



California Surf Museum



**California
Surf Museum**

PRESERVING OUR SURFING HERITAGE



The California Surf Museum hosted Hobie Alter's 79th birthday party Oct. 10, 2012. A live auction of his well-known surfboard models was held in the outdoor "Secret Spot" to benefit California Surf Museum.

VALUES

Enduring beliefs upon which we act:

- Commitment to excellence
- Passion
- Community
- Teamwork
- Diversity
- Education
- Hard Work
- Service
- Honesty
- Respectfulness

Scan QR code or click on the code in the pdf to see a video of Hobie's birthday party.



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Founded in 1986, the California Surf Museum fills the need to honor the history of this ancient water sport. The museum's dedication to this pursuit continues to be celebrated worldwide on the internet, in books, magazines, newspapers, and films. Since 1988, an estimated 650,000 guests and members have walked through its doors. We are especially grateful to museum members for their financial support and to the City of Oceanside for providing the use of such a prime location.

Part shrine to surfing and part historical archive, the California Surf Museum proudly carries on its founding goals of preserving surfing artifacts and memorabilia and presenting them in a historic context to the viewing public. We celebrate the surfing champions, pioneers, and innovators, and educate our visitors in the many varied intricacies of surfing culture that helped shape the California coastal lifestyle, here and throughout the world.

The California Surf Museum is a 501(c)(3) nonprofit organization.



**California
Surf Museum**

PRESERVING OUR SURFING HERITAGE
312 Pier View Way • Oceanside, California 92054
760-721-6876 • surfmuseum.org

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.

Vision Statement

The California Surf Museum has become a world-renowned community-based museum that is a masterpiece for the fascinating history of surfing while using the lure of the sport to inform its community about our oceans. The Museum's hallmark is its unique exhibits that are engaging and informative, special events and programs that are educational as well as entertaining and reach a broad audience, and well-managed collections that tell our story while preserving surfing heritage and history.

Professional Memberships

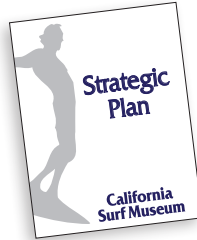
- American Alliance of Museums (AAM)
- American Association for State and Local History (AASLH)
- California Association of Museums (CAM)
- San Diego Museum Council (SDMC)
- Congress of History
- Oceanside Chamber of Commerce
- Southern California Museum Educators
- Visit Oceanside
- MainStreet Oceanside

"One of the most effective and dynamic partners we have in making the future of Oceanside successful."

— Leslee Gaul, CEO and President,
Visit Oceanside Conference and Visitors Bureau

Message from Jim Kempton, California Surf Museum 2023 President

The California Surf Museum is a welcoming place to visit. With over four decades of growth, we have so much more in our plan to make this venue the top visitor spot in the world for anyone interested in wave-riding. Our recently updated strategic plan and focus on education has opened many new doors for the museum to continue to serve visitors and residents alike.



Our collaboration with the City of Oceanside, the San Diego Museum Council, Visit California, Visit Oceanside, and print and radio media, has brought hundreds of thousands of visitors over our tenure in Oceanside. The California Surf Museum is rated as a top attraction for the entire region and focuses millions of eyeballs on the City of Oceanside.

Perhaps the thing we are most proud of is the California Surf Museum's excellent rating among the non-profit evaluation groups where the California Surf Museum has an outstanding score in every area of its operation. The California Surf Museum is in the upper three percent of the ratings for non-profits.

We see the California Surf Museum as an integral part of Oceanside, North County, San Diego, California, and the rest of the world. Our goal is to bring awareness of our oceans, joy of our unique and special activity and share it with people around the globe. And in the process, the world becomes a richer place.

With much Aloha,

Jim Kempton, President, California Surf Museum

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Top: The street in front of the Museum was blocked off for the California Surf Museum's 2nd Annual Gala Fundraiser, May 14, 2009. Middle: Jim Kempton is filmed during the grand opening of "The History of Adaptive Surfing" exhibit, May 19, 2019. Bottom: One of the California Surf Museum's most popular attractions, Bethany Hamilton's shark-bitten surfboard is on display in "Bethany Hamilton: Courageous Inspiration." Shown here is part of a larger display the California Surf Museum provided to the SpringHill Suites by Marriott Oceanside Downtown.



A Brief History of the California Surf Museum



Jane Schmauss and the original California Surf Museum display at George's Restaurant in Encinitas, Aug. 15, 1987.

California Surf Museum: Founded 1986

Since its humble beginnings in 1986 as a small assemblage of surfboards and surf collectibles displayed in an alcove of an Encinitas restaurant, the California Surf

Museum has grown and evolved to become one of North County's most popular attractions, reporting tens of thousands of visitors annually representing guests from more than 40 nations. Now housed since 2009 in its permanent museum-quality home in the City of Oceanside, the California Surf Museum has assembled a set of archives and collections gathered over more than five decades comprising one of the world's richest troves of surfing history. In addition to a permanent collection which chronicles the history of surfboards and wave-riding, the museum also offers many rotating exhibits each year.

