

OUTSIDE!




NEWSLETTER OF THE *CALIFORNIA SURF MUSEUM* | OCEANSIDE, CA | SPRING 2024 / VOLUME 38 / #1



How We Landed in the Top Two “10 Best Attractions for Sports Fans” by Jeff Duclos

During my association with **CSM** as a member of its Board, I quickly learned to never underestimate the reach of its support base.

It seems to continue to grow beyond measure from its humble beginnings back in 1986. Proof of that fact seems to pop up all the time. Like a piece of official correspondence from **USA Today** delivered last July informing us that, along with 19 other entities, a panel of experts had nominated the **California Surf Museum** as a top 20 finalist in its search for the “10 Best Attractions for Sports Fans.” The letter went on to say that all voting would be conducted digitally, and the rules would allow the public the right to vote on line for one nominee per category, per day until voting closed on Monday, August 21st.


 **Russell Snider**
Local Guide · 353 reviews · 406 photos
★★★★★ 2 hours ago

Stopped by this place when visiting Oceanside. What a cool little gem of surfing history. It would be an ideal stop for home-schooling because of all the scientific info on waves. I personally loved the surfboard shaper family tree. It's interesting to see how shapers were influenced. Definitely worth the price!

We were stoked to hear of our selection and immediately started spreading the word through media platforms, our membership and mailing lists encouraging all supporters to vote.

The response was immediate and overwhelming. The next thing we knew, the **California Surf Museum** had shot up to take the lead in the competition.

While lots of people might not immediately think of surfing as a major sport, we all know that's not exactly true. Nearly three million Americans are dedicated to it as a way of life. An estimated 23 million participate in the sport worldwide. Add to this a fan base of those individuals who don't surf but love and appreciate the spectacle, sport, and tradition of surfing, then our showing begins to make perfect sense.

 **Leah Butler**
Local Guide · 22 reviews · 16 photos
★★★★★ a month ago


Went here on a whim during the week. It was super fascinating. I don't know much about surfing but it was really educational and the two folks working there were knowledgeable as well.



Staff member Tom Dahnke, CSM Store Manager Camille Cacas, and volunteer Jim Veltman celebrate the amazing news!

CSM held its lead until the 10th day of competition when we slipped to second place behind *Idaho States'* famous **Blue Turf**, one of the most visited and photographed sites in Idaho, a shift which coincidentally coincided with the university being back in session.

We held on to our top two position until the very end with the “**Field of Dreams**” movie site in Dyersville, Iowa, rounding out the top three in the contest.

 **William Li**
Local Guide · 49 reviews · 102 photos
★★★★★ a month ago

This museum is a thoughtfully curated look at the history, science and art of surfing. I found it amazingly informational and stirring. The staff were all surfers who are at once passionate about surfing and chill about the universe. This place is a must.

“Another feather in the cap for our celebrated Museum”



Docent Jim Marmack points out significant features of the Bethany Hamilton display to a group of middle-school students.



38 years!

California Surf Museum

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.



From the Executive Director....

If ever there was a time for the **California Surf Museum** to take the next step forward in its history it would be now. After being voted for the 2nd best **Sports Attraction for Sports Fans in America** by **USA Today**, producing our most successful fundraiser ever and adding four of surfing's most legendary figures to our **Silver Surfer** list, we now find ourselves looking at what we want to do in 2024.

There are many goals: **Improve** our surfboard collection by upgrading the list to include mint condition boards with a classic peerage...**Expand** our reach to embrace the many fascinating pockets of deep heritage...**Build** a top-tier educational program has always been a major goal and now with our **The Science of Surfing** exhibit we have caught the attention of educators nationwide.

Alliances with other surf museums has been a plan for many years. This year we are connecting with two museums in Australia and collaborating with the prestigious **Mystic Seaport Museum** in Connecticut where they will be doing one of the first large scale exhibits on the East Coast.

Our members, (**YOU**) and so many like you, have continued to support us through thick and (very) thin times. There is never enough thanks we can give you or the appreciation we have for you to equal your generosity, allegiance and commitment. Renew your membership, enjoy this newsletter, attend a Museum event, buy tickets to our November **Gala**.

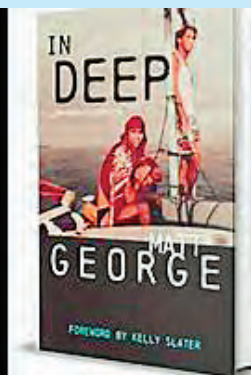
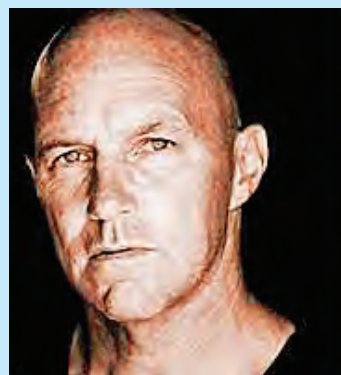
Come and visit soon — you will be elated at how much we have grown and what we have added — thanks to your support. Drop in and let us thank you personally!

