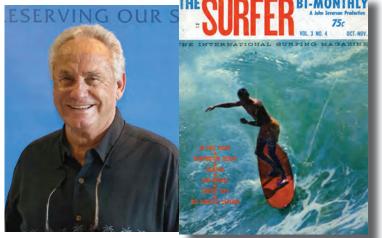
OUTSIDE!

NEWSLETTER OF THE CALIFORNIA SURF MUSEUM / OCEANSIDE, CALIFORNIA / SPRING 2020 / VOLUME 34 / #1



Welcome to the new reality! The original purpose of this newsletter was to announce the date for the annual Members' Party – which was originally scheduled for April 19. CSM was looking forward to celebrating our 34th year and we were on track to put on another terrific gathering. However, due to concerns over the current coronavirus situation, CSM has decided to postpone the Members' Party until things have cleared up. When a new date is selected we will send out a postcard mailer and also communicate through our constant contact emails.

Another decision we faced was whether or not to go ahead with our newsletter at this time. Since we were already in full production mode, we thought it best to continue forward and share these twelve pages with you. *Enjoy!*



Congratulations, L.J. !!

CSM Adviser John "LJ" Richards was inducted into the *Oceanside High School*'s **Hall of Fame** on Oct 19 at the school's performing arts center. Born and raised in Oceanside, he took up surfing at age 13 and quickly and quietly became one of the city's most famous surf celebrities, traveling and competing in the far corners of the world. He later became a state lifeguard and eventually had a long, successful career as a fireman. Now retired, LJ and his wife Kim have three daughters and nine grandchildren – all of them ocean-oriented!

As of press time, due to *COVID-19*, the **California Surf Museum** is closed until further notice. Be sure to go to *surfmuseum.org* for current information. We appreciate your continued support and commitment and look forward to being open again as soon as we can safely do so.

This unfortunate event will have an effect on our revenues for a period of time. We are requesting support from our surfing community to help us sustain our operations. The **California Surf Museum** greatly appreciates your support. **Please go to surfmuseum.org and donate what you may be able to spare**.

Also follow us on *Instagram* at **CAsurfmuseum** and *facebook* at **California Surf Museum** to keep up-to-date on upcoming exhibits and events, as well as to learn more about the treasures in **CSM**'s collections. New postings weekly if not more often.



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.



Building on Our Foundation

FROM OUR PRESIDENT.....

It would be impossible to imagine accomplishing all that the **California Surf Museum** does without our loyal and dedicated members. You are the backbone of this institution and we cannot thank you enough for your commitment and generosity!

Looking back over the last few months we hope we have earned your support: the year opened with a "Talk Story"

program featuring legends Jeff Hakman and 1965 World Champion, Felipe Pomar, talking about how to surf until 100! That event alone brought many renewed memberships and many new ones as well. Working with **Scripps Institute of Oceanography** we have created an education component for ocean science and environmental awareness for our student youth program.

Our **12th Annual Gala** with honorees Tom Curren, Lisa Andersen and Don Hansen accommodated over 200 attendees. This significant fundraiser helps us keep our doors open seven days a week (except for special events), 52 weeks a year.

We also honored surfing's ironman and pioneer **Mike Doyle**, who passed away last year, one of the many legends who have continually supported our mission.

Since last summer, we have hosted a film on Bing Copeland and the history of **Bing Surfboards**, book signings with World Champ **Nat Young**, as well as the legendary **Herbie Fletcher** family, hosted a party for Bethany Hamilton's *Unstoppable* film premier that opened in 30 cities, and helped bring hundreds of surfers to celebrate **California Surfing Day** in Oceanside and San Diego County.

Our recent exhibit *Adaptive Surfing: the Healing Power of Wave Riding* — which honors the history of those amazing surfers with disabilities — saw attendees from the **World Adaptive Surfing Championships** from all over the globe. In fact, guests from over forty nations and all fifty states visit the **California Surf Museum** every year — which along with student programs brings our visitor numbers to the tens of thousands.

As a last word, the volunteer work your board members and staff do all year long keeps us moving continually upward. Your support makes it a reality. Come see us and everything new we will be doing in 2020!

Holding Up While Everything Is Down

In times of extraordinary challenge one thing becomes absolutely clear: you — our supporters — are the backbone and the sunshine of the **California Surf Museum**. We cannot thank you enough for your support and generosity!

