

OUTSIDE!



NEWSLETTER OF THE *CALIFORNIA SURF MUSEUM* / OCEANSIDE, CALIFORNIA / SUMMER 2020 / VOLUME 34 / #2

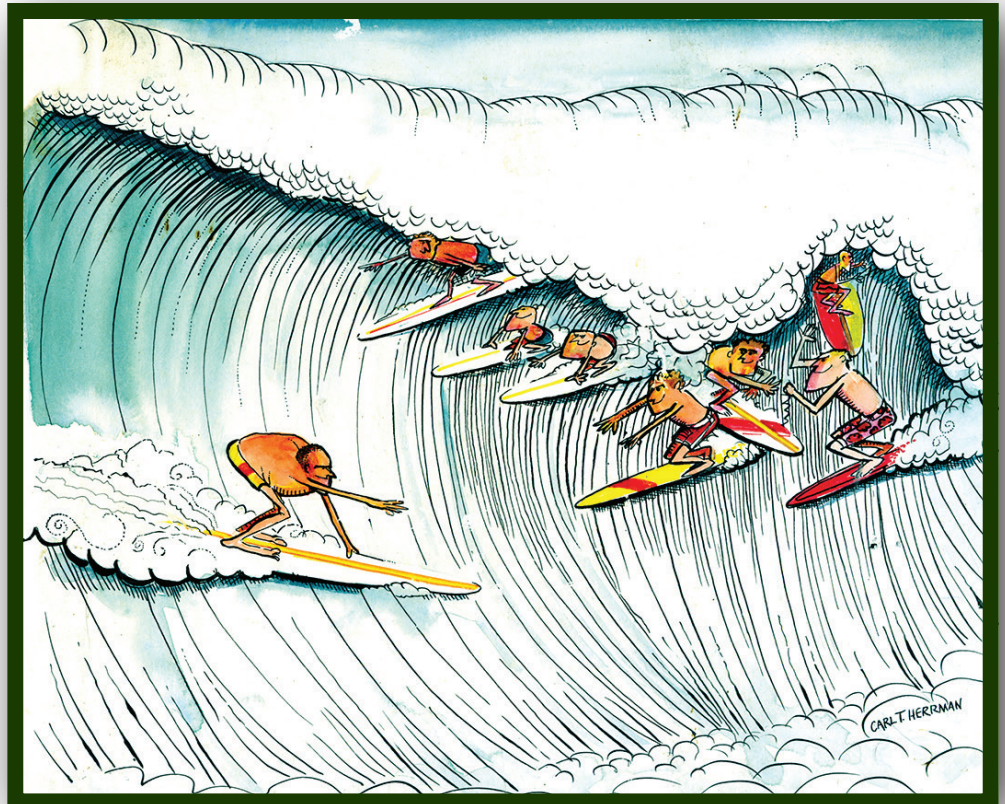
Right Wave, Wrong Way

As surfers we can be really proud of ourselves to go against the beloved grain; to find our own path that somehow escapes the use or joy of the rest of the world. Take our friend here on this cartoon for example, happily charging with his line set as the wave unfolds toward him along with a serious pack of like-minded humans. While the caption comically indicates the surfing mindset of overcoming a gnarly situation, I see a more appropriate and timely interpretation of this image for us to consider.

I for one did not want to heed local regulations preventing beach use and surfing during the coronavirus lockdown. And I won't publicly admit compliance or crime ... however the re-emergence of the virus has a new level of impact. The **California Surf Museum** must remain closed for public use and we are limited to odd reality of online use only via our website.

Certain lessons at this point simply must be learned, like the other oddity of social distance and constant use of a mask while in public. These are things we all must embrace because the invisible virus is not like a wave that can be seen and thus avoided; or properly surfed.

Thus our friend in the cartoon image can be seen as the rogue person in public without a mask



“Surfers have often faced gnarly situations...and have found a way out of them”

Cartoon courtesy of: Carl Herrman, pg 2

while it clearly jeopardizes the compliant majority.

In this light, it is not cute; he is not “a *hero of shred*” overcoming a ‘gnarly’ situation.

