

OUTSIDE!



Newsletter of the California Surf Museum • Oceanside, California

WINTER 2011

Volume 25 Issue 1

Honoring Rell Sunn and Her Spirit of Aloha on the Closing of WOW: Women On Waves

Being recognized on February 19 is the amazing success of the groundbreaking "WOW: Women On Waves" exhibit as it ends its one-year run. One of the featured surfers, Rell Sunn, was not just a CSM Advisor but also a strong supporter of CSM. Rell, who had a big role in pioneering women's surfing, was herself fortunate to have met many of the pioneering women surfers, and then nurtured and mentored the younger girls, who are now making their mark in surfing history.

Author Greg Ambrose spent many years capturing stories of "Auntie Rell" as told by her friends. Greg has been a former editor and writer at the San Francisco Chronicle and was the ocean reporter and editor for the Star Bulletin in Honolulu. He is currently a freelance writer and is the featured contributor to the Discovery Channel's prized show, Shark Week. He will be autographing his recently published book "Stories of Rell Sunn: Queen of Makaha."

For those not attending the Annual Social, Greg will be available for a booksigning from 3-4pm on Saturday, February 19, at CSM.

CSM Celebrates 25 Fantastic Years!

at the Annual Members' Social Saturday, February 19, 2011 • 5-8 pm

This is your party! All California Surf Museum members are invited to join in celebrating CSM's 25th anniversary and honoring a roomful of past Board Members at our annual members' social on Saturday, February 19 – to be held at the California Surf Museum of course!

25 Years and Counting!

Nostalgia is the theme and a solid future is the dream for the many talented individuals who have helped us get this far. Some of you may remember the humble beginnings at George's Restaurant in Encinitas, and the opening of our first off-site exhibit in Moonlight Plaza. After about a year, there followed a two-year stint in a shopping center in Pacific Beach, and that was followed by six years across the street from the Oceanside Pier in the old Pride's Inn on Pacific Street, and its full city block for us to use.

The City of Oceanside began to take notice of our visitor numbers and they allowed us to stay for nearly 14 years in a city-owned building on the corner of Coast Highway and Pier View Way. Now we are pushing the limits of the 5500-square-foot city-owned facility we inhabit today – we sure have come a long way!

To help us truly celebrate our journey, volunteers are hard at work putting the finishing touches on the 25 photo albums that will provide a year-by-year flashback of our colorful history, and will be on display for the evening.

"I'd totally forgotten how many wonderful events we've had or participated in during these past years," said Jane Schmauss, CSM Historian and co-founder. "Organizing the albums has brought fond memories flooding back."

The Shirt Off Your Back Fundraiser

Meet more members and help us raise money! Check your closet for an old CSM event T-shirt or favorite Aloha shirt you are willing to part with. Wear it to the event, and wait for others to bid on your shirt. Before the end of the evening, winning bids will be announced and paid to CSM, and you will give your shirt to the winning bidder. Be prepared with something else to wear, unless you are the winning bidder on someone else's shirt!

Food and Drink

We are pleased to announce that Surf Brothers Teriyaki will provide plenty of tasty food for the evening and our amazing volunteers from Oceanside Glasstile will man the bar, serving Kona beer, Barefoot wine, Smartwater and other beverages.

Admission is free for CSM members in good standing; admission for others is \$10 each and payable at the door. Check your membership status through the "Members Only" link on surfmuseum.org, or call (760) 721-6876. Now is your chance to renew your dues and support CSM as it leads the way for the next 25 years. Or become a member, gain free admission to this celebration, and get a free t-shirt and enjoy other member benefits. RSVP by February 16 to csm@surfmuseum.org or (760) 721-6876.

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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 through capturing, preserving, and chronicling its art, culture and heritage for the education and enjoyment of future generations.

2010 Donations

An extra-special thank you to all those who supported the California Surf Museum through their generous donations in 2010. If your name is missing from this list, please accept our sincerest apologies and let us know immediately.

"In Memory of"

In Memory of Mark Andrew McKendry

Joe and Tish Gallagher

In Memory of Carole Enmark

Harry Enmark
Jane Schmauss
Lynda Lee
Lori Babbitt
Christine Taylor
Tara Lee Torburn and Dan Highland

In Memory of Robert Gray

Deborah Stillman
Carole Bunker
Mr. and Mrs. John Lyons
Tara Lee Torburn and Dan Highland

In Memory of Doug Tico

Teresa Tico
Lee and Cathy Smith

Item Donations

Many exciting items were received this year to add to CSM's growing Archives and Collections; all of these are being added to CSM's digital database. Having all of CSM's items cataloged is only one step in the involved process to become an accredited museum.

