

# Outside!



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FALL 2008

Newsletter of the California Surf Museum • Oceanside, California



## Film Festival Opens with Bruce Brown Nov 7-9

### FUEL TV presents The First Annual California Surf Festival of Film

#### Tickets Going Fast!

Bruce Brown will do a live narration of his watershed film, "The Endless Summer," as the integral part of CSM's first Surf Festival, November 7-9 at the Grace Chapel in downtown Oceanside. This one-time-only, narrated showing of "The Endless Summer" will take place on Saturday, Nov. 8, and Bruce's grandson Wes will be standing by to provide support and encouragement. "Endless" co-stars Robert August and Mike Hynson are also expected to be in attendance for this momentous occasion.

The California Surf Film Festival is a first for CSM, and we are thrilled to be offering a dozen top-quality films throughout the three-day event. There is a mix of older and new films, something for the groms and the graybeards, even a West Coast premiere of an

unusual Australian film. Tickets are available as follows: \$150 VIP pass covers all scheduled films, and the catered pre-screening party for Bruce and his family. General admission to "Endless Summer" is \$35. Admission to all other films is \$10 each. All proceeds go to the California Surf Museum and space is limited – sign up now!

Friday schedule, Nov. 7: 3 pm - "Out There" by Treaton Gravity; Short: "Distant Shores." 5 pm - "WaterMan" with Laird, Gerry, Rob, Dave, and the Malloys; Short: "Little Big Wednesday." 7 pm - "One Track Mind" by the Malloys; Short: "Play Mobil." 9 pm - "Chasing Dora" by TJ Barrack and Wes Brown, with Mickey Muñoz in attendance; Short: "Miki Dora in Hollywood."

Saturday schedule, Nov. 8: Noon - "Under The Sun" by Cyrus Sutton; Short: "June."

2 pm - "The Surfers," Short: "Surf Noir." 4 pm - "Slippery When Wet" by Bruce Brown. 6 pm - "Red Bull: Inside Teahupoo, Short: "RIP Tide." 8 pm - Bruce Brown 50th, Brown Short, and "The Endless Summer."



Bruce Brown

Sunday schedule, Nov. 9: 12:30 pm - "The Life." 2 pm - West Coast premiere of "Musica Surfica" by Mick Sowry, Short: "Carvings."

The Grace Chapel was known for 50 years as the popular Crest Theater, and is located at 102 N. Freeman St., two blocks south and one block east of the museum.

**Buy your tickets and get all the details at [www.californiasurffestival.com](http://www.californiasurffestival.com) !**



Old Timers' Day honorees: clockwise from top left, Larry Gordon, 2007; Woody Ekstrom, 2006; LeRoy Grannis, 2005, and Rabbit Kekai, 2008.

## Rabbit Kekai Enjoys Old Timers' Day!

Strains of Hawaiian music from the Moonlight Beach Ukulele Strummers filled the air, and one of the highlights of the entertainment was provided when proud CSM's Advisor Black Mac McClendon's great granddaughter, 9 year-old Chloe Carnerie, performed several hulas. Four generations of Mac's family were on hand to enjoy the festivities. Special guests in attendance included past Old Timers' honorees LeRoy Grannis, Larry Gordon, and Woody Ekstrom. An inquisitive reporter asked Woody how old an 'Old Timer' is. "Depends on how fast you age," he shot back.

Member Kenny Rhoades was thrilled with the turnout: "Just to be able to meet Rabbit and shake his hand made my day. It was also great to see LJ Richards and Skip Frye there too – these guys are my heroes!"

Local artist Wade Koniakowsky's colorful, dynamic painting of Rabbit was a big hit. The portrait was used on a collectible T-shirt and a limited series of prints sold out. Longtime CSM member Johnny Yelusich presented the venerable old timer with a pen and ink original

portrait, presented in true Aloha fashion.

CSM would like to thank Toes on the Nose and OluKai Premium Footwear for stepping forward to sponsor Rabbit's Big Day. We were fortunate to have Bill Oxley acting as emcee, and he composed a special tribute to the Hawaiian waterman. We also received special gifts from Hansen Surfboards, Tom Keck, Nalu's Island Grill, Heineken Beer, Dan Todd, Gary Young, and Tom Glenn.

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

CSM's latest Old Timers' Day, with Rabbit Kekai as guest of honor, was a huge success, and a day that will be remembered by all attendees for a long time! All afternoon long, folks lined up to greet the affable Rabbit, and many were old friends from the islands that he wasn't expecting to see. Also, "Rabbit – you don't know me, but you taught me to surf in Waikiki in 1979, and I will never forget YOU," was typical of comments overheard that day.



