

# Outside!



v22n2  
SUMMER 2008

Newsletter of the California Surf Museum • Oceanside, California

## New Exhibit To Open July 20!



From left: George Mitchell, Tom Witt, George Freeth, Ray Kegriss, Gerald Witt. Photo: Courtesy Witt Family Archives.

The California Surf Museum is proud to announce the Grand Opening of our eagerly-awaited next exhibit, "From the Brown Mercury to SL8ER – A Glimpse of 100 Years of Surfing Culture in Southern California," on Sunday, July 20, from 1-4 pm. This fascinating tribute will trace the broad cultural influence surfing has had on our idyllic lifestyle over the last century, beginning with the talented waterman Freeth, and ending with one of today's international idols, Kelly Slater. This

will be the last exhibit showcased here at 223 North Coast Highway, as plans are well underway for our move down the adjoining street, perhaps by the end of the year (see page 8).

Jack London, a popular author, wrote about George Freeth after receiving surfing lessons from him at Waikiki in 1907. "He is a Mercury—a brown Mercury. His heels are winged, and in them is the swiftness of the

*continued on page 8*

**"Freeth's surfer-for-hire roots have grown into the million-dollar fruits that surfers such as Kelly Slater are enjoying today."**

—Jason Borte,  
[www.surflife.com](http://www.surflife.com), October 2000



Having some fun at Corona Del Mar, 1920s. Photo: Donated by Ida Jarvis Solem, CSM Collection.

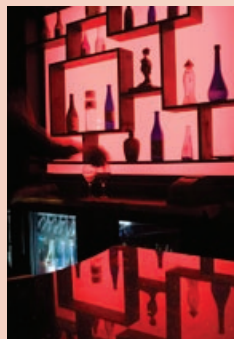
### Sushi, Sake and Surfing Mix It Up!



Sushi, sake and surfing come together July 3rd, between 5:30 and 7:30 p.m., for a special Happy Hour in the heart of downtown Oceanside, at 301 Mission Avenue. The California Surf Museum invites you to join us at the newly opened Harney Sushi as we kick off the July 4th weekend. San Diego's hottest and hippest sushi restaurant is donating 5% of its first week's sales to the California Surf Museum Paddle Out Fundraising Campaign, helping us raise building funds for our new location. As a special thank you for coming, Harney will be offering all CSM guests \$2 off any drink.

Treat yourself to a unique dining experience with 35 imaginative specialty rolls, a sake bar with 40 of Japan's best sakes, plus DJs to get you moving, and it all benefits the California Surf Museum ... it's the perfect mix.

PS: If you can't make the CSM Happy Hour July 3rd then go to Harney Sushi any day from June 28th to July 4th. Harney Sushi serves lunch Monday thru Friday and dinner daily until midnight. —Louise Ravera Balma



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**A full color version of this newsletter is available online at [www.surfmuseum.org](http://www.surfmuseum.org)**



## California Surf Museum

PRESERVING OUR SURFING HERITAGE

A 501(c)(3) Organization  
223 N. Coast Highway  
Oceanside, CA 92054  
(760) 721-6876  
www.surfmuseum.org  
csm@surfmuseum.org

### Proud Member of

American Association for  
State and Local History  
California Association of Museums  
Oceanside Chamber of Commerce  
MainStreet Oceanside

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Donna Frye • LeRoy Grannis  
Tom Keck • Gary Lynch  
Robert McClendon • Greg Noll  
Steve Pezman • LJ Richards

### Mission Statement

The California Surf Museum serves as an international repository and resource center on the lifestyle sport of surfing through capturing, preserving, and chronicling its art, culture and heritage for the education and enjoyment of future generations.

# Welcome, New Members!

Our membership continues to swell! As of press time, we'd like to welcome our new members:

## January

Marci Hart, Vista  
Bill Teas, Escondido

## February

Jack Whittaker, Oceanside  
Cory Rojas, Vista  
Rich and Barbara Bradham, Carlsbad  
Michael Kelsey, Fallbrook

## March

Jim Blevins, Baltimore, MD  
Michael Reynolds, Rockaway, NJ  
David Brodeur, Oceanside  
Terry Fuller, Hampton, VA

## April

Anne Hager, Virginia Beach, VA  
Chip Hasley, Del Mar  
Mary Jane Brinton, San Francisco  
John Dahl, Carlsbad  
Charlie Anderson, Oceanside  
Bill Whaley, Henderson, NV  
Dennis and Suzy Martinek, Fallbrook  
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Nancy Morris, Hamilton, MT  
Cesar Quiros, San Diego  
Alexandra Barr, Carlsbad

Dustin Campbell, Carlsbad  
Rick Wilson, Oceanside  
Ron and Caroline Taylor, Fallbrook  
Gary Linden, Oceanside