The impending damage is obvious but also unmeasurable.

Therefore, the challenge is for intelligence and community leadership within our surfing tribe to emerge in our personal, public and daily lives. Live to have health and common courtesy and the chance to pursue our beach and wave passions.

This is our chance to bring back ‘normalcy,’ not by being rogue but by being proper and unified as a neighborhood, as a community, as a nation.

Don’t look to ‘leadership’ for examples that may or may not be publicly demonstrated: just be a real surfer and don’t go the “*Wrong Way on the Right Wave.*”

July 2020
Eric Noel Muñoz
CSM Vice-President



PRESERVING OUR SURFING HERITAGE • SINCE 1986

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

312 Pier View Way • Oceanside, CA 92054
(760) 721-6876 • www.surfmuseum.org
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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.....

Staff and Volunteers Have Been Making Improvements

The **California Surf Museum** may have been closed to the public but that hasn't meant no activity.

In fact one of the only positive things to say about this terrible time in our nation is that we have had, for the first time in many years, an opportunity to

engage in what is called "deferred maintenance" — the types of tasks that cannot be done during regular hours when we have guests, visitors and events every day.

The staff and volunteers have been powering through so many things we needed to accomplish in these last 90 days: reorganizing the backroom exhibit preparation area, patching holes, painting, cleaning, taking inventory of all our surfboards, cleaning out the file cabinets, resetting the lights, fixing the leaks in the roof, clearing out old exhibit materials, reorganizing the offsite storage area and catching up on visitor information.

We have also been preparing for our re-opening, which requires following the State of California requirements and guidelines, which we have been developing for our soon-to-be visitors: signage, directional paths, cleaning procedures, washing stations, etc.

But it doesn't stop there. Our entire permanent collection — the **Timeline History of Surfboards** — has been revamped, redesigned and moved to the opposite wall of the building to accommodate the taller boards. Due to our building configuration, our ceiling is over a foot higher on the east side of the building than on the west side. So for our tallest older classics we have room to stand them upright by positioning them on the higher side of the facility.

It is a huge set of projects and we are actually lucky to have the downtime to get them all done. The staff and volunteers all deserve a big round of applause — and your support, if you can afford it!

In any event, we are proud of the progress and excited about having you all back to the **California Surf Museum** when it is safe and sensible.

When we're ready, we'll invite you to come visit — meanwhile stay safe!

Aloha, Jim Kempton President, California Surf Museum

About Our Cover

Carl Herrman created the wacky pen and colored pencil cartoon on page 1 in the 1960s, when he was a lifeguard in the Town of Oyster Bay on Long Island. He and



Dick Van Winkle published the first issue of **Surfing East** magazine in the summer of 1965, and Carl's off-the-wall imagination and artistic ability resonated with East Coast surfers, in the fashion of **Surfer's** Rick Griffin.

After a career as art director for the US Postal Service, and having more than 400 different designs to his credit (including the Duke Kahanamoku stamp), Carl now resides in Carlsbad and has been a valued supporter of **CSM** since the 1990s.

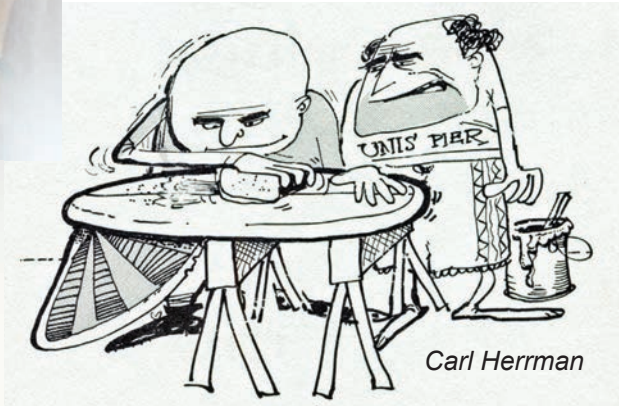


What's Been Happening



Left: Staff member Gabe Burris, when not surfing his favorite breaks, often works in construction and also is an excellent painter. Here he puts the finishing touches on a recessed wall on the curved wall area.

