane Keller was still in high school (below), a dedicated surfer and top volleyball player, when she was elected to **CSM's** Board of Directors. Bright, ambitious, and laser-focused, the precocious teen provided a fresh perspective as she helped steer the museum for over 5 years – at a time when computers were just gaining momentum in the culture.



Among her many contributions to **CSM** was reminding us that the history of surfing was being made “in the now.”

After graduating from college, Sloane embarked on a two-year stint with the Peace Corps, serving in Paraguay.

She Surf, Lauren Lindsey Hill's brilliant encapsulation of the current set of leading lights, has stunning photographs as well as captivating stories about the new school leaders of the women's movement.

Surf Like a Girl, by Carolina Amell, profiles 30 world class surfers – many who are also photographers and artists.

And lastly, my new book – **Women On Waves: A Cultural History** – has just sold out its first edition. All of these books are available at the **Museum Store**.

When the **California Surf Museum** embarked on researching a women's exhibit in 2008, it was an eye-opening experience. With a staff of women (our historian, Jane Schmauss, and our then museum manager, Julie Cox, were major contributors to the exhibit) we read, researched, collected and compiled content for nearly two years about the women's achievements in surfing. Had the framework we assembled back then not been available, it is doubtful I would have taken on my book project so confidently.

In the decade since that first research, women's surfing has swept forward like a rising swell, gaining height and strength each year. The struggle and triumphs of women on waves is a 400-year saga. The surprise is not the fascinating stories of these heroines – but that so many of their grand adventures are finally being told.

Below: Justine Dupont, Getty Photo



She studied in France and worked towards empowering women in India. Now based in Washington DC, Sloane is employed at **The Smithsonian Center for Folklife and Cultural Heritage**, where she is project coordinator for the re-opening this November of the Arts and Industries Building.

Several board members gathered for the ribbon-cutting ceremony at the Grand Opening of the 312 Pier View Way location, 2009. From L: Sloane Keller, Jane Schmauss, Tara Lee Torburn, Tillman Eakes, Daryl Dick, Mike Burner, Louise Balma, Ric Riavic, and Larry Balma.



In Memory... with Aloha

Joan Poole Kalahiki 1928-2021

In 1949 a Montana rodeo queen and expert horsewoman Joan Poole hitched a flight to Oahu with several flight attendant friends.

Landing in paradise changed her life: she married a Hawaiian beachboy/musician, Harry "Mungo" Kalahiki and raised five children, pretty much on the beach at Waikiki. She didn't get an engagement ring, but Harry gave his petite, athletic wife a Velzy board instead.(R)"

Joan and Harry shaped balsa boards and sold them for extra cash. Wally Froiseth and George Downing conducted a surf test for Joan, ensuring that she was a capable wave-rider, and not a liability in the male-dominated surf breaks at that time. She surfed with Rabbit Kekai, Ethel Kukea, Vi Makua, Anone Naone, and Betty Heldreich, and competed in the first Makaha Invitationals. She and Harry worked on Woody Brown's first outrigger/catamaran, while Hobie Alter was inspired to craft a smaller version on a nearby neighbor's lawn.



Top from L: Keala Stibbard, Betty Heldreich, Anona Naone, Marjorie Phillips, Cynthia Hemmings, Marge Calhoun, Jane Kaopuiki, Joan Kalahiki, Mozelle Angel, Ethel Kukea.

Makaha 1958

Photo by Clarence Maki



Joan stopped by **CSM** in 2011 and shared vivid memories and photos with us for the first time. We are currently working on a longer version of her story that will appear on our website.

Joan passed away at her home in Arizona in July, days short of her 93rd birthday

John Elwell 1932-2021

Descended from sea captains and naval officers, John Elwell's lifelong romance with the sea was in his genes.

An experienced lifeguard and all-around waterman, John sampled the North Shore of Oahu in the mid-1950s, along with Tom Keck and Pat Curren.