## May

Sandy Whiting, Solana Beach  
Dicky Bruton, Los Angeles  
Mike Dormer, San Diego  
Anil Khanna, Carlsbad  
Gary and Judy Dodds, Grass Valley  
Bill Shrosbee, Pacific Beach  
Sandy Shrosbee, Pacific Beach  
Ralph Davidson, Oceanside  
Rebecca Morales, La Jolla  
Eric McNaul, San Diego

## Major Donors/Contributors January 24-June 10, 2008

City of Oceanside  
City of Encinitas Parks and Recreation \$100  
Tommy and Jean Carroll \$310  
Seau's Restaurant \$750  
Terri Murray \$500  
Daryl Dick \$700  
Mary Jane Brinton \$500  
George Murray \$516

## Donation In Memory Of ...

William Sutro, in memory of  
Rosemary Stonhaus \$100

## "Paddle Out" Campaign

In an attempt to match the construction money the City of Oceanside has promised the museum for its upcoming move to 312 Pier View Way, CSM board members, committees, and staff aim to raise the funds necessary to pay for operating costs, new exhibits, events, and community outreach programs once the new space is functional. We have a long way to go before we reach our goal, but it is our firm belief that improving the California Surf Museum into the world-renowned surfing repository it should be is reason enough our dream will be achieved.

Download the Paddle Out Campaign form at [www.surfmuseum.org](http://www.surfmuseum.org).

CSM would like to recognize those have donated to this fundraising effort since the last newsletter. Special thank yous are extended to the following donors:

Conrad N. Hilton Foundation \$10,000  
(for a fundraising consultant)

### Alaia/Paipo

Peggy Vasquez \$1000

### Malibu Chip

Linda Benson \$500  
Donald and Donna Torburn \$500  
Tom and Linda Keck \$300  
Victoria Thompson \$250  
Hal Sachs \$100  
William McDowell \$100  
Bill Teas \$100  
Tom and Peggy Cozens \$100  
Jon Schmauss \$100  
Rick Wilson \$100  
Jean and Tommy Carroll \$100  
Charles and Frances Maschio \$100

### Other

Gideon and Debra Mann \$50  
Bruce Howe \$50  
Howard Bugbee \$50  
John and Elaine Terrell \$25  
Pete and Alda Ravera \$25  
Pat and Wendy Burns \$25  
Jim Dunlap \$25  
Hodie Zimmerman \$35  
Joe Gallagher \$50  
Bill Sperling \$50



Facade concept rendering by Louise Ravera Balma.

## Aguerres Join Board of Advisors



Fernando Aguerre (left) and world champion Shaun Tomson.

The California Surf Museum is very happy to welcome the two newest members of the CSM Advisory Board: Fernando and Santiago Aguerre. The Aguerre brothers, born in Argentina, are best known for their success as founders of Reef Brazil, surfing's largest sandal label. But even after Reef's

sale they remain very much involved in the surf industry, as consultants and distributors of many major surf brands in South America. Fernando is also president of the International Surfing Association and is a member of SIMA's Senior Advisory Board. Santiago had the vision to bring SurfAid to the surfing industry, and has helped raise hundreds of thousands of dollars for the non-profit, humanitarian aid organization.



Santiago Aguerre mingles with the Roxy girls.

Both brothers are hardcore surfers and live blocks from each other in La Jolla. They are dedicated to their families and value the time they are able to spend with them. Having their creative energy, business sense, industry knowledge and experience, and crazy, fun enthusiasm will be a great asset to the California Surf Museum.

—Louise Ravera Balma

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## Help Wanted

The California Surf Museum is always in search of dependable volunteers that can help with daily museum or gift shop operations and events, as well as anyone willing to donate their professional skills to the surf history cause. From photographers to craftsmen to captains of industry—we need you. With the museum's move to its new digs quickly becoming a reality, we are seeking a qualified docent to join the CSM team. Please drop by, call us at (760) 721-6876, or send a note to [csm@surfmuseum.org](mailto:csm@surfmuseum.org) if interested.

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## Board Meeting Dates

The Board of Directors currently meets the third Wednesday of the month at 6 pm at the California Surf Museum, 223 N. Coast Highway, Oceanside. The regularly scheduled meetings for the remainder of 2008 are June 18, July 16, August 20, September 17, October 15, November 19 and December 17. These dates are subject to change. If you plan on attending a board meeting, please call (760) 721-6876 in advance to confirm.



© LORENÉ CARPENTIER

## Meet Julie Cox

CSM welcomed pro surfer Julie Cox to our family when former staff member Ryan Smith recently moved to Ojai. Fortunately for us, we have kept Ryan actively involved with research, promotions, and writing/editing, and Julie is on duty here at the front office, three days a week. She brings many talents and skills to the team, and we are pleased to have her on board!