## California Surf Museum

PRESERVING OUR SURFING HERITAGE

A 501(c)(3) Organization  
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**Proud Member of**  
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State and Local History  
California Association of Museums  
Oceanside Chamber of Commerce  
MainStreet Oceanside

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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:

### June

Mike McNow, Oceanside  
Kathy Klossner, Cardiff  
Daniel Reinke, Oceanside  
Santiago Aguerre, La Jolla  
Fernando Aguerre, La Jolla  
Evelyn Evans, Oceanside  
Dan Condrick, San Diego  
Mike Day, Oceanside  
Ty Domke, Napa  
Tony Pesqueira, San Diego  
Leah Stephens, Oceanside  
Grace Kessler, Carlsbad  
Marie-Helene Day, Carlsbad  
Barbara Hespel, Escondido  
Wilson Lyle, Basalt, CO

### July

Allen Kukel, San Diego  
Don Fay, Borrego Springs  
Susan Dalton,  
Manchester, MA  
Gus Owen, Dallas, TX  
Dylan Ennis, Carlsbad

### August

Michael Woodey, Cardiff  
Brian Watkins, Saginaw, MI  
Jon McDonald, El Cajon  
Alfonso & Maie Ugalde,  
Bonsall  
Jim Gale, Salt Lake City, UT  
Bob Wierenga, Murrieta  
Shawn Ambrose, Oceanside  
Mike Thomas, Etna  
Brad Anderson, Temecula

Bruce Rampick,  
New Orleans, LA  
Ruben Andreatta, Indio  
Liz Cockrum, Cardiff  
Randy Laine, Carlsbad  
Sheila Cameron, Encinitas  
Stephanie Phillips, Pacifica  
Don Wofford, San Diego

### September

Brian Fitzgerald, Carlsbad  
Chuck Quinn, Pacifica  
Susan Cox, Morro Bay  
Bruce Blandy, Carlsbad  
David Jenkins, Encinitas  
Larry Nelson, Carlsbad  
Margret Herrington, Hemet  
Jim Gilcrest, San Diego



## Golden Crown Productions Benefit Concert for CSM!

Picture a balmy August evening, with rolling hills of vineyards as far as the eye can see, and the sounds of classic surf tunes filling the air...that was the venue at the Inn at Churon Winery in Temecula when Paul Johnson and Gil Orr of the Duo-Tones put on a fabulous fundraiser for

CSM! The Duo-Tones consistently brought the crowd to its dancing feet with non-stop vintage tunes. Paul and Gil fit in comfortably with the Napa-Valley-like atmosphere, but when "Pipeline" composer Bob Spickard (of the 'Chantays') took to the stage, all seats emptied and the event more closely resembled a good old beach party! Gary Young of Encinitas and Brad Anderson of Temecula provided their classic woodies to add to the atmosphere.

One of the evening's highlights was the auctioning off of a fine guitar. The proud winning bid came from Janet Johnson of San Diego, and she is now a member in excellent standing here at the museum.

Many thanks to Greg Hogan and his staff at Golden Crown Productions, and to the Inn at Churon Winery, for raising over \$2000 to benefit CSM. You won't want to miss next year's concert!



## Just a little renewal reminder...

If your mailing label has a red dot on it, it's a reminder that you need to renew your dues for the upcoming year. With our projected re-location to 312 Pier View Way (just around the corner, closer to the beach!) to take place in the spring of 2009, we are planning a busy schedule of activities and events – you don't want to miss out! Our quarterly newsletters and special mailings are designed to keep you informed, and our website's schedules are even more current (www.surfmuseum.org). It has never been more important to get behind your favorite museum and show your support! Give a membership to a family member or friend for Christmas – get creative! Please renew today!

## 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 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. The Annual Membership Meeting will be held in February 2009 at CSM's new facility at 312 Pier View Way.





## 312 Pier View Way Takes Shape

On August 13, 2008, the Oceanside City Council unanimously voted (5-0) to appropriate \$624,975 of Redevelopment Bond Funds to retrofit and upgrade the city-owned building at 312 Pier View Way. Also approved was a 5-year lease with options for the 5,000-square-foot space at only \$100/month. The contract with DLS Builders of Orange, California, was signed August 20, and construction has been proceeding at a fast pace. DLS is on schedule for their part of the project to be complete before the end of 2008, at which time CSM will begin build-out of the interior. Anticipated move-in is during March 2009.

With the dramatic façade becoming a reality, I talked to CSM Advisor Louise Ravera Balma, the architect and designer, about her inspiration. She recalled gathering input from the Board of Directors, CSM members and others, and creating seven sketches

with different themes: Hawaiian, traditional, arts and crafts, modern, etc. After one round of changes, her wave-themed design was selected without hesitation by dozens who viewed the sketches. Louise said it is meant to be unique and catch people's eye and certainly not look like a traditional storefront.