Its "The Science of Surfing" exhibit (see page 7) explores the many surprising connections between science, its applications, and the advancement of modern surfing. Funded by a City of Oceanside COVID-19 Nonprofit Grant, this multi-media exhibit was designed to engage all visitors, regardless of their familiarity with surfing. Carefully curated to comply with STEAM (Science, Technology, Engineering, Arts and Mathematics) and the California Next Generation Science Standards, this exhibit was also designed as an appropriate learning tool for students from elementary school through high school and beyond.

It Starts in Encinitas

In February 1986, with a growing sense that surfing history was being lost and deserved to be saved and celebrated, a small group of like-minded people gathered at George's Restaurant on Coast Highway in Encinitas. They would comprise the Museum's founding Board of Directors — a mix of men and women, surfers and non-surfers, connected by an avid interest in surfing and a desire to collect its history for the enjoyment of generations to come.

The group included the restaurant owner, Jane Schmauss, along with Mike Cates, June Chocheles, Don Fine, Steve George, Kevin Kinnear, Parry Payne, Stuart Resor, Ian Urquhart, and Catherine Woolsey.

After many months of organizing, Encinitas businessman Paul Rotscheck offered the fledgling Museum rent-free space in his newly built Moonlight Plaza, on the corner of Encinitas Boulevard and South Coast Highway. Here, the museum mounted its first official exhibit, "Surfing: Trestles to Tourmaline," which had its grand opening on Sept. 28, 1988.



Ribbon cutting at Moonlight Plaza, Encinitas, Sept. 28, 1988.

Next Stop: Pacific Beach



Gary Abrams, center, at grand opening of the California Surf Museum's Pacific Beach location, 1989.

The California Surf Museum next was able to make a similar arrangement with the operators of the Promenade Shopping Center on Mission Boulevard in Pacific Beach, opening its doors there in #157 in 1989.

"I have been a proud supporter of the California Surf Museum. The museum is a regional asset that is helping to preserve the rich history of wave riding in our state and across the world. People who visit are able to enjoy unique exhibits that chronicle the surf culture, a culture that is an iconic part of this community and California."

— Jim Desmond,
San Diego County
Supervisor

With almost 650,000 visitors having entered the California Surf Museum's doors since 1988, it is clear that the museum's appeal extends far beyond the surfing community.

Big Space Launches Big Growth in Oceanside

In 1991, a chance encounter between California Surf Museum member Dave Hanson and a local real estate agent led the Board of Directors to consider a now vacant bar, The Pride's Inn located at 308 North Pacific Street across the street from the Oceanside Pier, as its new home. Property owners Jim Keenan and Jim Watkins, in an altruistic gesture, soon offered the building and the entire city block on which it sat, rent-free to the California Surf Museum until that time when they would develop the property. This block, with its spectacular view, is now home to the Club Wyndham Oceanside Pier Resort and the 333 Pacific restaurant.

The building required a Herculean effort to be transformed into a museum and, after countless volunteer hours as well as donations by local businesses, this old, rundown bar became the California Surf Museum's new home. It was here that the Board of Directors, in late 1991, hired its first employee, Rich Watkins, as Museum Administrator. Rich, a long-time surfer and Vietnam veteran, took the job under the condition that he would serve no more than five years. He ended up staying more

than twice that time, contributing much to the development of the museum.

With its large panoramic beach-front setting, the California Surf Museum was now able to host many gatherings and events attractive to surfers and non-surfers of all



The California Surf Museum "Malibu to Windansea" exhibit at the Promenade Shopping Center, Pacific Beach, 1990.

ages. This period of the museum's development was also an opportunity for it to recognize many California surfing founding fathers that time seemed to have forgotten. It hosted its first "Old Timers' Day" on February 28, 1993, honoring Whitey Harrison, Faye Baird Fraser, Don Okey, Bud Browne, LeRoy Grannis,

Dale Velzy, Phil Edwards, Flippy Hoffman, Woody Ekstrom, John Blankenship, Skeeter Malcolm, and many others. This small museum was soon becoming known far and wide as a gathering place for people interested in surf history.

Even Higher Visibility on Coast Highway

Although the location across from Oceanside Pier was ideal, the building was neither structurally sound nor weather tight. It was far from it, and it was only a matter of time before it would be torn down. Fortunately, by 1995, the City of Oceanside was taking notice of the buzz around the museum and the growing number of visitors it was drawing annually. They offered the museum a new alternate space at the corner of North Coast Highway and Pier View Way, a site that had formerly been a Rexall Drugstore.