Interview by Ryan Smith

### **When, where, and how did you start surfing?**

I started the Junior Lifeguard program at Leo Carrillo State Beach in Malibu at age 8. Jr. Guards began my inspiration to surf. I went to the beach with my neighbors and could really call myself a "surfer" at age 15/16, when I bought an 8-foot board, could drive myself to the ocean and catch waves constantly, I surfed Leo Carrillo, County Line, Zuma, occasionally C St. and, later, Malibu.

### **Where have you traveled during your surfing career?**

Australia, New Zealand, The Cook Islands, Tahiti, France, Spain, New York, Rhode Island, Florida, Baja, Mainland Mexico, Oahu, Kauai, California, Costa Rica, Japan.

### **Any favorite surf stories?**

I never would have imagined that surfing would take on as many adventures, fulfill as many dreams, and taken me on the path it has. There are many favorite stories...

### **Where do you surf nowadays?**

I surf around North County, but mostly stick around Oceanside. I try to make a point to surf up and down the coast and along my travels, of course.

### **Why did you decide to work for CSM?**

I saw the job opening at CSM as an opportunity to learn more about surfing and stay close to the sport/lifestyle that I know and truly love. I knew I would meet great people and be challenged in new ways.

### **What do you hope to accomplish while working for CSM?**

I want to have fun, bring people together and do my best to help in the team effort that is CSM. Surfing has brought so much to my life, I feel strongly about sharing the stoke.

### **What are your hopes/dreams for the future of CSM?**

I came on board in a time full of forward momentum that I hope serves CSM really well. I'd like to see the financial backing CSM deserves and I want to see CSM be a reputable, effective, educational and inspiring attraction that people visit for many years to come.

### **Anything else to add?**

You can add my website if you'd like, [www.juliecoxsurfing.com](http://www.juliecoxsurfing.com)

# CSM Gala Fundraiser Earns More



Superwave

Thursday evening, May 8th, was the scene of CSM's inaugural Paddle Out Fundraiser, a gala party held at the elegant Ocean House Restaurant in Carlsbad, where the sold out event filled to capacity before the sun had begun to set. The already high energy level zoomed as soon as the doors opened. Pioneers and legends of surfing came by the carload: World Champions Shaun Tomson and Peter "PT" Townend, World Cup winner and '70s ultra-stylist Reno Abellira and legendary shaper Bobby "Challenger" Thomas all entered the party early, enabling CSM staff photographers Todd Quinn and Tara Torburn to take full advantage of the "photo ops" in the lobby and main dining room.

The guests were surprisingly decked out: Oceanside's City Councilman Rocky Chavez, Councilwoman Esther Sanchez and '50s

legend Jack "Woody" Ekstrom were among the scores of elegantly dressed ladies and gentlemen in attire that, for California surf culture, probably reached a zenith.

The venue itself looked very impressive thanks to the efforts of CSM staff, board members and volunteers, and the evening got off to a great start with the crowd buzzing with excitement. U.S. Surfing Champ L.J. Richards, multiple Women's World Champ Linda Benson and Women's World Longboard pro Julie Cox mingled with the standing-room-only crowd at the silent auction, which featured more than 100 items for the guests to peruse.

As the bids soared just before the silent auction closed and the clamor reached a crescendo, the one, the only, the REAL Gidget, Kathy Kohner, rubbed shoulders



Shaun Tomson, Guy Takayama, PT



Debbiee and Steve Pezman



Louise and Larry Balma



From left, Linda Keck, Sloane Keller, Jean Keller and Leslie Burner



Jon and Jane Schmauss



Liz and Mark Brolaski



Bob Mignogna



Mike and Flicka Dormer



Paypros' Chuck Smith and Randy Laine



Kirk Harrison and Dustin Summerville



# Than \$30,000 for New Location



Chris Cote



PT and Bob Mignogna



Skydog and Rocky Chavez

with Transworld Publications founder and museum patron Larry Balma, and National Scholastic Surfing Association founder Tom Gibbons hobnobbed with *The Surfer's Journal* publishers Steve and Debbie Pezman.

The authentic but updated Hawaiian luau buffet was pleasantly superior to the usual fundraising "rubber chicken" cuisine, making the dining experience a highly satisfying surprise. Sixties legend and tow-in pioneer Herbie Fletcher and artist wife Dibi made a splash as always, while seminal shaper Carl Ekstrom wore his patented, elegant white hat and held court at his own table. Publisher Liam Ferguson and the whole TransWorld Surf crew added to the classy chaos, laughing with Billabong's Royce Cansler and Françoise Carrete. Current Women's World Longboard Champion Jenn Smith turned heads with all the other lovelies in the Roxy posse, and renowned photographer Tom Keck took it all in with CSM co-founder Jane Schmauss.