Lastly, in keeping with our moving forward — I have accepted a position as the **Executive Director** at **CSM** — an opportunity I began in January. This is my first missive as **Executive Director**, and you will continue to hear from me!

Aloha...Jim Kempton

BIG WEDNESDAY IN DEEP: AN EVENING WITH MATT GEORGE

Matt George has been a presence in the world of surfing for many years. As a journalist, a pro surfer, a marketing strategist and **Surfer** magazine editor, Matt's work has been well-respected and enjoyed throughout the years. Last year Matt decided to try his hand at another piece of surf culture: book writing. Drawing from recent original work and previous material from his time writing for the surf magazines, Matt assembled a collection of stories titled **In Deep**. As part of the dynamic duo with brother Sam (himself a prodigious and compelling writer), the George brothers have a particular flair for the dramatic, a certain passion for the inside track of surfing's heroes and philosophic fervor.



So it was not surprising that when Matt showed up for a book-signing at the **California Surf Museum's Big Wednesday** event in December there was a SRO crowd of over 120.

What was surprising (astounding actually) was Matt's readings from his book. There were moments when the room was so filled with the emotional charge Matt had summoned that I wondered if he should have been a thespian instead of a writer. Like a one-man play on Broadway, Matt's eloquent and intense vocal interpretations of his stories were spellbinding. While I had already read most of the chapters in his book, it was impressive how his spoken word brought to life the characters and enriched the understanding of the circumstances. It was a tour de force.

By his book **In Deep** at the **California Surf Museum's Museum Store**, or find it in a bookstore, surf shop or online — run, don't walk, to get a copy. If you surf (or even if you don't) these stories will mesmerize in the very best way...**JK**

INTERNATIONAL OUTREACH: the PHILIPPINES... by Eric Noel Muñoz

The **California Surf Museum** has a footprint of impact far beyond California and per our **Mission Statement** serves as a **501(c)3 repository and resource center** on the lifestyle sport of surfing.

Various coastal areas around the world are now embracing wave riding and surf culture as a celebration of their version of the surfing lifestyle. One fine example is the **Philippines**, an island nation that is blessed with good waves and good people.

On October 10, 2023, a crew of 10 Philippine surfers, along with their family members and friends, visited the Museum and spent time viewing the exhibits and interacting with staff and others present. One of our Founders, member of the first **CSM** Board of Directors, and also current Board member, **Parry Payne**, has connections in the Philippines and was instrumental in setting up this visit.



Jay-R and Parry Payne

The focus was on one surfer in particular, **Rogelio Esquivel, Jr.**, known as Jay-R. He was in California for the Pro Finals at the Malibu contest and is ranked in the top 10 on the **WSL Longboard Tour**.

He represents the future of Philippines surfing and many feel that a world title is within his grasp. He and his crew were so excited to tour **CSM** and are inspired to start a museum in their home town of La Union.

These are second generation surfers who are making their mark in their country and now around the world. They are well positioned to advance surfing and surf culture in their homeland and represent one of the many dots around the world that are connected by surfing.

CSM wishes Jay-R the best in his surfing career and looks forward to continued interaction with the emerging Philippines surf community.



One of her nation's top women surfers, **Daisy Valdez**, the **2019 SEA Games Women's** short-board bronze medalist, shared her photo spread from a recent magazine.



(L)...Family members and friends of pro surfer Rogelio Esquivel, were welcomed by **CSM** board members Parry Payne and **Eric Muñoz**. They posed for a group shot in front of **CSM's "Twin Peaks"** wall.

The youngest guest was 6-year-old **Ocean**, who aspires to be a pro surfer himself. "I want to be as great as my hero, **Filipe Toledo**. And when I win my heats, I'll sign autographs for the little kids first!"



Student Photo Competition: Deadline April 15, 2024

A sixth category has been added to the **2nd Annual A.R. Gurrey, Jr. student Surf Photography Competition**.

The new category, "**Environmental Awareness and Ocean Activism**," is sure to entice more students to enter the competition. Students must be 18 years old or younger and currently enrolled in a middle or high school. Prizes from GoPro cameras will be awarded in each of the six categories. **First, Second and Honorable Mention** awards will be recognized along with the **Best of Show**.