Although the space was much smaller, and offered no area for outdoor gatherings, it represented a high-visibility downtown Oceanside corner location. The museum gratefully accepted and prepared to make the move. To adapt the space to the museum's



SKYDOG PHOTO



BILL WECHTER

Grand opening celebration of the California Surf Museum's new location at 308 North Pacific Street. Blade-Citizen, Sept. 28, 1991.

"For nearly four decades, the California Surf Museum has been a vital cultural resource for our community and a great attraction for visitors and residents alike."

— Scott Ashton, CEO
Chamber of Commerce

"A must-visit!"

— California.com

Scan QR code or click on the code in the pdf to see a promotional video about the California Surf Museum produced by KOCT.



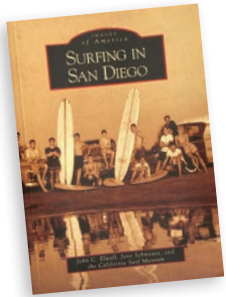
continued on page 4

needs took lots of volunteers and the help of many. Clothing company No Fear made a generous donation that helped the museum conform the interior to its needs. Glenn Sundby, founder of the International Gymnastics Hall of Fame and Museum, donated exhibit display cases that helped define the exhibit space. The doors officially opened at 223 North Coast Highway on July 5, 1997.



To conform to modern museum standards, a collections management software program was purchased as the museum began the arduous process

of digitizing its growing collections — starting with the content of hundreds of surf magazines. In 2007, with the help of longtime supporter John Elwell, the California Surf Museum published a photo book titled *Surfing in San Diego*. It represented the first attempt to document the history of surfing in San Diego



County, based on the stories and images the museum had been collecting for almost two decades.

Thanks to the City, A More Permanent Home is Found

Since moving to Oceanside in 1991, the California Surf Museum steadily advanced as a national and international destination and a magnet for surfing history research. By the early 2000s, it became clear to all that the museum's popularity had outgrown its Pacific Coast Highway storefront location. With a letter of support in hand by the then California State Senator for the 38th District, Bill Morrow, museum Board of Directors President Daryl Dick appealed to the City of Oceanside and its City Council for help in finding a new location that would fit its growing needs. City staff and Council members agreed that new space was warranted. Said then City Economic Development and Redevelopment Director Jane McVey at the time, "I think we have a remarkable opportunity, and we need to leverage this asset." "The larger the better," added then Mayor Jim Wood.

In 2006, the City of Oceanside offered the museum a new, much larger space located at 312 Pier View Way that offered triple its current floor space. It would still require significant renovations to bring it up to museum quality standards to properly showcase the



surfing treasures and artifacts representing surfing history and culture the museum had acquired over the years. Following numerous meetings with City of Oceanside officials, the museum facility and its distinctive wave motif façade designed by California Surf Museum Board member and Architect Louise Ravera Balma was enthusiastically approved. Construction began in August 2008 with DLS Builders overseeing the project. Once completed, California Surf Museum staff, volunteers, and its Board of Directors, once again stepped in with countless hours in applying the finishing touches. In 2009, the California Surf Museum moved into the fully renovated facility, which today remains its long-sought permanent home.



Denny Aaberg, surfer/writer/musician and co-writer of Warner Brothers' 1978 surfing film "Big Wednesday," gives a talk on the making of the film, Sept. 28, 2022.

Since opening its doors in 2009 with more space, the California Surf Museum has been able to have larger exhibits, host larger events, as well as benefit financially from the increase in the size of its Museum Store. With increased local, national and international visibility, in addition to the beach-themed "The O'original SoCal Beach Town" promotions by Visit Oceanside, and new hotels just blocks from the museum, the California Surf Museum continues to see a growing number of annual visitors.

In 2023, the California Surf Museum was one of 20 national nominees selected as among the "Best Attraction for Sports Fans" in the USA TODAY Readers' Choice Awards. After a social media campaign to encourage museum followers to vote, the California Surf Museum was "stoked" to have been voted as the #2 venue in the country.

"A terrific asset to the Seabird and Mission Pacific hotels. They are an essential attraction we need to promote our venue as more than just a getaway to the beach."

— Tim Obert,
Managing Director,
The Mission Pacific Hotel
and Seabird Resort



2023: The California Surf Museum is one of 20 national nominees and is voted #2 in the nation for "Best Attraction for Sports Fans" in USA TODAY Readers' Choice Awards.



SKYDOG PHOTO

The People Who Make the Museum

Grand opening and ribbon cutting at 312 Pier View Way, March 26, 2009. From left, Sloane Keller, Jane Schmauss, Tara Lee Torburn, Tillman Eakes, Daryl Dick, Michael Burner, Louise Ravera Balma, Ric Riavic and Larry Balma.

"One of the best museums in San Diego."

— Bob Lehman,
Executive Director, San
Diego Museum Council

Scan QR code or click on the code in the pdf to read more about the Board of Directors, staff and volunteers.