We have indefinitely closed our museum display area for the first time in 34 years of service to the community. Since 2005 we have remained open an average of 361 days a year for the enjoyment of the museum's over 20,000 annual visitors.

While we have cut every expenditure to the bone, we are continuing to give our staff a few hours of work to help them survive this unanticipated crisis.

During our closure we are able to address many critically needed repair and upkeep tasks are not possible when the museum is open.

To that end, staff members have embarked on repainting, reorganizing and repairing all the things needed. We are upgrading an enhanced website and installing a new improved alarm system. And we need your support for them.

The work your **CSM** staff does is vital. Day after day, year after year they have worked for this institution. The Museum is lucky to have such committed, talented, and tireless workers for so many years. For that we can all be thankful. And we are even more thankful for members like you who have made this all possible.

Please help us so our fine staff does not suffer hardship. We depend on them, and they have delivered. I hope they can depend on us.

As Gerry Lopez said in his address to the Surf Museum at our 2017 Gala: "The most important part of life is to keep on paddling." Please consider sending a special contribution in these days of unprecedented struggle.

Much Aloha, Jim Kempton President, California Surf Museum

Our Team

Thank You, Tara!!!! 28 Years of Awesome Service!

Tara Lee Torburn has been a major force at **CSM** since the museum's move to Oceanside in 1991. "I can't recall the exact date," said Tara recently, "but we hadn't been in our location in the old Pride's Inn Bar at 318 Pacific Street for very long. It seemed like something fun to be involved with."

Tara, who is a graphics designer by profession and **CSM**'s creative director, quickly became very instrumental in all the workings of the museum, and has held the offices of Secretary/Treasurer since 1996.

She has had a hand in virtually every exhibit we have curated and has produced everything from the Gala programs to most of our flyers, posters, and exhibition material.

. Although Tara has stepped down from duties associated with the governing board, she will continue to volunteer her expertise in a wide range of areas.

A heartfelt thank you, Tara, for your steadfast dedication and strong belief in the value of **CSM**. You have been the longest-serving, and one of the most productive, board members of this museum!



"CHANGING OF THE GUARD"



MOVING ON:

For the past few years, multi-talented staff member Jared Henderson was one of the major creative forces here at the museum. Just recently he took a job at Salvatore Ferragamo Fashion House in Costa Mesa. We wish him the very best of luck, and will miss him tremendously.



MOVING IN:

Newest staff member Tom Dahnke honed his surf skills at Huntington Beach and Newport Beach, and still drives up to Bolsa Chica to catch some waves when he can. A graduate of *Cal State Fullerton* with a degree in history, Tom had a successful career with BMW and also is an accomplished musician. He began as a volunteer docent and was hired in November. Asked why he wanted

to be a part of the **CSM** team, he

said: "Oh my gosh – history and surfing are my two passions. I feel so lucky to be in touch with both here at the museum." Tom and his wife Patty live in Oceanside.

Support CSM-Shop the Store & More



Now available in our Museum Store:

Let's Go! Let's Go! – the page-turning adventures of Whitey Harrison and his family, told in photos and prose by his daughter, Rosie Harrison Clark. Originally published in 1997; paperback, \$19.95.

AMAZON, really? HELP AMAZON to HELP the CALIFORNIA SURF MUSEUM

A final suggestion on how to help, and one that takes almost no effort is aimed at all you **Amazon** shoppers. Change your **Amazon** preference to their "**Smile**" login and select **California Surf Museum** as your designated charity. This option in no way changes how you search or the price you pay. A portion of all your transactions will be donated here courtesy of **Amazon**.

CSM's 12th ANNUAL GALA

The California Surf Museum's 12th Annual Gala was held on October 26 at the Cape Rey Resort in Carlsbad. The venue, which overlooks the surf break Ponto and the Pacific Coast Highway, was loaded with emotional, heartfelt moments celebrating the 2019 Silver Surfer Honorees, Don Hansen, Lisa Andersen, & Tom Curren.



Artist Wade Koniakowsky worked his magic, putting the finishing touches on a painting that became part of the live auction.



Mickey Munoz, Diane Takayama and Peter Townend



L.J. Richards, Bing Copeland, and Brian Logan



Don, Lisa and Tom had a chance for a quiet visit after receiving their Silver Surfer awards.