Right: Staff member Tom Dahnke is helping with research, sorting, and organizing, and has come to appreciate the depths of our board collection. "I learn something new each day I work at the museum – it's such a great place to be!"

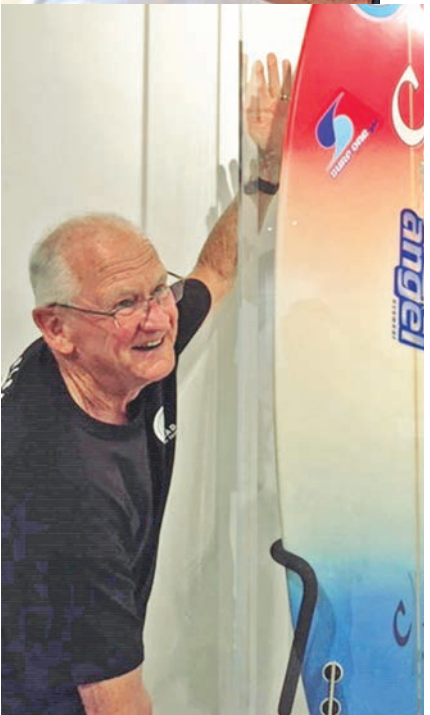


Left: Barry Ortega walked into **CSM** a few weeks ago to renew his membership and ended up volunteering his professional skills for one of our drywall projects. Barry is a longtime surfer whose family has deep roots in California's colonial Spanish history.



Above: A Tourmaline regular back in the day, Bob (*The Plumber*) Frazer has bailed us out of more than one plumbing conundrum over the years. "Boy, I remember when you first moved to Oceanside and we had to clean and re-pipe those bathrooms from the old *Pride's Inn* bar – now THAT was a challenge!"

Below: Uber-volunteer Rick Wilson adjusts Dave Kalama's tow-in board on the **Riding Giants** wall. He also curated the **Artistry in Wood** display and is the driving force behind our **Timeline of Surfboards** exhibit.



Left: Kevin O'Keefe, seen here re-positioning Bethany Hamilton's surfboard, has had a hand in a variety of **CSM** functions and is one of our knowledgeable docents. Always quick to show up for anything that needs to be done, Kevin currently serves on the **Strategic Planning Committee**, the **Exhibit Committee** and will soon be our **Volunteer Management Chairman**.



Surfboard Craftsmanship-"Artistry in Wood"

"We sometimes struggle with the abundance of riches that we have at CSM. Surfboards, photographs, and other surfing memorabilia that thoughtful surfers have donated or loaned to us. The quandary we are often faced with is how to display our treasures in a limited space. One such type of treasures are beautifully crafted wood surfboards, some made to be ridden, others intended to be "wall hangers" – works of art."
– Rick Wilson



Above: Close-up of the woodburn artwork by Mary Krahn on "Encinitas One," the recycled redwood board made by Hawaiian craftsman Francis Noe Todd.



Left: Robert Wald, publisher of "Ocean" magazine, and Carl Ekstrom stopped by CSM in June, as we were putting the finishing touches on the Art Board exhibit. "It's fantastic," said Wald. "What a beautiful line-up of incredible boards!"



Based on that concept, Wilson curated a tribute to the modern-day craftsmen, shapers of, simply put, beautiful wood boards. The exhibit begins with a slim, streamlined redwood shaped by Pete Peterson for his nephew, Matt Kivlin, and is capped by a sleek old-growth redwood tow-in board created by Bill Hamilton as a nod to the big-wave skills of his son, Laird.

Another old-growth board, thanks to the efforts of conservationist Larry Fuller, is a Carl Ekstrom asymmetrical built from aged wine barrel staves.

Also in the line-up: a rare, 7-stringer balsa shaped by Phil Edwards, a retro Simmons twin-fin produced by Donald Takayama, and Al Nelson's blond balsa thruster. Of special interest are two completely different agave boards shaped by the master himself, Gary Linden: one is a 9-foot Simmons "spoon," and the other an 11-foot Dick Brewer-style Buzzy Trent "elephant gun."