2023 California Surf Museum Board of Directors

Jim Kempton, President
Jeff Duclos, Vice President – Operations
Tom Gibbons, Vice President – Outreach
Louise Ravera Balma
John Bishop
Brian Logan
Eric Muñoz
Danny Quisenberry
Parry Payne
Severino Ricci
Shea Roney

Staff

Camille Cacas, Store Manager
Gabe Burris, Customer Service
Tom Dahnke, Customer Service
Jane Schmauss, Historian

Contractors

Sam Teeple, Accountant
Jeff Warner, Website/Design Grotto
Rick Matthews, Newsletter Graphics

Volunteers

Tara Lee Torburn, Creative Director
Daryl Dick, Membership Director
Jim Marmack, Docent
Peter McBride, Docent
Kevin O'Keefe, Docent
Jim Veltman, Docent
Rick Wilson, Docent
Dave Sheils, Musician

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Santiago Aguerre
Larry Balma
Linda Benson
Royce Cansler
Carl Ekstrom
Herbie Fletcher
Donna Frye
Tom Keck
Gary Linden
Gary Lynch
Guy Motil
Sandy Ordille
Steve Pezman
John "LJ" Richards
Nat Young

Founders

Mike Cates
June Chocheles
Don Fine
Steve George
Kevin Kinnear
Parry Payne
Stuart Resor
Jane Schmauss
Ian Urquhart
Catherine Woolsey

Logo Design

Ed Nava

Digital Media

Website: surfmuseum.org

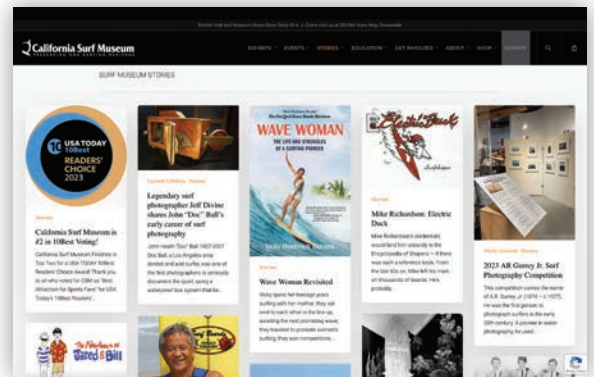
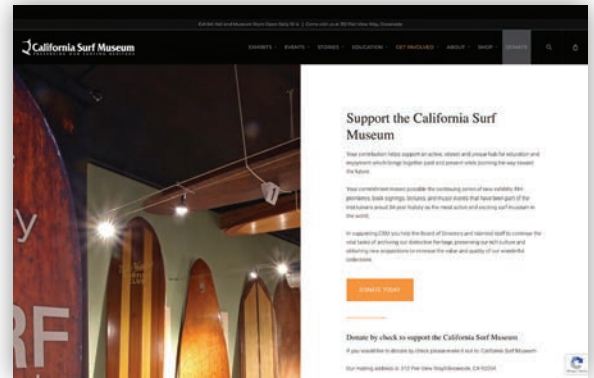
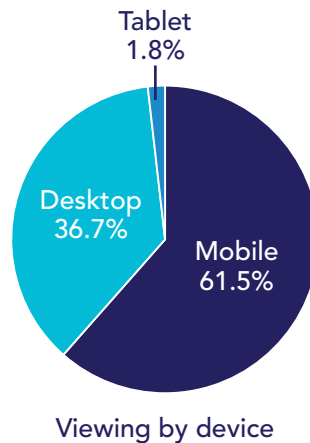
Currently, if you do a search query for "surf museum," the California Surf Museum comes up first. The number of websites that come up in that query is about 61,900,000, and the California Surf Museum is #1! Over the past 10 years, there has been an average increase of 7,700 visitors per year to surfmuseum.org.

Data 9/15/2022-9/15/2023

Page Views 123,500
Website Visitors 59,672

Top 10 Countries Visiting the California Surf Museum Website

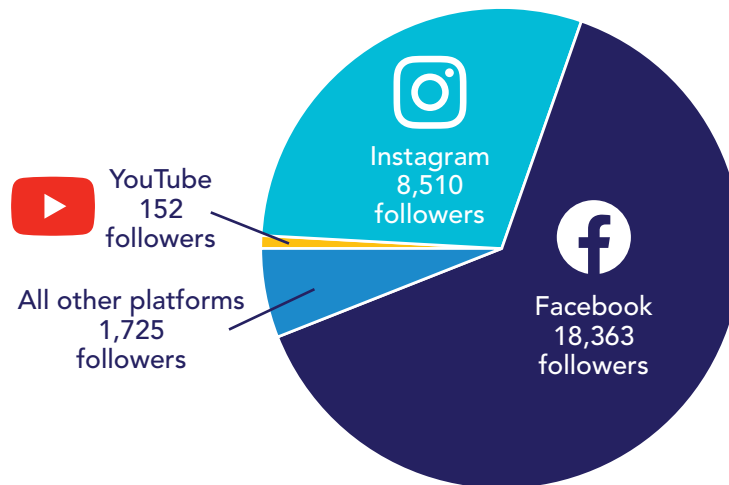
1. United States
2. Australia
3. Canada
4. United Kingdom
5. Germany
6. Italy
7. France
8. China
9. Mexico
10. Brazil



Social Media: all platforms 28,750 followers

Data as of 9/15/2023

The California Surf Museum's social media accounts serve as a powerful platform for fostering connections, sharing expertise, weaving compelling narratives, notifying people about forthcoming events, and showcasing the Museum's invaluable collection of surfing history archives.