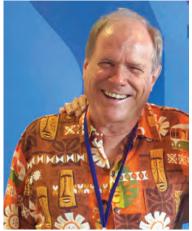
A vivid sunset – with a green flash! – capped the perfect west coast evening, accented by live music provided by father/daughter team, Dave and Kylea Sheils



California Golden Girls Lisa Tomb and Debbie Beacham hang out with Surf Diva's Izzy Tihany

October 28 at the Cape Rey Resort







Above Left: **CSM** President Jim Kempton was in great form as he started off the ceremonies.

Right: Chris Cote fires up the crowd at the live auction.

Far Right: Jericho Poppler holds aloft a *Channel Islands* board shaped by Britt Merrick. Josh Hansen of Hansen Surfboards was the winning bidder.



Below: Windansea superstar Woody Ekstrom arrives at the Gala with Denise and Carl Ekstrom.



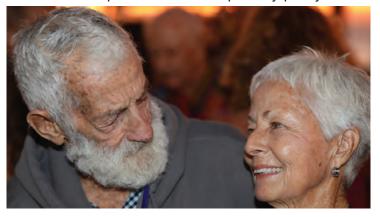
The aloha-attired crowd gathered early for drinks and pupus and promptly filled the outdoor patio with handshakes, hugs, and warm reminiscences. Feeling right at home among the many surf notables and industry pioneers were Oceanside Mayor, Peter Weiss, Huntington Beach Mayor, Eric Peterson, and Carlsbad Councilmember, Cori Schumacher.

Extraordinary thanks go to **Gala** organizer Louise Balma (pictured at Left) and her dedicated crew for spending countless hours making sure all went well. **CSM** Board Members, staff, and a great number of volunteers helped out behind-the-scenes, both before and after the event. We could not hold the **Gala** without them!

CSM extends a hearty "thank you" to the many businesses, artists, and individuals who donated to this year's exceptional **Gala**.



Below: Pat Curren and Linda Benson had a quiet moment to catch up on their friendship of fifty-plus years.



What's Been Happening

100"



Above: Good pals Jim Miller and Jeff Hakman reunite for the first time in over forty years!

On Saturday February 29th, Jeff Hakman and Felipe Pomar made an inspiring presentation to **CSM** and also issued a provocative challenge: to "Surf till 100" years of age. After an amazing introduction to the life and historic achievements of "Mr. Sunset," Jeff Hakman himself introduced Peruvian surf icon Felipe Pomar to the gathered audience.

Based on their collective experience of a lifetime surfing quality waves around the world, the theme of sustained surf stoke though physical and mental maintenance emerged as

Nat Young Booksigning Church of the Open Sky

On November 12, World Champion surfer Nat Young shared what surfing has meant to him throughout his life, and how it defined him as a person. Personable and entertaining, Nat enjoyed the lively Q&A at the end of the evening.

Interested? This book is available at the museum store.



Right: Jeff Hakman, **CSM** Prez.Jim Kempton, and Felipe Pomar.



the foundation of their challenge.

Offering spots on a trip to Peru to visit cultural and geographic touchstones of a surfing lifestyle, Jeff and Felipe were inspiring the audience to explore the elements of the 'fountain of youth' that surfing can provide. By their individual lives and collective partnership they provided a very credible opportunity to enhance anyone's life through the pursuit of a sustained surfing lifestyle.

The **Fletchers Hold Court**

Counterculture surf/skate stars Dibi and Herbie Fletcher rocked the night, November 20th, with terrific anecdotes about their family and its



place in the surfing world, both in the creative and business aspects. Their recent book, Fletcher: A Lifetime in Surf, is a great read and filled with colorful images.

and in San Diego, a First!

On Wednesday, February 12th, Rob Machado was inducted into San Diego's Breitbard Hall of Fame at the 74th "Salute to Champions" dinner, the first surfer to be so honored. His

fellow inductees were former Helix High and NFL player Reggie Bush and the Padres' late broadcasting legend Jerry Coleman.

During his career, Machado, now 46, won 12 WCT titles and was ranked among the top-10 competitors for eleven straight years. He captured three U.S. Opens, and the unforgettable 2000 Pipeline Masters.

In 2004 the Cardiff resident started the Rob Machado Foundation to promote clean oceans and to support dozens of com-



munity events, from surf contests to working with adaptive surfers. The Foundation also installs filtered water stations at schools to help reduce the use of plastic bottles.

Ever humble, Machado's response was: "It's such an honor to be included in that group, especially as a surfer. I would never have thought surfing would be recognized at such a high level in our county."