The din of the packed house lowered slightly as CSM President Daryl Dick and Vice President Jim Kempton provided the evening's remarks and gratitude over a slightly



Reno Abellira and Jim Kempton



Mike Burner, Carl Ekstrom and Tom Glenn

garbled PA system before the real party—the "live" auction—got underway. True to form, when serious bidding for the live auction commenced the industry heavyweights proved unequalled. Surf Industry Manufacturers Association President Dick Baker brought an entire table of high rollers, including Reef sandal impresarios the Aguerre brothers, Santiago and Fernando, the Becceras, and former *Surfing Magazine* publisher and surf industry taipan Bob Mignogna. Along with their vivacious entourage, these generous

surf rascals single-handedly took out most of the top items in the auction. Terry Bagley, our unmatched auctioneer, and the inimitable Chris Cote, our color commentator, kept the crowd enthralled as staff and museum directors scurried through the hall, gathering credit cards and delivering prized purchases that included a Surftech Dale Velzy paddleboard, a Craig Hollingsworth custom surfboard painted by Wade Koniakowsky and original artwork by well-known artists Nathan

*continued on page 7*



Guy Bagley, Shaun Tomson, Terry Bagley



Dolly and Robert McClendon



Gary and Wendy Linden

## Thank You to Our Sponsors



## Jim Kempton's May 8th Speech

It's so great to see so many good friends out there in the audience tonight. Sometimes we don't realize just how amazing the surf culture really is. We have a truly distinguished group of people here tonight to support us.

Bob Marley, the great reggae artist, in his famous song "No Woman No Cry," wrote a line that I feel is the essence of why we are here tonight. He wrote: "In this great future you can't forget your past." The effort of preserving our heritage is important for a number of reasons.

The first is to honor those who have contributed so much to surfing. We are living in the era of the giants, when many of the truly important figures in our sport are still living. Phil Edwards, Rabbit Kekai, Woody Ekstrom, Skip Frye, these are the Babe Ruths, Lou Gehrigs, Ted Williamses and Joe DiMaggios of surfing, who we still have the privilege of seeing out in the waves every day. So when we see the future rushing toward us, we need to honor these pioneers and originals that set the path for our culture.

The second reason for preservation is to pass along what is good to our children, who are the future, so they can be inspired by the great experience that went before them.

But, most importantly, our history allows us to understand who we as surfers are and, as a 21st century culture, who we are trying to become.

"The past is prologue," as the writer Marcel Proust once said, meaning: We learn about what is possible by looking at what we have done before. Just consider: Seminal surf thinker Bob Simmons designed twin fins in the 1940s; Stevie Lis, a visionary San Diego surfer in the late '60s, took Simmons' ideas and proved they could do things never imagined before. Hawaiian Reno Abelirra, who is with us tonight, made a slightly refined template and gave it to Australian Mark Richards, who won four world championship titles riding it. Now, new twin fins are being shaped once again by Rich Pavel, looking at this past but making new innovations for the future.

The California Surf Museum has been striving toward this for 22 years now. In that time, it has become the second largest tourist attraction in the area, topped only by the San Luis Rey Mission. In the last two decades over 100,000 unique visitors have walked through the doors of the museum.

They come from all over the world—more than 40 countries have visited our humble, little museum.

Oceanside City Councilman Rocky Chavez likes to tell the story about when he was visiting Ireland. While in a remote area, miles from the nearest city, he was asked by some Irish locals where in America he was from. "I'm from Oceanside, California," he said, expecting a blank stare.

Instead, the locals perked up excitedly and said, "Oh, that's where the California Surf Museum is!"

"That was a true eye opener," admitted Rocky. "If somebody out in the middle of Ireland knows about us, we have a unique attraction that's worth supporting."

And they have. This year, the City of Oceanside generously provided us with a new location, just blocks from the pier, and in the very heart of the new hotels, restaurants and theaters of the booming redevelopment district. And so have the surf industry, the museum members and the good residents of California and the world.

Our vision is to return their generosity by building a world-class museum, expanding surfing's history and, as we grow, join together making this a not-to-be-missed global destination. Our mission here tonight is to preserve surfing's heritage, honoring our greats, passing the torch to our kids and building a lasting foundation for the future. We ask you to join us in making this vision a reality.



Herbie Fletcher on Fuel TV



Tom Gibbons and Tony Americas



Todd Quinn and Daryl Dick



Keiko Beatie and Randy Wilkerson



Brian and Edie Smith, Woody Ekstrom, Zell and Gary Dwelley



The Hansons: Adam, Dave, Josie and Liz

Photos by Todd Quinn and Tara Lee Torburn

See more photos at [www.surfmuseum.org](http://www.surfmuseum.org)



Charlie Anderson, Louise Balma and Adam Cozens



Gibbs, David Alton Dickey and Sally Taylor, who also attended the event themselves.