For the interior floorplan, Louise conducted a series of interviews with the Board on CSM's needs. Both Fernando and Santiago Aguerre provided valuable advice as well, resulting in an open floor-plan that will allow seating of about 150 people for special events.

Louise and Board member Mike Burner are volunteering their time as Project Managers, spending many hours every week at the construction site. After a couple years in the making, all are excited and looking forward to the upcoming move to 312!

—Tara Lee Torburn

## Old Timers' Day Fun!



Above: Rabbit with the hula dancers. Left: Oceanside shaper Gary Linden has a laugh with Rabbit.

Right: CSM's Jane Schmauss, who originated the Old Timers' Day celebration, discusses Rabbit's story about the board he is riding in the photo used as inspiration for Wade Koniakowsky's painting.



## 11-year-old Noah Davis Wins Board!

Young Noah Davis, of El Dorado Hills, California, just KNEW he was going to win the killer K-5 surfboard in the latest museum prize drawing! On a beach vacation to Oceanside, and, despite the well-intentioned advice of his family members not to spend ALL his vacation allowance on prize drawing tickets, he was inspired to blow the whole \$32 on chances for that awesome board. When he got home, he taped all the duplicate tickets in a frame around the doorway to his bedroom – he knew he only needed ONE to be drawn, and they were on his mind every day. And, sure enough,



when the winning ticket was drawn on August 20, his faith was rewarded. The family was able to plan their next getaway for October, and Noah happily picked up the board and immediately went out to the Pier for a session with his dad.

Personable and articulate, the pre-teen grom is already a gifted and award-winning artist. He has taken to the surf like a pro – he excels at skateboarding as well as other sports – and he has promised to stop by the museum whenever he's in town, just to let us know how his life and surfing are progressing.

**Best of luck Noah!**



Above: Gary Young shares a moment with Rabbit. At left, Johnny Yelusich presents his sketch. Below, Nalu's Mike Garrett, Rabbit, Coral Reef's Tony Jones and CSM vp Jim Kempton. Mike Garrett's delicious food and generous support helps CSM's fundraising efforts.



Bing Copeland

## Booksigning November 23rd

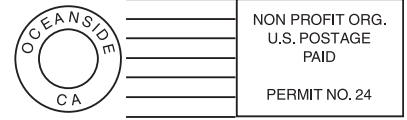
Bing Copeland and author Paul Holmes will host a booksigning for *Bing Surfboards – fifty years of craftsmanship and innovation* at CSM on Sunday afternoon, November 23, from 1-4 pm. We are



thrilled to have this opportunity to meet Bing and congratulate him on a remarkable 50-year history in surfing. Get a book – get an autograph or two. Think about your holiday gift shopping. Come on by for refreshments and good ol' stories...



Paul Holmes



**RETURN SERVICE REQUESTED**

*Film Festival  
 November 7-9, 2008*  
*Bing Copeland Booksigning  
 November 23, 2008*



**Lucia Griggi Visits CSM**

In February, the California Surf Museum was honored by a visit from Lucia Griggi, a 25-year-old surfing photographer based in Cornwall, England. Lucia was passing through California on her way home from Hawaii, where she earned her stripes by photographing the Pipe Masters contest from the water. She regaled us with stories of having to learn the hazards and other ins and outs of shooting in such a perilous environment – all just to get those fantastic shots so prized by the media.

A self-taught photographer, Lucia first grabbed her dad's camera and began shooting several years back, and has yet to stop. So far, she has taken photos in the Maldives, Alaska, Hawaii and the Canary Islands, and also has commercial contracts within the surfing industry. Excited by her new career, Lucia enjoys going wherever the assignments take her. Check out some of Lucia's work at [www.luciadaniellagriggeri.co.uk](http://www.luciadaniellagriggeri.co.uk).

—Jane Schmauss/Ryan Smith

**Wood You Ride One?**

This spring, CSM had an exciting visit from Long Beach-based surfer Erin Ashley, who brought in a new-school board based on an ancient Hawaiian design. Lucky girl! The finless, thin, flat surfboard, carved from strong, Australian paulownia wood, was shaped and given to her by Jon Wegener of the new Alaia Surfboards label. Tom Wegener, Jon's brother and partner, shapes these boards in Australia. Erin educated us on the ins and outs of riding an alaia, explaining that you have to be right in the pocket to catch a wave, and that the board feels flexible, fast, light and alive.

Until recently, this style of surfboard was mostly seen on display in museums, but, thanks, in part, to Tom in Australia and Jon, who shapes them in California, these alaias are popping up everywhere—in lineups, on Internet sites like YouTube, in the pages of surf magazines and in films. For more information on Alaia Surfboards, see [www.tomwegenersurfboards.com/html/alaia.html](http://www.tomwegenersurfboards.com/html/alaia.html).

—Julie Cox