Exploring Kauai, the three (along with pal Sam Sherman) encountered and spent time with a reclusive black man – Dr. Bernard Wheatley – who lived off the land on the Napali Coast of Kauai.

John joined the Navy during the Korean War, serving on submarines and on several clandestine missions.

The action-packed life he led reads like an Indiana Jones-type series, or perhaps a spy novel.



CSM was fortunate to have John's direction and input when we published the book **Surfing in San Diego** in 2007.

Educator, author, historian, world explorer, surfer, sailor, skier, Simmons expert John Elwell passed away in Delray Beach, Florida in May.



In Memory... with Aloha

Juliette Paskowitz

1932-2021

Tall, graceful and regal, matriarch of a charismatic band of surfers, Juliette Paez Paskowitz, 89, passed away on May 3. Shoulder to shoulder with her husband Dorian, and with nine kids in tow, Juliette traveled the world and sampled some of the most exotic surf spots on the planet. An aspiring opera singer from Long Beach, she would entertain her family by singing arias while listening to operas on a transistor radio. Over the years she and Doc homeschooled their children and provided a one-of-a-kind lifestyle supported by the seat of their pants



Jim "Mouse" Robb

1933-2021

The one and only Mouse Robb passed away on April 22, one day before his 88th birthday. His monumental talents as a waterman in and around his home community of Ocean Beach inspired the bumper sticker "Mouse Would Go."

He became a lifeguard, a top tandem competitor, and always looked to take on the biggest waves.

In his neighborhood he led by example – volunteering his skills as an electrician and organizing countless events, mentoring generations.

His family moved to San Diego when he was a youngster and the beach became his playground, and the local lifeguards his heroes. The early fitness routines they instilled in him – morning runs and long ocean swims – he carried on throughout his life.



The ocean was a second home to Mouse, and he took humble pride in knowing all its moods and gifts.

"We all tried to be like him," was a sentiment echoed by many.

Said local author Lee Brown: "Mouse and some of the other guys were father figures to us. They were not surf bums. They were

men whose ethics were in their hearts as well as their minds."

Mouse was an invaluable contributor to **CSM's Surfing in San Diego** book, published in 2007. A natural historian, his recollections and photos taught us a great deal about the surfing histories of Ocean Beach and Sunset Cliffs.

Tal Sturdivant

1925-2021

Tallentyre Basil Sturdivant XIX was born in Oregon and grew up in Laguna Beach, where surfing, boating, and fishing became lifelong passions.

He attended UC Santa Barbara and served in the Merchant Marines in the South Pacific and the Philippines during WWII. He was drafted into the Army during the Korean War. Some fifty years ago he and his wife Lee lived in Orange County, where Tal surfed to his heart's content and Lee worked with **Surfer** magazine's Pat McNulty, helping to plan and organize the 1966 **World Contest** in San Diego. Later in life they moved to Washington state, where their life centered around sailing.

In February 2016 the couple came to San Diego for a visit, and stopping by **CSM** to soak up a bit of surf history was high on their list. While at the museum, Tal saw a photo of a group of surfers and their huge wooden boards taken at Salt Creek in 1946. He had never seen the image before. "That's me," he exclaimed,

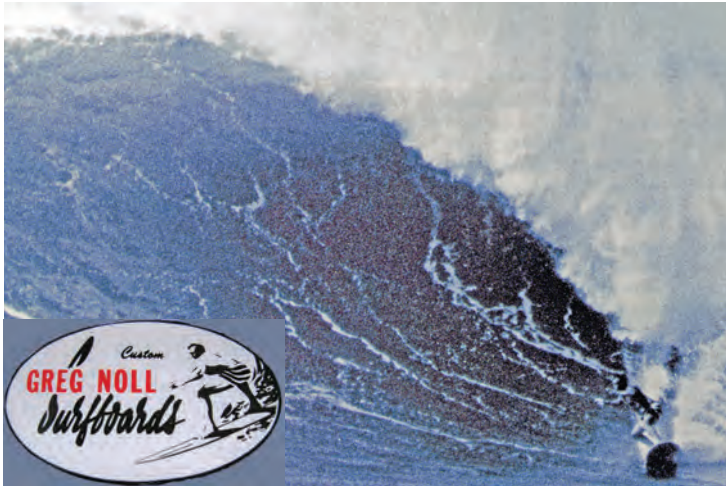
pointing to the second man from the left. "And that's my little brother there behind the bodyboard."