The biggest ticket items of the night were a Tahitian pearl and diamond necklace and earrings by K Brunini Jewels and a rare, Herbie Fletcher hand-shaped and painted longboard which Herbie helped hype for bigger dollars along with the auctioneers. Bids flew from Gary Clisby and the Billabong crew, and the table reserved for Shaheen Sedhegi of The LAB proved formidable competition.

As dinner and the auction wound down the crowd enjoyed a chance to engage in a little more intimate dialogue as the surf band Superwave set the mood with perfect, understated surf music. San Diego shortboard stars Mark Brolaski and David Barr caught up with filmmaker Ira Opper. California shapers Guy Takayama and Gary Linden exchanged respectful conversation with Randy Laine and his company's CEO Chuck Smith.

"All stakeholders who benefit from the sport should support the museum," said SIMA President Dick Baker. "First and foremost, the locality should be behind the museum because it has gotten identity from surfing," Baker said. "But also the industry needs to step up as well as surfing champions, who have gotten a great life from the sport. The museum is a chance for everyone to give back."

"I couldn't be happier," said CSM President Daryl Dick. "The turnout was tremendous—over 260 surf stars, industry moguls, City leaders and local supporters all stepped up so hugely."

When the evening finished more than \$30,000 in net proceeds had been raised, as well as a completely new awareness of who CSM was and what it is capable of achieving.

—Jim Kempton,  
CSM Vice President



Sarena Traver, Larry Balma, Georgia Dutro



Mark and Mike Francis



Tara Lee Torburn and Skydog



Ryan Smith and David Dickey



Gidget chats with Janie and Jim Marmack.



Ira Opper is all smiles.



Fernando Aguerre and Herbie Fletcher



Richard and Pat Clark, Anna Ekstrom Deneen, Don Wofford



Kim Richards, Linda Benson and L.J. Richards

# CSM's New Building



Mike Burner, Jane Schmauss and Daryl Dick review the new floor plans with architect Louise Ravera Balma.

Steady progress has been made toward the start of construction of the California Surf Museum's new facility. It is a 5,100 square-foot, vacant building that will almost triple the space of the existing building. We have been meeting with the City of Oceanside for almost two years in order to consider their needs as well as the needs of the surf museum.

An architect has drawn plans and the City of Oceanside has issued building permits. Originally, three competent contractors submitted bids for the project, and, today two still remain contenders. Museum board members are currently meeting with city staff to determine which contractor will provide the biggest benefits to both the surf museum and the Oceanside. The next steps are to select the final contractor, determine the overall cost of the project and finalize the lease agreement. It is expected that the city council will approve funding in July, with construction slated to begin by September.



Inside the currently vacant 5,100-square-foot building.

This is very exciting to us, as I'm sure it is to all of you. The California Surf Museum appreciates your continued support for our mission to help preserve our surfing heritage with this new facility. This new site cannot be built without your help and generosity.

—Mike Burner, CSM Board Member

## John Lamb Beautifies CSM



Oscar-winning artist John Lamb recently donated his time and talent to paint an epic wall mural at the California Surf Museum that will serve as the backdrop to the 1960s display in the new exhibit. A longtime CSM friend and supporter, John is widely known for his groundbreaking animated surf film, "Rocket 88," which runs in *Five Summer Stories*.

One of the best parts about this painting was watching John paint freestyle. After applying many layers of different colors, a deeper color appears similar to liquid. Visitors and staff had a great time witnessing the process, because it was raw and it was radical.

—Todd Quinn



## 100 Years, from page 1



COURTESY DAN "SKYDOG" HIGHLAND.

sea. In truth, from out of the sea he has leaped upon the back of the sea, and he is riding the sea that roars and bellows and cannot shake him from its back. But no frantic outreaching and balancing is his. He is impassive, motionless as a statue carved suddenly by some miracle out of the sea's depth from which he rose. And straight on toward shore he flies on his winged heels and the white crest of the breaker."

1907 was the same year that George moved to California to pursue a career in swimming and high diving, his expertise. He also brought along his surfboard wave riding skills.

Arthur C. Verge, a professor of history, writes in *George Freeth: King of the Surfers and California's Forgotten Hero*: "In an age when the ocean was to be feared and avoided, George Freeth introduced surfing to southern California. It was from these warm California coastal waters that surfing would ultimately gain its greatest appeal amongst the American masses."

Duke Kahanamoku followed Freeth to California, teamed up with the iron men surfing Corona del Mar in the 1920s, and they, in turn, passed their knowledge and skill on to the likes of Matt Kivlin, who then taught Gidget to surf in the 1950s, and the rest, as they say, is history.