2nd ANNUAL
A.R. GURREY, JR.
SURF PHOTOGRAPHY COMPETITION
FOR MIDDLE AND HIGH SCHOOL STUDENTS



Hosted by the Education Committee of the
California Surf Museum

The competition carries the name **A.R. Gurrey, Jr. (1874-1927)** as he is widely considered to be the "**father of surf photography**."

Click on the QR code for submission details, due dates and other information.





Tom C. Blake

A dapper, 90-year-old **Tom C. Blake (L)**, a relative of legendary surf innovator **Tom E. Blake (R)**, stopped by **CSM** on October 23 and posed next the Blake display on the Timeline wall.

Tom C. spoke briefly of his life as a surfer, a lifeguard, and a participant in a paddleboard race to Catalina in the 1980s — a life that somewhat mirrored Tom E.'s own. He currently lives in Pasadena and promised to return to the museum for a formal interview after the first of the year.

Tom E. Blake (R), one of surfing's most versatile trailblazers, in 1922.



Coronado High School buddies **Gordon Dudley (L)** and **George Wilfong** made **CSM** a special stop and posed for a photo in front of the display featuring their fellow classmate, **John Elwell**.

The three were surf buds in and around their Coronado hometown, back in the 1950s. Gordon is a retired teacher of Marine Biology at Grossmont College and George was in town from Puyallup, Washington, where he taught and was a wrestling coach for many years.

Inducted into the **National Wrestling Hall of Fame** in 2013, George recalled: "*John was not only an all-around waterman, he was also a top-flight wrestler and we often sparred together.*"



Oceanside resident **Patti Briley** brought her great-nephew **Dakota Briley** to **CSM** for his first visit.

Dakota, born and raised on the North Shore and son of pro-surfer **Shawn Briley**, is now attending **Point Loma**

Nazarene College and trying to adjust to the type of 'cold water' surfing that San Diegans experience in the Fall.

"*This museum is fantastic,*" said Dakota. "*I wish we had something like this on O'ahu.*"

Shaper **Craig Hollingsworth** and artist **Veronika Strachova** posed with their joint project, the colorful board that commemorated this year's **2023 Silver Surfers**.

CSM is very grateful to Craig for the many incredible boards he has shaped for our **Gala** auctions over the years.

Veronika, originally from the Czech Republic, lives and surfs in the Canary Islands.



Antti Kiiskinen

Finnish surfer **Antti Kiiskinen** was totally engrossed when he visited **CSM** in mid-September.

A member of the Finnish military, Antti was staying near the Oceanside Harbor, and he was able to hit the surf every day. He was proud to share a photo of his favorite break in Finland, a good 2-hour drive from his home, where decent swells are generated by storm conditions in the Baltic Sea.



Antti pulled up an image on his phone of his surf buddy, **Olli Savolainen**, enjoying shoulder high waves at Herrainpaivat, near Pori, where the water temp was roughly 14 degrees Celsius, mid-50s F.



It seems the Finns are tough and dedicated surfers.

Lee Peterson and Sam Cody

Artist/scientist/photographer **Lee Peterson (L)** dropped by **CSM** at the end of August and by coincidence ran into longtime pal **Sam Cody**.

Lee, who had shaped boards for **Duke Dana** in San Diego in the early 1960s, had also worked with Sam at **Gordon and Smith**.

A member of the **Bottom Scratchers** free-dive club, Lee went on to help found the **San Diego Underwater Photographic Society** in 1961, and also contributed scores of surf photos to **Surfer** and **Surfing** magazines throughout the years.



Tommy Carroll

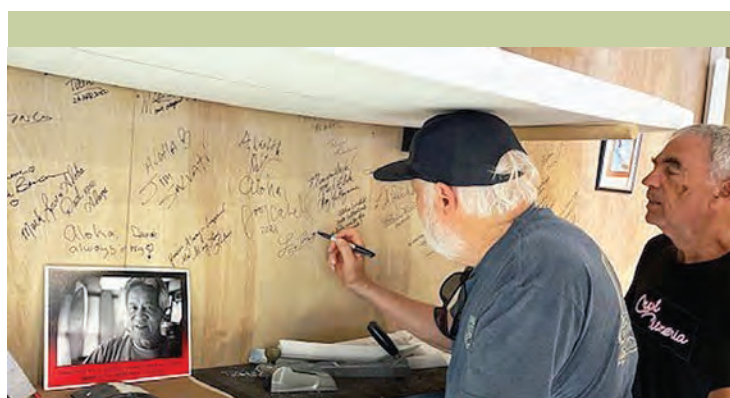
CSM President Jim Kempton (R) welcomed Australian legend **Tommy Carroll** to the museum in late August.