The Machado family was on hand for the ceremony. From left: Austin (nephew), Jim (dad-also featured on pg 9 with Rabbit), Jamie (sister-in-law), Sofie (wife), Rob, Chris (mom), Justin (brother), Rose (daughter), and Cameron (niece). In front - Rob and Sophie's son Jax. Another daughter, Macy, lives on Reunion Island.

MAKING WAVES-Hunter Poehop Rocks!

CSM is proud to feature 14-year-old Hunter Pochop as our current grom in the **Making Waves** display area. The sport of surfing has its share of teens who take to



the ocean in the hopes of becoming the next Kelly Slater or John John Florence. They grab their boards, get a ride to the beach, and rush to the water to practice their moves. But for some there are very monumental differences...

The youngest of Pete and Jacqueline's five children, Hunter was born with two life-challenging

conditions: spina bifida, when the spine and spinal cord don't form properly, and hydrocephalus, which is when fluid builds up in the brain. Doctors said that his quality of life would not be good. "Actually, my quality of life is extraordinary," said Hunter in a recent interview. "I focus on what I CAN do, not what I can't do."

He's had over 20 surgeries to help manage his condition, including a tracheotomy, which involved installing a breathing apparatus in his throat.

When he first started surfing he was carried out into the water by a number of support helpers and he sat on a type of wave ski board. Since the tracheotomy he's been able to prone surf, and he has become extremely good. This requires a team effort: a pusher, who propels him into a good wave at just the right time, and a catcher, who waits in the whitewater near the shore. Hunter is in charge of everything in between. He was given the nickname "Wave Hunter" for his ability to focus with a keen, competitive mindset.

Hunter is a freshman at *Coastal Academy High School* in Oceanside, where he's a member of the surf club. Good at math and a variety of video games, he also loves to be active and on the move - he skateboards and competes in wheelchair basketball and sled hockey. An avid competitor for the past few years, he has won several trophies and medals. His surfer role model is Christian "Otter" Bailey.

Hunter is committed to competing in the Paralympics in Los Angeles in 2028, when he'll be in his mid-twenties. Then again, knowing Hunter, he might be a meteorologist or possibly a car designer by that time...



COMING SOON....save the date

Come by on July 15 and meet Vicky Heldreich Durand -an artist, educator, businesswoman, and surfer who took top honors at the **Makaha International** in 1957.

Wave Woman is an intimate biography of her supremely independent mother, Betty Heldreich Winstedt, who passed away in 2011 at age 98. The book is filled with family photos and rich stories.

When she was in her forties, Betty and her teenage daughters, Vicky and Gloria, constructed their own home on the beach at Makaha and succumbed to the challenge of tackling its thrilling waves. One of the top women surfers on Oahu in the 1950s, Betty surfed alongside all the greats of that time.

Join us for what promises to be a very special evening with Vicky Durand.

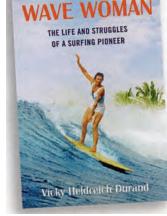
Wave Woman booksigning

with Makaha champion Vicky Durand

Wednesday, July 15

6-9pm





On the Road with CSM

The "China Beach" Exhibit Rocks the Texas Surf Museum!

Dave Carroll, Dale Smith, and Jane Schmauss flew to Corpus Christi for the opening of the **China Beach** exhibit at the **Texas Surf Museum**, October 4 and 5. **TSM** had transported the replica "China Beach Surf Club" and the display panels from last year's exhibit in Oceanside, and designed them to fit their floor space. They did a fantastic job!

Several local Vietnam veterans were in attendance over the weekend, and their stories, interviews and photos enriched the exhibit. Of particular interest was a special wall that displayed the dog tags of over 3200 Texans who lost their lives in Vietnam. It is a heartfelt tribute, produced in cooperation with the **Vietnam Archives** at *Texas Tech University*.

We want to thank the folks at **TSM** for their Texas-size welcome and hospitality – they were perfect hosts and made us feel part of the team. After viewing some of the remarkable boards in their collection and learning a lot about surfing history in the Lone Star state, we were certain that our two museums can collaborate on projects in the future.

The China Beach exhibit will be viewable through 2020.







On the Road with CSM



Bishop Museum Open For Surfing! A Night at the Museum January 28

"Mai Kinohi Mai: Surfing in Hawai'i," the Bishop Museum's long-awaited surf culture exhibit, opened recently to rave reviews.