It was hard to tell who was more pleased with the discovery – Tal, or the staff at **CSM**. We were pleased to include the Sturdivants as very special guests at our **2016 Annual Members' Party**.

Tal Sturdivant passed away on April 5 in Anacortes, Washington.



In Memory... with Aloha



Greg Noll
1937-2021

Greg riding Sunset.....
photo courtesy Laura Noll

Greg Noll's footprint on surfing is as indelible as the jail-house pattern trunks he wore so surfers would know who it was on that wave and keep out of his way.

From big-wave surfing to building sought-after boards, to having a larger-than-life personality, **Da Bull** was the one leading the charge between the late 1950s and the late 1960s.

Born in San Diego in 1937, Greg passed away at his home in Crescent City on June 28. He was 84.

CSM President Jim Kempton had this to say: "A King has died. One of the most beloved and iconic figures in early modern surfing, Greg Noll was the pinnacle of what young beginning surfers like me aspired to be in the mid-60s.



"His bravado, good nature, and profanely hilarious sense of humor made him not only a legend but a treasure to the surfing culture. At LeRoy Grannis' memorial Greg sent a note about how LeRoy had taught him to be a gentleman and stop swearing. "So I just want to send my respect and love to you, LeRoy, and remind people that you were a goddamn hell of a good guy!"

"There will never be another one like him. He was the Babe Ruth of our sport. The king of big wave surfing in his era. *Long live the king.*"

Among the many honors bestowed him over the years, Greg, an early supporter of **CSM**, received our **Silver Surfer** award at our **8th Annual Gala**, 2015.

Joe Quigg

1925-2021

Often referred to as one of the slowest and most meticulous shapers, low-key and unassuming craftsman Joe Quigg quietly changed the direction of surfboard design.

By age 13 he had built a redwood board with an upturned nose and tail – known as "rocker" – which in later years he felt was his greatest contribution to board design.

In addition, after serving in WWII, Joe fashioned a 25# thin, narrow balsa/redwood for Darrilyn Zanuck, and the board's easier turning ability made it the hottest item on the beach – the prototype of the Malibu "chip."

In 1948 he cut a board in half lengthwise, removed two inches and glued it back together, creating the first "pintail" – forerunner of the big wave gun.



A trained photographer, Quigg also captured some of California's early surf lifestyle images. He also was a consummate builder of outriggers and racing paddleboards. He passed away in Honolulu in June, just days before his 96th birthday.



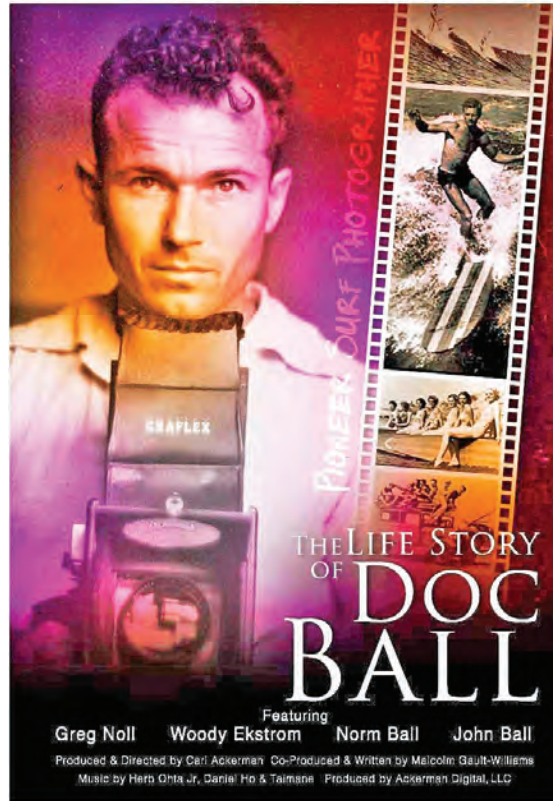
Save the Date

"The Life Story of Doc Ball"

Wednesday, September 29
6pm – at CSM
A Ticketed Event
\$15 current CSM members
\$25 general admission
Limited Seating !!
You **MUST** RSVP to reserve
a seat. Call 760-721-6876.