Constant Contact
4,733 subscribers
with an average open
rate of 49%

Facebook: 478,000 Reach
Instagram: 38,000 Reach

Data 9/15/2022-9/15/2023

Google
Google Business
4.7 stars

yelp
4.7 stars

Expedia
5 stars

lonely planet
Awarded "Top Choice
in San Diego"
5 stars

ThreeBest Rated
One of three
"Best Places to See"
in Oceanside
4.8 stars

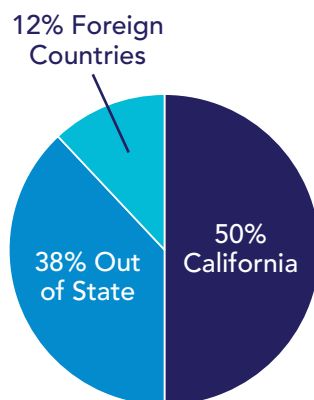
tripadvisor
4.5 stars
#7 of 56 things
to do in Oceanside
#6 in Top Attractions
in Oceanside



Museum Visitors

The map shows visitors who signed the guest log in 2016-2019 and 2021-2022 and stated from where they were visiting. Sixty-eight foreign countries and territories and all 50 states are represented in the map above. There is some overlap as, for example, many UK visitors note their country, but not all.

Argentina	Guatemala	Russia	Tahiti
Australia	Holland	Scotland	Turkey
Austria	Hungary	Slovenia	Ukraine
Belgium	Indonesia	South Africa	United Arab Emirates
Bermuda	Ireland	South Korea	United Kingdom
Brazil	Israel	Spain	Uruguay
Bulgaria	Italy	St. Kitts & Nevis	Venezuela
Canada	Japan	Sweden	
Canary Islands	Kenya	Switzerland	
Chile	Kuwait		
China	Latvia		
Columbia	Lebanon		
Costa Rica	Luxembourg		
Croatia	Mauritius		
Cyprus	Mexico		
Czechoslovakia	Netherlands		
Denmark	New Zealand		
Dominican Republic	Nicaragua		
Ecuador	Norway		
England	Panama		
Finland	Peru		
France	Philippines		
French Caribbean	Poland		
French Polynesia	Portugal		
Germany	Puerto Rico		
Guam	Reunion Island		



Map prepared by Palomar College Service Learning Students Introductory GIS Mapping Class under Professor of Geography Wing Cheung, February-May 2023

"Whether you like surfing or not this is very informative and for somebody that does love surfing this is really cool. The entry fee is totally worth it to keep the surfing history alive and keep people well-informed of how much history there really is for surfing. Loved it would go back."

— Joseph A., Babylon, New York

"This a great little museum, a real California hidden gem! I'm no surfer, but you really can get a sense of surfing culture by spending an hour here. From the early longboards through present day, with a good dollop of local surf history thrown in, they cram a lot into a small space."

— Michael B., San Antonio, Texas

"This is one of my favorite places to take out of town guests. Literally everyone who I've brought here has left feeling impressed — from die hard surfer friends to my Arizona family who rarely visit the ocean. The information is laid out in an easy-to follow and read format, and the space is just big (and small) enough to cover in about an hour. I always leave having learned something new. Follow up your visit with a walk on the pier and along the beach strand."

— Carol S., Oceanside, California

Exhibits

The California Surf Museum has created a treasure trove of rare permanent exhibits in its current facility, as well as having showcased more than 100 rotating exhibits including all six of its locations.

These exhibits have focused on significant individuals, on a point in history, on a specific surfing related topic, or a notable surf break — all placed within the context of surfing history and culture.

"Such a great place to learn about all the history behind the surf."

— Juan H.



RICH WATKINS

308 North Pacific Street. "The Golden Age of Big Wave Guns: 1953 to 1968," 1992-1993.



223 N. Coast Highway. "From the Brown Mercury to SL8ER — A Glimpse at 100 Years of Surfing Culture in Southern California," 2008-2009. This exhibit was loaned to the San Diego Maritime Museum.



312 Pier View Way. "China Beach: Surfing During the Vietnam War and the Healing Power of Wave-riding," 2017-2019. During the run of the exhibit, the California Surf Museum was a Commemorative Partner with the U.S.A. Vietnam War Commemoration. Vietnam War veterans who came to view the exhibit were presented with a commemorative pin inscribed on the back with "A Grateful Nation Thanks and Honors You."