From the explosion of surf movies, music, magazines and clothing in the '60s to the innovative

mind of Tom Morey and the Zen-like Gerry Lopez in the '70s. The 1980s brings Tom Curren, son of the legendary Pat Curren, to the pages of the magazines. Almost 40 years after Gidget popularized surfing, the 1990s see Lisa Andersen winning four world titles. The '90s also see Kelly Slater start his winning streak of eight world titles, his eighth coming in 2006—99 years after George Freeth was first seen surfing at Venice. The following excerpt is posted online by Gaz Rees in *Lifelounge* on October 16, 2006:

### "Kelly Slater World Champ Again"

Slater — or should that be Slater? — sealed his eighth world title at Mundaka when nearest rivals Taj Burrows and Joel Parkinson failed to progress to the finals to clinch much needed tour points.

Slater was eventually beaten in the Billabong pro final by an on-fire Bobby Martinez, but his second placing was enough to ensure an unassailable lead and the overall crown well before the tour's two final season-ending events in Hawaii.

With the current season's tour underway, Kelly, with three victories, is in a great position to win his ninth title as surfing continues to influence the Southern California culture.

—Tara Lee Torburn

CSM is open daily 10-4.  
Free admission.



# Hot Curl at CSM

In 1963, Michael Dormer and his friend, Lee Teacher, sculpted a six-foot, 400-pound concrete statue out of cement, iron, a mop, a light bulb and a beer can, and installed it, with help from Eric Masserman, onto the rocks near the landmark surf shack at La Jolla's Windansea Beach. The sculpture of a pot-bellied, mop-haired, knobby-kneed surfer, dubbed "Hot Curl," gazed out to the sea with a beer in his hand.

Loved by La Jolla locals but frowned upon by local police, Hot Curl was summarily stripped from its envied perch, beginning a back and forth struggle between beachgoers and the city's Park and Recreation Department. The media ran with the story.



Mike Dormer, Hot Curl, and Oceanside Mayor Jim Wood.

After meetings and some discussion, it was agreed that Hot Curl could be re-installed at Windansea for one year if the statue was able to pass the city's structural test, "the type they use on buildings and bridges," says Dormer. With a little rebar and added burlap Hot Curl did pass the odd test, and the date was made for

the surfy, counterculture icon to be reinstated at Windansea. Amongst much pomp and circumstance, Hot Curl ceremonially returned to the beach. Unfortunately, just two weeks later, Hot Curl was demolished by unknown assailants during the dark of night. After that night, any Hot Curl statue disappeared from public view.

By then, though, Hot Curl's fame had grown immensely. Hot Curl made his Hollywood movie debut in the campy, 1964 film *Muscle Beach Party*, starring Frankie Avalon and Annette Funicello. Soon thereafter, Hot Curl became a nationwide sensation, appearing in SurfToons comics and as a plastic model kit, selling hundreds of thousands of units. Nowadays, Hot Curl can be found within the pages of Surfer Magazine, who has been working with Dormer for two the past years and running topical Hot Curl cartoons in most issues.



Above: Mike Dormer and friends.



Right: It was shoulder to shoulder as many came to honor Mike and see Hot Curl up close.

Despite his busy schedule, though, Dormer made time in late March to bestow a full-size Hot Curl replica statue into the loving embrace of the California Surf Museum. The museum hosted the event, where Dormer was honored by a packed house and offered an historic speech amongst the cheers and applause. Plus, the statue's return was not complete without a new, supporting line of essential Hot Curl T-shirts and other sought-after products, such as signed, limited edition art prints, bottle openers and coffee mugs, which can all be purchased in the CSM gift shop.

—Ryan Smith

# Tom Keck Appreciation Day

A party honoring Tom Keck and celebrating the extended run of his critically acclaimed "EXPOSED" photography exhibit at the California Surf Museum was held in late February. Attended by Tom's friends, fellow photographers, famous surfers, admirers and onlookers, the gathering also served as an opportunity to thank Keck for allowing the surf museum to host his first-ever solo exhibition, discuss its success and give those folks that sponsored some of the show's photos a



Tom and LeRoy Grannis, who made sure not to miss this special celebration.



Tom, Susie King, Linda Benson and Linda Keck. Susie took home "Huntington Beach."

chance to pick up the works they purchased and meet the man behind the lens.

Special thank yous must be extended to the museum's staff, board members and volunteers that helped schedule and promote, decorate, cater and work the event, the Oceanside School of Art for allowing CSM to use their space next door, and to the Karl Strauss Brewing Company and Papyrus Court wine for supplying the party with copious amounts of delightful libations.

—Ryan Smith



Joshua Shipp and his father drove all the way from Phoenix to meet Tom and pick up their photograph, "Surf Safari."