Thus was born our exhibit **"Surfboard Craftsmanship – Artistry in Wood."**

Hopefully by the time you read this we will have reopened and you will have a chance to enjoy some of our abundance of riches.



Above: Oceanside's own big-wave surfer and master boardbuilder Gary Linden loaned us two of his agave boards for the display. He was especially impressed with the challenges he faced when shaping the Simmons-style spoon: "This board was difficult for me, as I never felt quite in control of the shape that Simmons was able to be so successful at."

What's New

Congratulations to one of **CSM's** favorite photographers, Russell Spencer, for earning the cover shot for the latest issue of "**Surfers Journal**," Vol. 29.3, Jun/Jul 2020. Russell embarked on a project of photographing many of the intriguing fins he found in our board collection. Using a unique process of his own devising, he created dozens of magical images. We are honored to have a mini-display of selected photographs here at the museum.

"Photographer Russell Spencer created these images entirely in camera and on film, exposing each individual celluloid frame two, five, twelve – even up to 26 times to create one picture. There's no Photo-shop involved. His complex mathematical computations and stubborn tenacity yielded hundreds of failures. And it produced a few magic moments." – "**The Surfers Journal**"



Professional surfer Tim Reyes (L) visited **CSM** for the first time with his friend, artist Rusty Spencer.



Fin profile from a 1960's **Plastic Fantastic** surfboard, re-imagined in five exposures on a single frame of film.



Dale Smith (left) brought in his 1890s **Alaia** board, which will have a special place in the Timeline exhibit. It is believed to be the oldest board on display in the US, with the exception of those in the **Bishop Museum**. Dale purchased the board in 1992 from a family on Oahu that had been given it by the Kahanamokus.

Right: Joe Willix has undertaken the task of digitizing **CSM's** collection of videos, including classic surf films. Said Joe: "Movies and videos are such an integral part of our surfing history. The **California Surf Museum** has an incredible collection and I'm excited to get them off their original formats and into a professional system that can be accessed with just the click of a mouse. If you've got any surf footage that you'd like to donate to **CSM**, please contact us."



Recent Donations

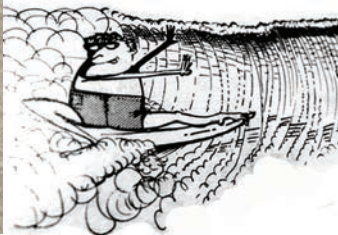
Below: Rob Thomson recently donated this **Pacific Systems Homes** board to **CSM** in July.



His dad purchased it in 1955, and the family mostly used it in and around San Diego's bays and beaches. Rob mentioned that at one point about six inches of the bottom was sawed off due to dry rot.

Could there have been a swastika design on the bottom? We're still trying to find out!

One thing is certain: it will have a prominent place on our newly configured Timeline wall.



Right: Terry Curren bought this killer El Paipo more than sixty years ago, when he was a lifeguard in Mission Beach. "It was so much fun to ride – the fastest board I ever had," he reminisced. Terry, along with his pal Phil Prather, is author of the 2007 Images of America book, **Mission Beach**. Of special note: Terry recently became a member at the highest Malibu Chip level – mahalo nui loa!



New Board Stands from New Village Arts!

Months ago **CSM** teamed with Carlsbad's **New Village Arts** and loaned them several colorful surfboards for their proposed beach-themed fundraiser.

Unfortunately, the event was cancelled, but **New Village Arts** donated seven sturdy, well-made surfboard stands that they had built for their party.

Designed and constructed by Fred Deutsch, we like them so much we've ordered additional stands and are planning to use them in Phase



Two of our **Timeline of Surfboards** exhibit.

Mahalo to the fine folks at **New Village Arts**! We hope to have another opportunity to partner with them in future events.

Thank You, Mainstreet Oceanside!