Known as a power surfer with uncommon finesse, Tommy Carroll was the first goofyfoot to win the **World Title**, in 1983. Soon after that, it was the two Toms — Curren and Carroll — neck and neck — that provided much of the excitement in competitive surfing for the next ten years.

The visit was Tommy's first to **CSM**, and he was an enthusiastic guest.

He was especially taken with the **Bethany Hamilton** display, commenting:

"It's astonishing that you have this iconic surfboard."



Lee was honored to sign **Donald's** wall, as his friend **Alan Wilson** looked on. Lee commented: *"Donald was such a gifted surfer and innovative shaper."*

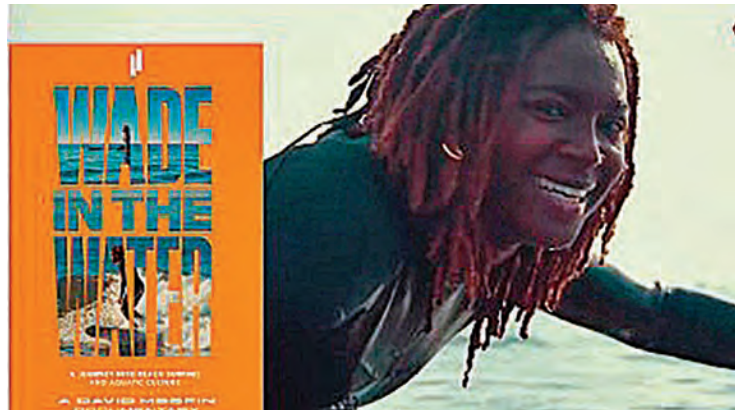
BIG WEDNESDAYS

Wade in the Water: A Journey into Black Surfing and Aquatic Culture

Wade in the Water screened at **CSM** on Wednesday, October 18.

Tapping into a centuries-old tradition of Blacks riding waves off the African coast, the 2022 documentary explores this previously overlooked history and predicts a bright future ahead for Black surfers.

For those present, it was an eye-and-mind-opening experience and was greeted with a hearty round of applause at the end. As the final screen credits unfurled, the film's narrator voiced a gripping, powerful ocean poem — and everyone wanted more!



Dr. Brandon Gamble (R), Director of the Black Resource Center at SDSU, addressed the crowd and spoke of his experiences as a second-generation Black surfer raised in Southern California. Producer **Beyin Abraha (R)** listens in.



(L)...Guests were treated to a deeply moving and powerful story about an under-recognized segment of our surfing family, and lively audience participation ensued. As surfers, we were reminded that we are not defined by skin color, but by our love of catching waves, and our role as agents of positive change in today's world is more relevant than ever.

The documentary, originally released in 2022, has been shown at dozens of film festivals and has garnered numerous awards.

CSM President Jim Kempton introduced **Wade in the Water's** producer **Beyin Abraha (L)** and director **David Mesfin (center)**.



The Chronicles of G-Land: An evening with Dian Hadiani

Often considered the surfing world's best left break in the mid-1970s, G-Land's surf history proved to be far deeper than once thought, and **Chronicles** presents

that back-ground in compelling fashion.

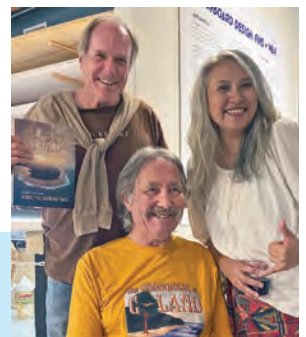
Author **Dian Hadiani** signed several books at the September 8 event.



Regular visitor to G-Land, **Rory Russell** commented: "This is a fascinating story of a Javanese jungle boy who helped **Mike Boyum** establish the first surf camp in the world. This book reveals unknown gems buried behind the true history of G-Land."

Said Dian "I very much enjoyed the audience feedback this evening. I learned a lot from their comments and input."

(R)...**Jim Kempton**, Rip Curl co-founder **Doug Warbrick**, and **Dian Hadiani** reunite at the event.



MAKING WAVES with the V-DUBS!



Opening day of the exhibit — November 25. Jack and Reid pose in front of their trophy and memorabilia filled display case. Jack created a two-minute action video that loops on the monitor and Reid's artwork is sprinkled throughout.



Dad Kirk, Jack, mom Marcy, and Reid are very close. Both parents are multi-sport athletes and have encouraged their offspring to bring 100% effort to whatever they do, whether school or surf.

The newest talent featured in **CSM's Making Waves** exhibit is a close-knit brother/sister duo whose surf schedule would make your head spin!

Jack (19) and **Reid** (14) **Van Wagoner** are known for their solid surfing skills, both in longboarding and shortboarding, and for spreading positive influence wherever they go. Although the two are in their teens, they are seasoned world travelers and competitors.