# Passings



© DAVID L. BROWN

## Woody Brown 1912-2008

It is with a heavy heart here at CSM that we mourn the passing of a special friend, Woodbridge Parker Brown, better known as Woody Brown and, to some, simply "Spider." We first met Uncle Woody at the San Diego premiere of the locally produced film *Liquid Stage* when he had been flown out from Maui by a bunch of his old Windansea pals. There, he was introduced to Faye Baird Fraser, San Diego's first woman surfer. Woody asked Faye when she had taken up surfing and she answered, "1925." He was blown away. "You beat me by 10 years!" he exclaimed. The two were seen talking animatedly throughout the rest of the evening.

Soon after, Woody became one of the stars of *Surfing for Life* and *Of Wind and Waves*, his biographical film, and was a regular visitor at the annual Windansea reunions and the California Surf Museum. He had a great influence on San Diego surfing, designing some short, hollow boards in the late '30s, and was among the first to tackle the surf at Windansea. A world-class glider pilot, he was also a successful advocate for the preservation of Torrey Pines Flight Park above Black's Beach. He was very enthusiastic about our museum's efforts to collect surfing history and came to our events

whenever he was on the mainland. It was a place to find old friends, he said.

I have a visual memory of Uncle Woody forever etched in my mind. It was at one of the Windansea gatherings, perhaps 1998, and Woody was standing there with a borrowed shortboard under his arm, checking out the waves, baggy red striped trunks, no wetsuit, cumbersome leash fastened about his waist, wispy white hair tousled by the breeze. Next to him stood a blond, pre-teen grom, color-splashed tri-fin tucked under his arm, tautly wetsuited from neck to toe, also checking out the waves. It was a terrific image, a contrast of the old and the new.... Oh, to have had a camera!

Finally, I just want to say that Woody Brown had the ability to make one feel better about oneself, about being a better human being. He had such warmth and generosity of spirit, one just came away from his presence wanting to be a better, kinder person. CSM was honored to have had such a friend.

—Jane Schmauss



## Good Morning! Arizona



Skydog discusses the finer points of shaping.

It took weeks of planning, phone calls and emails. And it was an early-morning wake up for only a few minutes of LIVE air time, but CSM staff member Julie Cox, CSM Board of Directors member Jerome Hall and CSM member and surfboard shaper Dan "Skydog" Highland gave it their best shot for the "Good Morning! Arizona" audience. Surfboard shaping is not a common term to the film editor, as they called the segment "Surf Shaver"—but it gets the point across nonetheless. If you don't live in Arizona and missed the show, you can view the video clips online: <http://www.azfamily.com/video/gmaz-browse.html>; scroll down to June 2nd's "Surf Shaver" and "Surf Museum."

—Tara Lee Torburn



Jerome Hall and Julie Cox talk about the different shapes and styles of surfboards.

# CSM Gift Shop



Summer is finally here and it's a great idea to stay cool by purchasing a few new CSM items for yourself and others.

**New CSM T-shirts** – The newly designed California Surf Museum T-shirt has arrived! A classic, blue "ringer" style T-shirt with a vintage, print logo, grab one while supplies last and show your CSM support. \$18.50

**Surfing Collectors Edition Monopoly** – With six custom pewter tokens including a surfer, shark, beach cruiser bicycle, woodie wagon, flip-flop and surf wax, vie to ride the most famous surf spots in the world with America's most popular

board game. \$32.95

**CSM Logo Coasters** – Got a cold, frosty "Old Guys Rule" beer mug filled with your favorite adult beverage? Then protect your table with a handful of CSM logo coasters. \$5.

**A Surfer's World Map** – The Surfer's World Map is a wonderfully intricate and well-researched map of surf spots around the world. This illustrated, 15" x 28" wall map is a must-have for any surfer or map lover. \$19.95

## Bud Browne Honored



Bud Browne and Woody Brown

The small, sleepy college town of San Luis Obispo kicked it up a notch when a huge surf crowd turned out to honor early filmmaker Bud Browne in March. Perhaps 800 guests filled the downtown Fremont Theater to pay tribute to the 95-year-old surf movie pioneer. Filmmaker Jack McCoy, who had flown in from Australia, and legendary big-wave artist Peter Cole served as co-hosts for the evening, entertaining the audience with amazing stories throughout. The first film shown was a short based on Bud's career (from *The Surfer's Journal's* series), followed by Browne's classic, *Surfing in the Fifties*. Afterwards,

surfing personalities were seated on the stage, and each was able to say a few words about Bud, and to field questions from the audience. The impressive lineup consisted of Fred Van Dyke, Gerry Lopez, Linda Benson, Bruce Brown, John Peck, Walt Hoffman and Joel Tudor.

Long regarded as one of the best bodysurfers of his time, Browne's considerable water skills came in handy when he ventured into the challenging surf on the North Shore to film top surfers. "Bud was the most courageous person in the water, bar none," said longtime friend and photographer LeRoy Grannis, recently. "He would go out in the most radical conditions, and always had confidence that he would get the footage he needed. Those of us on the shore would just shake our heads in disbelief."