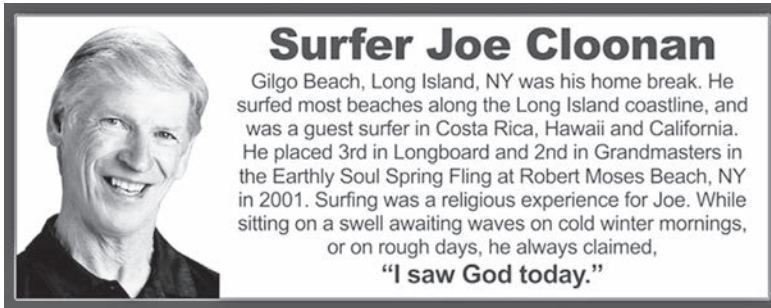
CSM was the recipient of a generous grant from a **Keep It Local Oceanside** microgrant program. Main-Street Chairperson Kim Millwood presented President Jim Kempton with a check on Tues, June 23.

Funded by community and corporate donations during the recent Oceanside Strong campaign, the grants were awarded to various local businesses and non-profits during the current lockdown period.



IN MEMORY...with ALOHA

Board Member Louise Balma proposed a concept that resonated strongly with others at CSM when we opened the Pier View location in 2009. The idea was to have an area dedicated to members of our surfing tribe who had passed on. As a result, the **Expression of Memory Memorial Wall** has proven to be a very emotional, powerful way to remember a family member or close friend who is no longer with us. Dozens of families have added honorees.



Surfer Joe Cloonan

Gilgo Beach, Long Island, NY was his home break. He surfed most beaches along the Long Island coastline, and was a guest surfer in Costa Rica, Hawaii and California. He placed 3rd in Longboard and 2nd in Grandmasters in the Earthly Soul Spring Fling at Robert Moses Beach, NY in 2001. Surfing was a religious experience for Joe. While sitting on a swell awaiting waves on cold winter mornings, or on rough days, he always claimed, "I saw God today."

One of the most recent tributes was for an avid East Coast surfer named Joe Cloonan, who died (along with a son, John) in a tragic auto accident on Long Island two years ago. Joe's brother Tim lives in San Diego and has visited **CSM** many times. He suggested that the family order a spot on the wall for Joe.

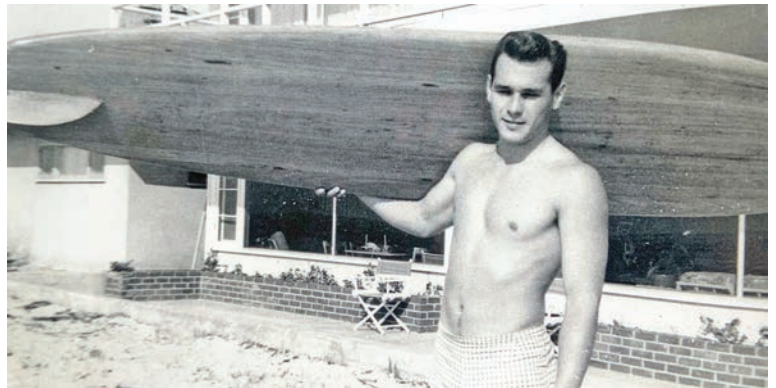
"We are so pleased with how this project turned out and it has meant a great deal to all of us. We have sent this across the globe to family and friends,

*and it has proved to be an important part of our healing process. We hope to be able to visit **CSM** soon and view the plaque in person."* – the Cloonan Family

Wayne Schafer 1929-2020

Wayne Schafer was part of a select group of creative, inventive, larger-than-life watermen whose outside-the-box ideas changed the water world at a critical time. He was born in Long Beach, California in 1929, the son of an Osage Indian from Oklahoma.

A graduate of USC, Schafer moved to Capistrano Beach in the 1950s, where he enjoyed the perfect beachfront lifestyle. "Wednesdays at Wayne's" became a weekly event where many of the area's top surfing and sailing minds shared their ideas and worked out the kinks of their latest playthings. It was at Schafer's place that Hobie and Grubby brainstormed how to use foam as a core for surfboards. Newer catamarans were designed and tested. Hoffman Fabrics and Rainbow Sandals were birthed there. "It was the Silicon Valley of the California surfing industry, spawning a lifestyle that is unmatched in the history of outdoor sports," said Steve Dunn, Schafer's biographer. Schafer passed away at his Capistrano home on June 2nd.