Jack and Reid also have been raised to give back as much as they achieve, setting a strong example by volunteering and enriching their surf community with a healthy attitude.

"CSM is proud to recognize these exemplary young people in our exhibit hall!"

Reid (R) is a freshman at **Carlsbad High**, bright and personable, and possesses wisdom beyond her years.

Brother Jack is in his first year at **Cal Poly San Luis Obispo**, studying architecture.

They are focused competitors with an ever-growing string of victories.



BIG WEDNESDAY – NEVERLAND DOWN UNDER

On **Big Wednesday**, September 20, the wife-and-husband team of **Tricia Shantz** and **Rusty Miller** combined dozens of stories and kept scores of people

(L-R)...Rusty Miller, Tricia Shantz and Steve Barilotti.



interested in the slide show that revealed a bit of the tale of **Neverland**, Tricia's tribute to the sleepy little town that became a surf mecca in New South Wales, Australia.

In the mid-1960s, enterprising young Americans, drawn by Byron Bay's compelling waves, brought fresh business savvy, partnered with their Aussie pals, and opened a variety of shops and businesses that changed the town's personality.

There was a sense of freedom, born from tumultuous times, that allowed for endless possibilities; shared passion for wave-riding was their common bond. From cafes and restaurants to surf shops and newspapers, these individuals helped shape the Byron of today.



(L)...Tricia, a widely published author in Australia, kept the crowd's attention with a slide presentation of the book's highlights.

(R)...David Ahrens, brother of surf writer Chris Ahrens and a frequent visitor to Byron Bay, had lots of interesting stories about time spent there.



A MOREY CLAN REUNION

Remembering Why We Should Remember

Longtime **Morey** rep **Patti Serrano (R)** invited boogie enthusiasts to gather at **CSM** on Sunday afternoon, October 15 for a tribute to their mentor **Tom Morey**.

Commemorating the second anniversary of his passing, the heartfelt reunion was attended by dozens and filled with the **“Spirit of the Boogie.”**

In keeping with Tom’s legacy, Patti reminded those present to keep playing, exploring and innovating. “There are plenty of new inventions on the horizon,” she added.



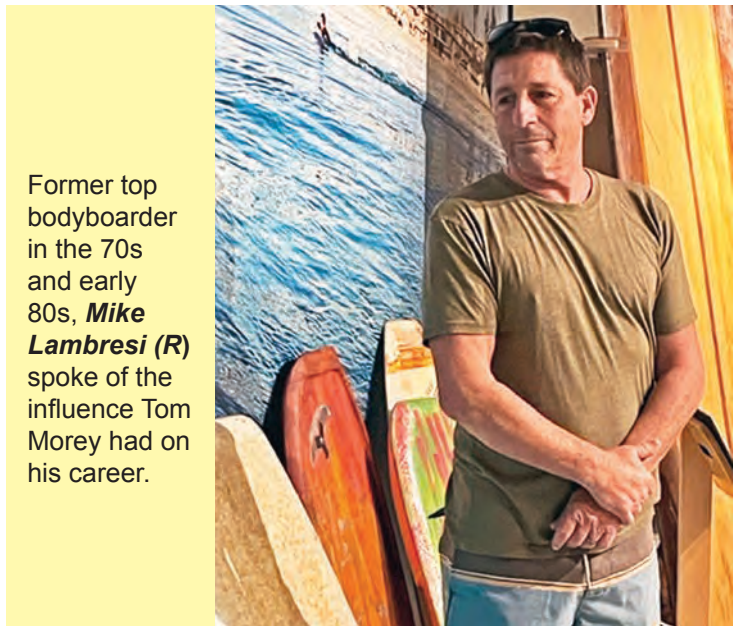
Tom’s widow, **Marchia Morey (above)** surprised the crowd by bringing several vintage boogies from her collection, and had a tale to tell about each one.



Guilherme Tamega (L), originally from Brazil and considered by many to be the best competitive bodyboarder of all time, spoke of the boogie that launched his career:

“When I was just a kid, my father bought me a boogie just like this model, and I was hooked.”

“I took second place in my first contest, won a huge trophy and proudly brought it home. My dad was blown away, and my future was decided right then and there.”



Former top bodyboarder in the 70s and early 80s, **Mike Lambresi (R)** spoke of the influence Tom Morey had on his career.

13-year-old identical twins and top body-boarders **Tanner (below...L)** and **Blake Kinghorn** posed with their hero, Guilherme Tamega.



The Tamegas, from left to right: **Kiron, Guilherme, Danielle, and Kim**. The four now live on O’ahu, where Guilherme was once a lifeguard on the North Shore, and together they manage their family-owned company, **GT Boards**.