You are invited to join us here at **CSM** for an exclusive showing of filmmaker Carl Ackerman's exciting new documentary, **The Life Story of Doc Ball**.

Several years in the making, the 54-minute film, written and co-produced by historian Malcolm Gault-Williams (Legendary Surfers), incorporates hundreds of still images and thousands of feet of 16mm footage that Doc produced, in and out of the water.



John "Doc" Ball was among the first photographers to document his fellow surfers, taking action-packed B&W images that he then organized into the first photo book on surfing, **California Surfriders**, published in 1946.

Ackerman captured Greg Noll's thoughts about Doc's historic influence on surfing, and of their close friendship.

Windansea pioneer Woody Ekstrom, who will be a special guest on the 29th, describes Doc's skills as a photographer and how he ended up with Doc's homemade "shoots-box," currently on display in our exhibit hall.

You won't want to miss this historic presentation! Call early to reserve your seat – seating is limited and we anticipate a packed house!

If you're not able to attend the event, you can currently view the film on various PBS stations throughout the U.S.

BELOW: Filmmaker Carl Ackerman (L) interviewed Woody Ekstrom about the historic waterbox camera, 2018.
photo by Catherine Ackerman



MOVIE NIGHT BONUS!

The **California Surf Museum** had its **Official Grand Opening** in Oceanside on **September 28, 1991**. Help us celebrate our **30th Anniversary** on this special night with **Carl Ackerman and Woody Ekstrom**, topped off with a bit of cake and champagne!



Donald Takayama Exhibit Coming This Fall!



CSM's exhibit committee has been gathering photos and stories from family and friends to put together a tribute to master surfer/shaper **Donald Takayama**, scheduled to open in October.

A dozen signature boards and scores of images, many from personal collections, will be featured.



Join the California Surf Museum Line Up at our November 6th Gala!

There is a point where momentum works in your favor. Where the positioning and rail work done early in the wave pays off as the wrap and bowl section greets the speed of your board and momentum will serve its purpose.

During the challenges of being a museum as covid delivered a variety of obstacles, the team at the California Surf Museum (CSM) was preparing for better days. Those days are now at our front door, literally. By resuming store and museum hours for public visitors, and honing our website content and exposure, now is the time to enjoy the CSM Line Up.

For our upcoming Gala, we are promoting the theme of "Join Us in the Line Up" with your membership, donations, and active participation. Check the Gala brochure enclosed with this mailing for details as we honor a new round of legends into the on-going legacy of Silver Surfers.

We have applied for and received federal, state, county and city grants from the CARES Act program that has helped keep us afloat over the last 18 months. A huge momentum boost was recently announced to us by the San Diego County Board of Supervisors: we received another CARES Act grant we weren't sure we would receive.

We been fortunate for the infusion of public grant funds and are honored to have the Board of Supervisors join the CSM line up. Notably, our District 5 Supervisor Jim Desmond, long a supporter of worthy non-profit organizations countywide, has joined our line up and will serve as a prolific supporter for others to follow.

Eric Noel Muñoz
Vice-President
California Surf Museum
September 2021

Find us online:
surfmuseum.org
facebook.com/CaliforniaSurfMuseum
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:

Men's **S M L XL XXL** Women's **S M L XL**

Free pick up at CSM. If mailing, please add \$10 S&H

Payable to
California Surf Museum
312 Pier View Way
Oceanside CA 92054

(760) 721-6876 • www.surfmuseum.org