A schoolteacher who shot in Hawaii during his summers off, Browne was credited with making the first commercial surf film, *Hawaiian Surf Movies*, in the early 1950s. Others followed, and he would travel up and down the California coast, showing and narrating his films wherever he could. He made his own waterproof camera housings (think bathing cap and duct tape) and even created a type of dry suit that allowed him to spend more time in the water.

Bud attended several CSM events when we occupied the old location by the Oceanside Pier. He was filmed for a lengthy interview at our very first location in Encinitas. CSM is proud of our association with this remarkable gentleman. —Jane Schmauss

*Time to Renew Your Membership?*

**Red Dot! • Green Dot!**

"Mahalo" to all those who have brought their memberships current. Do you have a red dot on your mailing label? It is time for you to renew your dues. Use the remit envelope enclosed, or use the form below and send it in. You can also download the form from CSM's Web site, [www.surfmuseum.org](http://www.surfmuseum.org) (click on Membership). Don't miss out! Your support helps the museum in preserving our surfing heritage.



# California Surf Museum

PRESERVING OUR SURFING HERITAGE

Date \_\_\_\_\_

- New Membership**  
 **Dues Renewal**

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 **Hang Five**               **\$50**  
 **Hang Ten**               **\$100**  
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I am interested in the following:

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New membership includes a license plate frame and window sticker, periodic newsletters and invitations for all Museum events.

**FOR NEW MEMBERS ONLY:** GET A CSM LOGO T-SHIRT FOR \$10 + \$5 S&H. Circle one T-shirt size: **S M L XL XXL XXXL**

If ordering New Membership(s) by mail, please add \$5 for shipping and handling. Mail to:

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*CSM Happy Hour  
at Harney Sushi  
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See CSM at San Diego  
County Fair through July 6*

## CSM at 2008 San Diego County Fair at Del Mar

This year, San Diego County's giant annual fair, held at the famous Del Mar Fairgrounds for its 63rd straight year, features a brand new exhibition by the California Surf Museum. Tying in with the fair's 2008 theme, "A Summer of Sports," CSM curated, designed and created the museum's latest mobile show, entitled "Surfing in San Diego," especially for this stop on the seasonal county fair circuit.

Showcasing a fresh gallery of more than twenty, historic surfboards, many never before seen by public eyes, from CSM friends and collectors like Bird Huffman, John Bishop, Bobby "Challenger" Thomas, Gary Linden, Woody Ekstrom, L.J. Richards, Schuyler McFerran, Julie Whitegon, Carl Ekstrom and the Don Okey Family Collection, the "Surfing in San Diego" exhibit highlights some of the county's best surfers and shapers, past and present.

Nearly 60 rare photographs also accompany the amazing lineup of boards, tethered together by a four-part story of San Diego's famous waves and unique beach regions. Historic and modern images from respected photographers including Don Balch, Damea Dorsey, John Elwell, LeRoy Grannis, Russ Hennings, Lee Louis, Tom Keck, Lance Smith, Jon Steele



Chuck "Gunker" Quinn (left) and Tom Carlin prepare to drive down to surf The Sloughs with four Bob Simmons surfboards in the truck. John Elwell Collection

and Ken Woodward, plus pictures pulled from the personal collections of Don Craig, Jack "Woody" Ekstrom, Dick James, "L.J." Richards and Mike "Electric Duck" Richardson, will all be on display for the full run of the fair.

Visit "Surfing in San Diego" in the Summer of Sports Theme Exhibit hall, just to the right of the main entrance at the O'Brien Gate. The 2008 San Diego County Fair runs from June 14 to July 6. See [www.sdfair.com](http://www.sdfair.com) for more details.

—Ryan Smith

Special thanks to the many wonderful folks who helped make our San Diego County Fair presentation on June 14 such a success. Ryan Smith wrote the display story, describing San Diego's variety of surf spots from Imperial Beach to the far reaches of North County, and also sourced and edited all of the exhibit photography. Tara Lee Torburn worked his text and colorful photos into four banner presentations. Mike Burner, John Bishop, Tillman Eakes, Jack Francis, Bird Huffman, Joe McCallum and Jane Schmauss brought in the assortment of boards and erected the display. Curator Todd Tobias and Patrick Down, from the San Diego Hall of Champions, loaned us two boards from their current surfing exhibit.

On the Fair's opening day, film historian Ira Opper provided a dramatic presentation of San Diego surf footage that he created especially for this event. *Surf Shot Magazine* capped off the afternoon with their story in images provided by Don Balch, Jon Steele, and others.

Master boardmaker Jim Phillips was on hand to show the finer techniques of shaping to the crowd on Saturday.

And finally, sincere thanks to the many noteworthy surfers who graced the stage to talk story, answer questions from the audience, and sign autographs...we owe it all to you!

—Jane Schmauss