Annie Goldsmith

Annie Goldsmith, 15, a competitive adaptive surfer from *Middleton Beach Australia*, stopped by with her parents in mid-September.

Annie has been traveling to various contests for about a year and she took part in the **USA Adaptive Pro** event held at the Pier, September 6-10.

She returned to California to represent Australia in the **ISA Para Surfing Championship** in Huntington Beach in November 2023.



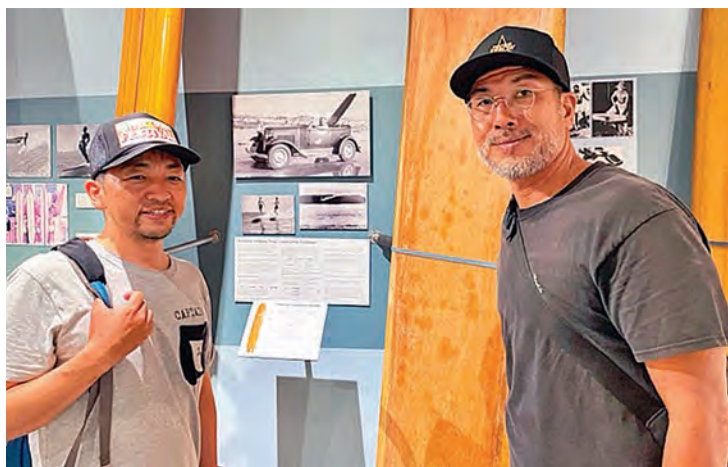
Skydivers

As is often typical during the month of July, the 30th was overcast and socked in, and this hearty crew of skydivers (and surfers) from Orange County weren't able to complete their scheduled jump at the Oceanside airport.

Not to be deterred, they Googled things to do in Oceanside and decided to "drop in" to **CSM** while waiting for things to clear up.

None had ever been in the museum and were impressed with **The Science of Surfing** exhibit and the **Garrett McNamara** survival wetsuit.

After an hour-long tour and lively interaction with our staff, they were notified that their jump had been rescheduled — and off they went.



Masaki Kudo and Tatsu Nishino

Japanese surfer and jet-ski rescue operator **Masaki Kudo (R)** and his companion **Tatsu Nishino** came to **CSM** in mid-September.

On his visits to California, Masaki made it a point to follow **CSM** with interest, from our **Pacific Street** days to the **Coast Highway** location, and he was visibly impressed with our **Pier View Way** facility, both inside and out.

John Kies and Mike "Murph" Murphy

Mike "Murph" Murphy (L), visiting from North Carolina, and his pal **John Kies** were first-time visitors in October.

John, co-founder of **Encinitas Surfboards**, one of the last remaining "core" surf shops in North County, was bursting with compliments.

"I'm sorry it took me so long to see the museum — but I'm so glad to be here today. It's a remarkable place, so much more than I expected."



SILVER SURFERS 2023: THE DUKE SURF TEAM

Recap by Eric Noel Muñoz

Duke Kahanamoku's role to spread the joy of modern surfing around the world is well known, especially to those that comprise this reading audience. However, the **Duke Surf Team of 1965** is perhaps less known, but no less significant for the global distribution of stoke, surf culture, and aloha. Real aloha. Not just bumper sticker 'make nice' aloha.

Imagine then, as Duke pondered who to select for his team: to be ambassadors of surfing, of Hawaii, of predecessors of a future that would embrace wave riding from an outcast pastime to Olympic inclusion and mainstream acceptance. Imagine the vast choices and candidates available to him. In turn, Duke hand-picked four men as a farmer would carefully select the best seeds for his soil. Both with an eye for the time that would eventually yield a profound harvest from the seeds sown. **Butch Van Artsdalen (RIP), Paul Strauch, Joey Cabell,** and **Fred Hemmings** were the ones anointed by Duke.

On November 4, 2023, during the **15th Annual CSM Gala**, those four surfers were celebrated along with woman pro surf pioneer **Marge Calhoun (RIP)** with the designation of **Silver Surfers**. Fast becoming the 'Oscar' awards of the surf world, the **CSM** hosted a full house at the repeat venue of the **Cape Rey Resort** in Carlsbad.



Silver Surfers 2023: From L: Butch Van Artsdalen's daughters, **Kelly Reid** and **Tifani Swink**; **Fred Hemmings**, **Paul Strauch**, and **Joey Cabell**.



Filmmaker **Heather Hudson (L)** and former pro surfer **Terry Eselun** accepted on behalf of **Marge Calhoun**. In 2020 Heather's film "93: Letters from Marge" paid tribute to Marge's long career and her correspondence with dozens of surf personalities.