Below: 312 Pier View Way. "The History of Adaptive Surfing," 2019-2020. This was the first exhibit anywhere to share the history and watercraft of adaptive surfing.



312 Pier View Way. "HOBIE: Shaping a Culture," 2012-2013.



JARED HENDERSON

Educational Outreach

The Science of Surfing Exhibit



"The Science of Surfing" exhibit, 2023-2024, an eye-opening fun and informative journey, explores the many surprising connections between science, its applications, and the advancement of modern surfing. The California Surf Museum's Education Committee developed a Teacher/Student Resource Guide and other educational materials to accompany this exhibit. Wave art by Phil Roberts. Funded by a City of Oceanside COVID-19 Nonprofit Grant.

Research Archives



Legendary world surfing champion, Australian Nat Young, doing research in the Archives for his forthcoming book. April 2012.

Considered by many to be the heart of the California Surf Museum, the Archives houses records and documents that tell the story of surfing, its history, and culture. Information housed within this room provides context and meaning for the many artifacts in the California Surf Museum's Collections, which includes surfboards, trophies, art, clothing and more. The stories contained within the Archives give life to the museum.

In the California Surf Museum's permanent Archives, there are in excess of 17,000 items which includes photographs, books, magazines, videos, music, posters, prints, oral histories, and primary source documents such as letters, diaries, and scrapbooks.

T rue to the California Surf Museum's Mission Statement, the Education Committee's highly educated, diverse and creative members are addressing school age students as well as the elderly. In their charge, they have established sound links with local school districts as well as the San Diego County Office of Education and other COE's. As the Committee develops and shares programs that are framework- and standards-based and support the museum's exhibits, STEM and STEAM guidelines are used.

A statewide photo competition (shared in English as well as Spanish) for middle and high school students has proven to be very successful. Bookmarks that highlight surfing's heroes and heroines of the past are part on of an ongoing commitment to younger readers. Visits to senior citizen's retirement communities, etc., are being planned in order to share surfing's culture and heritage.

Inaugural A.R. Gurrey, Jr. Photo Competition, 2023



Framed photographs of the inaugural surf photography competition finalists are displayed at the California Surf Museum for the awards presentation, June 20, 2023.

Scan QR code or click on the code in the pdf to read more about the A.R. Gurrey, Jr. photo competition.



A docent leads a tour for 6th, 7th and 8th grade students, Sept. 19, 2023.

"I loved visiting this place with my class! The employees were so nice and gave me information that I didn't know about! They were very open as well, and allowed us to take photos, I'll gladly go again. Maybe next time with my family and friends!"

— Leighanna J.

Field Trips



Events

The California Surf Museum has hosted several hundred events since opening its doors in Oceanside in 1991. From outdoor gatherings at the Pacific Street location, to concerts and film screenings at the local theaters and in-house, to presentations, panel discussions and book signings. To our annual members' party celebrating and recognizing those who support the Museum, our volunteer recognition parties, and our annual gala fundraiser.



The California Surf Museum was fortunate to have the support of surf legends such as filmmaker Bud Browne, shown here setting up his projector for a film screening, and surfboard shaper Dale Velzy, 308 North Pacific Street, 1997. Events with legends such as this brought attention to the California Surf Museum and audiences in, excited to meet the legends of the sport.



John Severson, founder of Surfer Magazine, signs his book *SURF*, Sept. 27, 2014.



"A tremendous draw for the entire San Diego area — we love working with the California Surf Museum."

— Kelly Wells, Visit California



SKYDOG PHOTO

The California Surf Museum's annual four-day long California Surf Festivals in 2008-2011 filled local theaters with film screenings and live music. In 2008, filmmaker Bruce Brown (at left) did a "live" showing of his classic "Endless Summer." In 2009 ukulele phenom Jake Shimabukuro (above) hosted a workshop at the California Surf Museum and then performed at a concert. Musician and professional surfer Donavon Frankenreiter (below) highlighted the Festival in 2010. 2011's Festival highlighted women in film and music, bringing Carissa Moore, who went on to be the first female Olympic Gold Medal winner in surfing.



Annual Gala Fundraiser



SKYDOG PHOTO

The 4th Annual Gala Fundraiser, June 11, 2011, was held at 312 Pier View Way where the outdoor "Secret Spot" and the adjacent alley were used to seat all the guests. The 7th Annual Gala Fundraiser, held Oct. 4, 2014, was moved to the SpringHill Suites by Marriott Oceanside Downtown to accommodate the growing attendance. Three years later the Gala moved to the Cape Rey Carlsbad Beach for the 10th Annual Gala Fundraiser, held Oct. 28, 2017.

Held in 2008, the California Surf Museum's inaugural Gala was designed to bring awareness to and raise funds for its move from 223 N. Coast Highway to 312 Pier View Way. The Gala has continued to grow its attendance. In 2016 we began to feature the presentation of our Silver Surfer Award.