Among many fascinating things to see and experience, *Mai Kinohi Mai* ("from the beginning") offers a terrific timeline of storied surfboards, spanning surfing's early history to the present day. In a large separate room lined with numerous projection screens, the visitor is dazzled with surf videos dating from the early twentieth century to today, so realistic that one seems to be in the water, rushing down the face of a wave.

Mai Kinohi Mai is scheduled to run through May, 2020. See it if you possibly can!



left: Linda Lux, vacationing from Encinitas, studies some of the 100-year-plus solid wood boards lined up in the main room. A number of authentic olos and alaias were put on public display for the first time.



Left: Hawaiian superstar Carissa Moore in action.

Bottom: Carissa, who is scheduled to represent the U.S. at the Olympics in Japan, took time during the event to sign autographs for dozens of local fans. (photo shared by Denby Fawcett)



Below: Jane Schmauss (I) toured the exhibit with international newspaper and television journalist Denby Fawcett. Denby was a field reporter stationed in Vietnam during the war, and is co-author of *War Torn*, a book filled with several women correspondents' personal experiences in Vietnam.



DROPPING IN



Left: Jason and Elizabeth Schwartze were the first couple to hold their wedding at the museum in 2009.

Ten Years Later.....

Right: Elizabeth and Jason pose with their children Gwendolyn, Steven and Clark on a visit to CSM in September.





Rick Wilson (I) and Byron Jessup

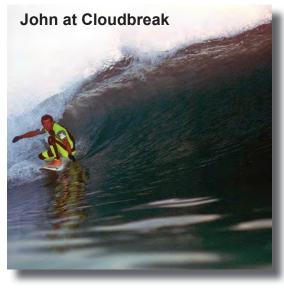
Legendary Oceanside lifequard Byron Jessup stopped by to check on the 1953 Hobie balsa that he had generously donated to CSM several years back. Byron was one of the lifeguards profiled in the March/April 2020 issue of the Osider magazine. Appointed Captain in 1950, Byron was credited with upgrading the city's rescue equipment, hiring the first female guards, and starting up the area's first junior lifeguard program. Under his leadership the lifesaving crew had an impeccable record.



Standing, from L: Doug Tico, Dick Geyer, Joe Trotter. Kneeling: Bruce Monroe, Byron Jessup, John Oakley. Seated: Bill Maples, Reeves Smith, Phil Edwards, Ted Tuck. Early 1950s



CSM member Ian Thompson (far left) brought his friend John Copley by for a visit in January. John is one of England's surf pioneers and industry businessmen. From the time he caught his first wave in 1967, he was hooked. Over the years he competed in many English & British Surf Contests, and he was awarded the British masters title in 1994. "Your museum is terrific!" he said.



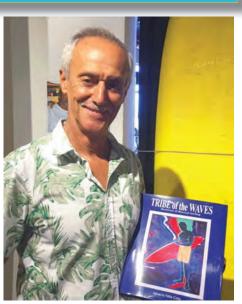
DROPPING IN



Mexican surf legend, Antonio Ochoa visited **CSM** for the first time in September.

Living in Ixtapa,
Tonio still surfs regularly and is one of
the featured surfers
in Ignacio Felix
Cota's groundbreaking book

"Tribe of the Waves."



DONATIONS



Rabbit Kekai was one of the best-known members of the original crew of Waikiki beachboys, and was the last surviving of the group. He earned the nickname "Rabbit" in high school, running the 100-yard dash in under 10 seconds. "You can't catch the Rabbit," he taunted. He was time and again the winner of the annual coconut tree-climbing contest, scampering to the top in under 12 seconds.

Born in Waikiki in 1920, Rabbit began surfing before he was five and learned many of his exceptional waterman skills from Duke Kahanamoku. As a lifeguard and beachboy he shared that knowledge with countless people over the years. Fearless and innovative on a surfboard, he was considered among the best high-performance surfers and canoe masters of his time. left-CSM arranged a small tribute to Hawaiian surf legend Alfred "Rabbit" Kekai, who passed away in May 2016 at age 95

right: Lynn Hopkins-Kekai

right: Jim Machdo, Rabbit and Fred Hemmings compete at a bodysurfing contest at Sandy Beach, late 1960s.

The image is part of a significant assortment of trophies and memorabilia recently donated to **CSM** by Lynn Hopkins-Kekai, Rabbit's widow.