Political representation was provided by Fifth District San Diego County Supervisor (R) **Jim Desmond** and (L) 74th District California State Assemblymember **Laurie Davies**, who were on hand to make separate surprise presentations to CSM co-founder **Jane Schmauss** in acknowledgment of her long-time service and dedication.



The live auction featured modern replicas of iconic boards ridden by the honorees. The boards, stories, and shapers warrant coverage centered on them alone, along with an art piece of all honorees painted onto a board as part of the auction, which annually raises money to finance **CSM** programs, exhibits and operations.



(R)..Gala live-painting artist **Wade Koniakowsky** led the bidding for his colorful creation.

The focus of the evening then turned squarely to the honorees.

Marge Calhoun made history when she was the first woman world champ crowned at the **Makaha International** event on O'ahu. From the sands of Venice Beach and Santa Monica, she was also a competitive swimmer with Olympic aspirations derailed by World War II. A true 'golden girl' she was a pioneering water-woman and professional surfer.

This year's Gala featured modern-era live roving web cast segments (by **CSM's Jeff and Amy Warner**), event hosting and masters of ceremony by in-house talent (**CSM** President **Jim Kempton** and **CSM** board member **Shea Roney**); and the auctioneering baton was handed to Board member **Louise Balma**, who simply rocked it!



Artist **Veronika Strachova (L)**, auctioneer **Louise Balma** and shaper **Craig Hollingsworth** ramp up the bidding for the Gala-themed board.

15th ANNUAL GALA: ANOTHER SOLD OUT EVENT!

Paul Strauch, Jr. was given a heartfelt introduction by **Gerry Lopez**, which left no doubt of his respect and admiration of style-king Paul. When Gerry speaks I think air molecules behave in a special manner to carry his words and messages past the ears of listeners and into their hearts and souls. In his acceptance speech, Paul made a point to thank Gerry for finding a hollow left 'down the road' (Pipeline) so that the Mount Olympus of surf spots (Sunset Beach) could remain the domain of **Paul, BK, Hemmings, Joey, Jeff Hakman, Tiger Espere**, and their crew. Those who idolize Paul not just for his surfing ability, but for being an elegant human being, are apparently countless within the global surf community.



Van Artsdalen family members, *from L:* Tyler Reid, Kelly Reid, Tifani Swink, Elias Saenz, Elliott Saenz, and Eric Saenz. Missing from this photo composite: Morgan Kellar.

Butch, hailing from La Jolla and the only Mainland surfer on Duke's team, is widely considered the first "Mr. Pipeline." A strong athlete with skills in baseball, basketball, and football, it was the unstructured playfields of powerful Hawaiian surf breaks that his surf talent and energy flourished.

And therefore, caught the watchful eye of Duke.



Joey Cabell is all smiles, flanked by Tina DeCloux and Brian DeCloux from Spectrum Networks. (Jim Kempton in the background.)

Joey Cabell, another over-achiever of the pedigree worthy of Duke's hand pickings, was noted for his 'swimming' of the Hawaiian Islands, power surfing, and innovation in cross-sport pursuits of single snow-ski (pre-snowboard). And, of course, for his astute business acumen in managing his **Chart House** chain of restaurants.

As a result of the evening's long awards program, Joey was limited on time during his acceptance speech. However, he was clearly unlimited with regards to class and elegance as he noted the late hour and then hoisted his **Silver Surfer** high in the air and shouted his appreciation to the crowd and the **CSM** crew.



above...Gerry Lopez (L) with longtime friend and mentor, Paul Strauch.



above..Fred Hemmings "talking story."

Fred Hemmings, multi-title holder for Island paddling and surfing, renowned 'straight-shooter', diplomat, Hawaiian senator, statesman, and primary founder of modern pro-surfing, had a commanding presence onstage. Fred's civic and surfing-related contributions are stunning, and include setting aside a vast ocean marine conservation reserve of northwest Hawaiian Islands.

He held the audience spellbound as he recounted Duke's legendary 1917 ride, in which Duke caught an outer South Shore reef bluebird peak and took it to the sands fronting the **Royal Hawaiian Hotel** — a distance of more than a mile.

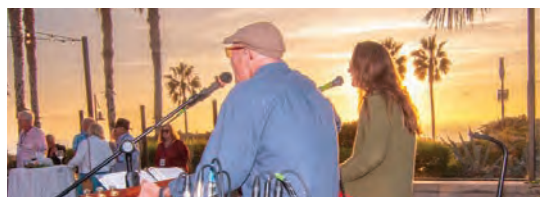
We received a master class performance in the art of 'talk story' by those who helped craft the phrase.



above L... Robert August thoroughly enjoyed his first Gala and had time to catch up with Robert "Wingnut" Weaver, Elizabeth Boyd and Ira Oppen.