Derek Ho 1964-2020

The surfing world was stunned by the unexpected loss of Derek Ho, who passed away after an apparent heart attack in mid-July.

A surfer from the age of three, Derek became the first Hawaiian man to win pro surfing's world championship, in 1993. He also won the **Pipeline Masters** twice and was a **Triple Crown** title holder four times. Born in Kailua, he was part of a talented Hawaiian-Chinese family that includes entertainer Don Ho, brother Michael, niece Coco, and nephew Mason. The 55-year-old goofyfoot was known for never missing a giant swell, and took on one of the last swells of the season in April.



Mahalo for your Generosity

MainStreet Oceanside
Pat O'Connor
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100% Cotton
sm,med,large,XL

\$24.95 plus
shipping

"Time to Read?"



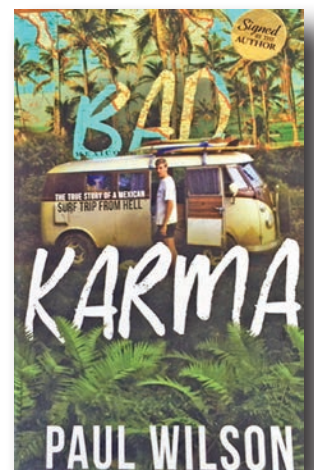
China Beach: Surfing during the Vietnam War and the Healing Power of Wave-riding

This dramatic, story-laden book captures the essence of our original exhibit and is filled with recollections "In Their Own Words," and dozens of personal photographs. We interviewed over 70 veterans for the exhibit, and their first-person recollections live on through this 48-page companion booklet. \$14.95 plus \$5 shipping.

CSM Store Manager Camille Cacas has done a fabulous job sorting and organizing files and paperwork from years past – something none of us had been able to tackle during regular operating hours. She manages the online sales and has kept the museum updated on tasks and responsibilities that will be implemented when we're allowed to re-open.



One of the books on our store shelf that's gotten good reviews lately is ***Bad Karma***, by Paul Wilson. In the tradition of Krakauer's ***Into the Wild*** and Finnegan's ***Barbarian Days***, this personal story starts with a dream surf trip to mainland Mexico that gets tangled with the local drug cartels. Mishap and misfortune follow. Original photographs and a strong, no-holds-barred narrative set the pace for an unforgettable journey. \$22.95 plus shipping.



Beware the Reform

One wonderful aspect of some waves is the beloved Reform phenomena. The outer break appears to lose life and yet somehow the energy is re-bundled to have a second act before expiring on the shoreline. In a similar manner, the reform of the virus that momentarily waned now seems to be rebuilding in various areas and warrants our constant and continued vigilance. This directly affects the California Surf Museum as we are bound to state and region allowances to either open or remain closed to public attendance.

As our region, nation and world continue to deal with the generationally-unprecedented coronavirus, various locations are having various degrees of success or continued challenges. As the prospect of 're-opening' looms for all

sectors of society from schools to bars to restaurants to.....surf museums, there are serious opportunities and constraints. Perhaps viewing the coronavirus reality as a wave can help us cope and seek understanding.

A positive version of the Reform currently at play is our effort to re-vamp our online store on the CSM website in addition to keeping our website more current and vibrant than ever: surfmuseum.org. Recent diagnostics of our website activity stunned CSM staff and leadership with data that showed more views from coastal Brazil vs our neighboring coastal cities. Thus our global reach is a very thing — just like the global reach of the coronavirus grip on humanity.


In dealing with the Reform however, we have recently secured the allowance for limited re-opening

of CSM's retail store subject to obvious and necessary protocols that will soon define a modernized baseline of public attendance and interaction. Please support CSM at this time by in-person and online interest and continued membership growth.


In this manner we can not only Beware the Reform but also take a page from our shorebreak-shredding skimboarding counterparts and relish all aspects of the ocean energy that defines us.

Eric Muñoz
Vice President
California Surf Museum
August 2020

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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
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GREMMIE Student/Military	LEGEND Senior 62+	\$25
Full membership benefits and 4 Guest Passes.		
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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.		

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