CSM is fortunate to have such a rich collection and will curate a special exhibit in the near future.

CSM is extremely grateful for a \$15,000 donation from the estate of Rich Durrschmidt

IN MEMORY....WITH ALOHA

Eve Fletcher 1926-2019 "You are never too old to be stoked"



Eve Fletchertrail-blazing and long surfing women's pioneer, passed away on September A longtime 23rd. supporter of CSM, Eve donated her classic pink polkadot swimsuit to the museum when we had our Women on Waves exhibit. She

had sewn the two-piece herself, recognizing that she needed a properly fitting garment to wear while surfing - one that would be able to hold up under wipeout conditions.

Eve was born in 1926 and moved with her family to the San Fernando Valley at age 10, where she became an avid swimmer at the local country club. As a young adult she landed a coveted job with Walt Disney Studios, in the Ink & Paint department. During the winter she could be found on the ski slopes, and in no time was an expert, fearless skier. As luck would have it, some of her skiing acquaintances were also dedicated surfers and they

convinced her to give surfing try. So, at age 30, Eve ventured one day to San Onofre and happened meet



most famous female surfer of the time, Marge Calhoun, out in the water. When Eve asked her how to get

started. Calhoun's reply was, "You just paddle and then

stand up!"

The tip worked and Eve was hooked. She and Marge became close friends and in 1958 they took a monthlong trip to Oahu, where they pretty much lived in a van and surfed all over the island. The locals quickly got used to the independent blond haole girls who could surf better than many guys. The two got talked into entering the Makaha Invitational, and Marge won the women's title.

In 2005 Eve was a recipient of the Animation Guild's Golden Award for her 50-plus years with Disney, working on films from Cinderella to The Little Mermaid. Although she was one of a handful of women who worked for Disney in the early years, she doesn't consider herself a feminist in the water. She was merely pleased to note that her longevity inspired a generation or two of female surfers. Years ago women were not always welcome in the surfing lineup, Eve commented: "Often, the fellows didn't really like us out there, but they respected us when they saw we were capable. When they see you are serious, it is a different story."

One of the senior surfers starring in the 2001 award-winning documentary Surfing for Life, Eve was regularly featured in magazines, newspapers, books, and film. Evie, as she was known to her many friends, caught her last wave at San Onofre in 2012

George Lanning

George Lanning passed away in the late summer of 2019 at his home in Baja California. Part of the hallowed Windansea gang and an early Pipeline charger, George surfed alongside Butch Van Artsdalen and shaped at Bing along with Dick Brewer. To quote his pal Bill Thrailkill: "George was a great guy, fun to surf with, hang with, and party with."

Gus Brealey, a compadre of George's, recently donated a classic 10' Lanning longboard and several of George's shaping tools, templates, and photos to CSM.



George lays claim to an eight-second noseride on this glassy Haleiwa wall, Surfer magazine, 1963

Locked Down but Not Locked Out

ocally and globally, everywhere L and everyone is experiencing an unprecedented time in addressing the challenges of the Coronavirus reality. It is a grave situation that is re-defining public health and personal choice regarding daily life. The staff and leadership of the California Surf Museum urges everyone in our surfing community to make the right decisions to move forward until we can regain the opportunity and liberty to surf our way through our lives.

At this time we are closed to public access and the experience of physically visiting our beloved Museum. However, we are forging forward with the online version of our Museum experience via our website and the continued opportunity to be involved with supporting our

efforts via donations and financial contributions. We are using this time to tend to various administrative and operational tasks that can benefit from this challenging time so that we are strategically poised to continue our mission and eventually re-open better than ever. In the meantime our online experience awaits you and with your financial assist and membership involvement we will overcome any challenge.

Visit our website to continue your engagement with the California Surf Museum and keep the stoke strong. More than ever we need to maintain the support and contact of our members and welcome your involvement, contributions and ideas. Within the matrix of your daily tasks and duties we hope to be a component

of your life to sustain our collective community. We will re-emerge at some point with a renewed form of energy and deeper appreciation for having the privilege of being surfers and wave-riders in this crazy world. We need to assist and support all of those around us with our own unique form of energy. The next wave that is going to arrive will surely be sweet and worth the wait.

Eric Munoz Vice President California Surf Museum April 2020

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MALIBU CHIP Member Donor \$100 \$250 \$500 \$1,000

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