In summary, each **CSM Silver Surfer** honoree represented his rightful place in this growing lineage. These exceptional men showed why they were hand-picked by Duke long ago, with relevance retained in place to this day. Each is firmly footed as cornerstones of surf culture icons. They enjoyed quality time with the Duke, and each other, that the rest of us can only imagine...

This year we celebrated Marge Calhoun, and the one and only Duke Kahanamoku: his vision, his gift, his power, his Harvest.....ENM



Mellow sunset sounds provided by Dave & Kylea Sheils.

GSM OUTREACH

From Our Man in Milan: Severino Ricci

"I had the pleasure of participating in the **SustMOVIE – Discussion on sustainable filmmaking**. The event was held on August 31, 2023 during the **80th Venice International Film Festival** in Italy.

Organized by the **Association Ethicando of Milan** and communication platform **Betting On Italy (BOI)**, the roundtable brought together cultural figures, entrepreneurs, and institutions from the film industry to discuss sustainability in cinema.

"I spoke to the audience as the delegate of the **California Surf Museum**, making the point that **CSM** has played an important role in sustainably preserving the history and culture of surfing since 1986 through its vast archives.

"I see the Museum's archives as invaluable cultural assets that can sustain cinema through accurate depictions of surfing's evolution. Recent blockbuster films benefited greatly from researching the Museum's materials on iconic surf locales and styles from different eras.

"By loaning artifacts and advising on authenticity, the Museum is effectively 'lending a helping hand' to the movie industry. This mutually beneficial relationship shows how cultural institutions dedicated to conservation can partner with cinema to promote sustainability. Both fields benefit from accurately portraying history and traditions for new audiences to appreciate.



Thanks, Severino, for introducing CSM to the film-making world at this prestigious event!

"I felt so honored to represent our **CSM** at this prestigious event, and my presentation included a fast-paced two-minute film clip, which had been artfully pieced together by **Joe Willix**. Audience feedback indicated it was the most exciting and freshest part of the evening."

If you haven't yet, be sure to come see The Science of Surfing exhibit, on display through May 2024. New to CSM is an interactive Micro Ocean Wave Machine! And save the date for the 16th Annual CSM Gala Fundraiser on November 2, 2024! See photos and videos from last year's Gala at surfmuseum.org/events/event-archive

In Memory... with Aloha

Mozelle Gooch Angel 1929 -2023



(above)...The star-studded lineup for the 1958 Makaha Invitational.

Mozelle is wearing jersey #9, standing between Joan Kalahiki (8) and Ethel Kukea (10).

Golden trailblazer, **Mozelle Angel** passed away in late August, just days shy of her 94th birthday.

"**Mozy**" was one of the first women credited with surfing O'ahu's North Shore, and she was a regular participant in the **Makaha Invitational**.

Some say it was her love of surfing that prompted her husband Jose to become one of the most fearless thrill-seekers on the North Shore. They wed in 1955, and built their life around the ocean — sailing, diving, and surfing. The couple had four children, and parted ways in the 1970s.



The California Surf Museum Gets Worldwide Visitors!

You never know who you might run into when you visit the California Surf Museum! We have visitors from all over California, all over the United States, and really all over the world! This map shows our visitors from 2013-2022. 2023 data is currently being compiled and mapped.

A small percentage of our visitors actually sign our Visitor Log; we do encourage all to do so. This data is valuable not just for the California Surf Museum, but also for the City of Oceanside and he city's tourism agency Visit Oceanside.

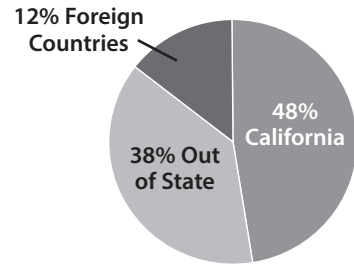
We have been working with Palomar College (in San Marcos) Service Learning Students in Professor of Geography Wing Cheung's Introductory GIS Mapping Class. (The Professor is a CSM member!) The students are provided data from our Visitor Log in spreadsheet format: date of visit, number of people in their group, and where the visitor is from. No names,



no emails, no identifying information — just three data points.

Based on the data provided (sometimes just a state or a country is noted), the students determine the latitude and longitude of every entry and put it on a map along with date and number in group to produce the map above.

2023 Visitors
Who signed the Visitor Log



Have you shared the guest passes you get with your membership to the California Surf Museum with your friends and family? They never expire!

JOIN, RENEW OR DONATE TODAY! use this form or go to surfmuseum.org and support the preservation of your 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 on select items
- 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
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Oceanside CA 92054

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