In 2009 the California Surf Museum created the "Silver Surfer Award," a lifetime achievement honor now presented annually at our Gala to a surfer who has made significant contributions to the culture and lifestyle of the surfing community and whose life has also inspired others to expand their awareness and continues to set a shining example of a true Silver Surfer. Through 2023, 33 individuals have been presented with this honor.

The 14th Annual Gala Fundraiser at the Cape Rey Carlsbad Beach, Nov. 5, 2022.

The reception preceding the dinner and the evening's presentations is one of the highlights where guests are able to meet and mingle with the Silver Surfer honorees and others notable in the surf industry.



BECKA VANCE PHOTOGRAPHY



Gerry Lopez, holding his Silver Surfer Award, is congratulated by Nat Young at the 10th Annual Gala Fundraiser, Oct. 28, 2017, at the Cape Rey Carlsbad Beach. The California Surf Museum events with international legends of this stature have attracted audiences from around the world and generated heavy media coverage.



STEPHANIE SHERMAN

Musician Jason Mraz and others peruse the Silent Auction offerings at the 8th Annual Gala Fundraiser, Nov. 21, 2015, at the SpringHill Suites by Marriott Oceanside Downtown.

Bringing awareness to a much larger audience in so many fun places

The California Surf Museum's reputation brings exposure opportunities to the California Surf Museum and to the City of Oceanside.

The California Surf Museum was one of the museums selected nationwide for inclusion in Season 1 of the award-winning "Great Museums" public television series. "The California Surf Museum: Proudly We Wave." Season 1, Episode 13, aired Nov. 14, 1998.



The California Surf Museum and surfing at the Oceanside Pier were featured in Huell Howser's opening season of his "Road Trip" series, episode 106, aired June 25, 2001. Regular airing of this show continues to draw visitors.



COURTESY PHOTO

The California Surf Museum was invited to provide surfboards and more for the "Pure Surf" exhibit for the California State Fair's "Beach Party" theme, Sacramento, Aug. 12 through Sept. 5, 2005.

On Feb. 29, 2008, the clue for 34 Down in the nationally-syndicated Tribune Media Services, Inc., newspaper crossword puzzle was "California Surf Museum city." Calls came in to the museum from across the nation from those who know the California Surf Museum and were excited to know the answer!



The Museum's exhibit "From the Brown Mercury to SL8ER — A Glimpse at 100 Years of Surfing Culture in Southern California" was loaned to the San Diego Maritime Museum where it was re-titled "Taming the Pacific Swell" and was on display March 2006 through January 2007.

Hawaiian Airlines' in-flight video, the award-winning "Hawaiian Skies Mainland to South Coast" April-May 2006, was an excellent presentation of Oceanside and the California Surf Museum.



UNKNOWN

The California Surf Museum was filmed for History Channel's "American Pickers," with Mike Wolfe and Frank Fritz from Antique Archaeology in LeClaire, Iowa, on Oct. 6, 2010. The "California Dreamin'" episode premiered March 28, 2011.

CROSSWORD

ACROSS

1 Toss-up on a court
9 Yaks
13 Mercyhurst College city
14 Send on an impulse?
16 Loads
17 Slope
18 Coke energy drink
19 Former Water Pik parent
21 Philadelphia university
23 Olds that replaced the Achieve
24 Grünwald associate
26 LAX postings
27 NYSE newsmakers
29 One who leaves nothing out?
32 Succeeded
36 "The Simpsons" teacher
37 It can't be helped
38 Series
41 Rob
42 Rah relatives
44 Board for flying
46 Remains awhile
48 Don José's "Flower Song," e.g.
49 Elizabeth II's only daughter
50 Chalet backdrop
52 Big hikes
56 How some things should be left
58 Anxious
60 Desert
62 "... that draweth from my snow-white pen the ... coloured ink": Shak.
63 Rx items
64 "Is it too risky?"
65 León lad
66 First Nations tribe
67 Event celebrated in this puzzle, and an example of how the theme works

DOWN

1 Volkswagen compact
2 Angel whose name means "flame of God"
3 Nancy's thousand
4 14th-century king of Aragon
5 Flock of quail
6 Radaranges, e.g.
7 Vieira co-host
8 Comedy Central's "___ Bush"
9 Belfast weekly
10 Nicholas II's consort
11 Penetrates
12 USAF plane for short runways
15 Inc., in Ipswich
20 Dunderheads
22 "Michael Collins" actor
25 Nabokov novel
28 Prefix with doxy
30 Samantha of "The Molly Maguires"
31 Mitty portrayer
32 Pontiac muscle cars

33 Exxon Valdez, e.g.
34 California Surf Museum city
35 Marceau persona
39 Author Jaffe
40 Nastiness
43 Neural junction
45 Taking it wrong?
47 Six, in Sardinia
48 Brit's sleep problem
51 Bath water measure?
53 Blake of ragtime
54 100 ore
55 Latin title
56 Mil. division
59 Pentagon tenant, briefly
59 Sound of locks being changed?
61 Co. whose largest hub is at O'Hare

ANSWER TO PREVIOUS PUZZLE:

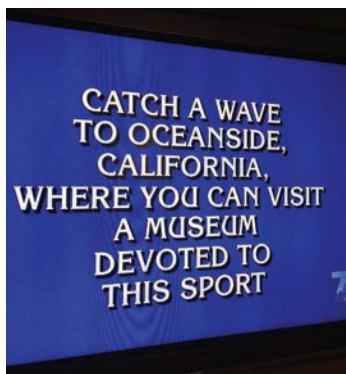
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F	O	R	U	M	U	P	E	L	A	N					
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S	O	N	I	A		E	N	O	S		M	I	R		
C	S	I		B	J	A	N	D	T	H	E	B	E	A	R
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E	L	E	M		S	C	O	D		C	H	I	L	L	
A	S	E	A		S	O	B	A		E	M	C	E	E	
M	A	S	H		I	M	A	M		S	A	I	S	O	

By LaBain Andrews
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The California Surf Museum appeared in the June 2011 issue of Smithsonian Magazine in their "American Curiosities" feature.



The California Surf Museum had a display in the theme hall at the Los Angeles County Fair at the Fairplex in Pomona, Sept. 2-25, 2016. The theme was "Let The Games Begin: The Origins & Science of American Sports."



June 15, 2017 saw Oceanside and the California Surf Museum as a clue on NBC's Jeopardy. The category, "Museums for \$400," was correctly answered by a contestant from North Wales, Pennsylvania. The question: "What is surfing?"

— Daniel A.



The May 2017 issue of American Airlines' magazine, American Way, featured an article about the "China Beach: Surfing During the Vietnam War and the Healing Power of Wave-riding, 2017-2019" exhibit.

In 2008 and again in 2023, the California Surf Museum was invited to the San Diego County Fair at the Del Mar Fairgrounds to have a display in the theme hall. Shown here is the 2023 exhibit for the theme "Get Out There!"



Our Praise Comes in Waves

"With an amazing timeline of surfboards, rotating exhibits, and celebrity book signings, this unique attraction will enchant anyone who enjoys the thrilling sense of freedom that the ocean inspires."

— Club Wyndham Oceanside Pier Resort

"This Museum is too cool for school. If you're ready for a crash course in an incredible sport, head out to Oceanside and immerse yourself in the California Surf Museum."

— FamilyVacation.com

"Listed in travel guidebooks throughout the world, the California Surf Museum brings in thousands of visitors each year, making it a top tourist destination in Oceanside."

— California Beaches "Top Attractions"

"Came here with my mom and grandparents on a two-day trip to Oceanside. We all loved it. Perfect size museum and there was even a hidden "secret spot" where we took some memorable surf photos. The price of admission was so reasonable and so was the gift shop. I really appreciated how accessible it is. Very cool history and learned a lot AND had fun! Thank you to the friendly staff!"

— Daniel A.

"Great history of surfing and surfboard construction. Also, great exhibit on measuring waves, ocean currents, etc. Old boards on display. How did they surf with THAT thing? See the board with the shark bite in it. Yeow! Non-profit. Only \$7 admission! Worth WAY more than that! I will definitely return to learn more."

— Bob K.

"FASCINATING! I could have spent ALL day here, and it was the rare museum that also held the attention of my three little girls for a very long time. Combined with the knowledge and friendliness of the staff (clearly a labor of love), this is a small nonprofit museum worthy of support and accolades, and one can see why so many make this a pilgrimage to visit here."

— Chris J., Encinitas

"Such a great museum with wonderful exhibits on waves, shaping, types of boards, with tons of different boards everywhere, including Bethany Hamilton's board (which was insane to see)."

— Wendy R.

"Such a wonderful rich history is being preserved here. The curator was incredibly friendly and had an incredibly deep knowledge about everything there. Wonderful time, can't recommend it enough!"

— Ryan J.

"People come to the California Surf Museum from all over the country. Everyone loves how it shows off our City — the surf museum is its cultural anchor."

— Jamey Stone, Publisher,
The Osider Magazine

The California Surf Museum is in its sixth location, previously located in a restaurant, mall spaces, a former bar, and a drugstore. The current facility, owned by the City of Oceanside and renovated to meet California Surf Museum's needs, is 5,600 square feet, with a 3,000-square-foot exhibit hall, archives, collections, workshop, Museum Store, administrative offices, and a 400-square-foot outdoor patio, the "Secret Spot." Within walking distance to shops, restaurants, the train station, hotels, the pier and the beach, the California Surf Museum is strategically located to serve visitors and residents alike as a unique and popular attraction.



**California
Surf Museum**

PRESERVING OUR SURFING HERITAGE

312 Pier View Way • Oceanside, California 92054
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