Surfboards and Accessories

Original Churchill Fins from Dave Flory
Surf n Sea beaver tail wetsuit and Zori sandals from Gary Piefer
Stinger Surfboard from Julie Cooper, Cineflix Production
1970s V-bottom single fin from Howard Anthony
Russell 8'5" surfboard from Chris Weinold
1970s Ron Romanski kneeboard from Howard Brust
Tom Blake style hollow boards from Bruce Hoban

Magazines and Books

Early 1930s magazines and music books from Woody Ekstrom
SurfLife for Women magazines from Sunshine Makarow
Surfers' Journal magazines and old surf videos from Rita Gray, in memory of Robert Gray
55lbs of assorted surf books from Thomas Tyle
Slide magazines from Ryan Smith
1960s-70s Surfer magazines from Karen Coulthard

Other Ephemera

Stubbies Pro posters from Chris and Emily Wichmann
Personal memorabilia from Vina Schmitt
Surf photos from Stephen Brown
Various engravings documenting surfing in the 19th century from Dan Pincetich

Cash Donations

\$5,000-9,999

Craft Brewers Alliance, Inc.
Clif Bar Co.
Roxy
Chuck and Patty Goble
Donna Matson

\$1,000-\$4,999

City of Oceanside
Romantix
Source Interlink
Edison International matching donations
Terri Murray
The Josepho Group

Larry and Louise Balma
Tara Lee Torburn and Dan Highland
\$250-\$999

Heather Brown
Jim Marmack
Randy Wilkerson
Capital Group Co. matching donation

Up to \$249

Betty Winstedt
Four Winds Surf, Inc.
Good Search
Leslie Cota and Joseph Adlesich
Sharon Mansfield
Pete and Alda Ravera
Joe Gallagher
William Sperling
Howard C. Doty
Richard and Mary James
Kim and Gordon Hunt
Ron and Cheri Dixon
O'Connor Family Trust
Stanley Fleener
Diane and Donald Takayama
Chuck Quinn

New Members

February

Theodore Davis
Lisa Foltz
Scott Fraser
Jim Mitter Miller
Jeannette Schumacher Prince
Trent White

March

George Bueil
David Endleman
Jody Hubbard
Kim Hunt
Valerie Johnson
Donna Matson
Debby Rae Bower
Wendy Schwab
Ellie Showalter
Marcia Winchester
Stone Steps Manufacturing

April

Denise Barksdale
John Broeker
Ken and Jan Burton
Anthony Chavez
Butch Cornelius
Robert Ellis
Shane Gunsalus
Judd Handler
Jordan Rennick
Laura Troncoso
Rob Weaver
Sandi Sawa and Shane Hazlewood

May

Gary Arnold
Chris Brown
Don Dewhurst
Frank Hess
Jennifer Janis
Dessa Kirk
George Kohn

New Members Continued on Page 4

Seeking Board Members for 2011

The California Surf Museum is Seeking Board Members for 2011

It's the New Year and time again for turning over a new leaf, for reexamining our work and lives, for refocusing on what we really want, and for refreshing our commitments to good works.

It is with this spirit that the California Surf Museum is seeking a diverse group of individuals, professionals, business executives and/or community leaders, who will bring passion, access and influence to the California Surf Museum as a member of its Board of Directors. Each Director is expected to support the growth and development of the museum. Candidates must have a commitment to preserving our surfing heritage and culture. Candidates must have innate leadership, management and interpersonal skills, patience, be a team player, listen well, and have a good sense of humor. Board members must have willingness to commit time for board meetings, committee meetings, planning

sessions and special events within the two-year term. Board members must be a member in good standing of the California Surf Museum.

This is an exceptional opportunity to foster the growth and development of a world class surf museum devoted to capturing, preserving, and chronicling its art, culture and heritage for the education and enjoyment of future generations.

If this is something you are interested in, and wish to give of your time, please submit your resume to: Attn: Board Nomination, California Surf Museum, 312 Pier View Way, Oceanside, CA 92054.

Candidates will be interviewed by the President and or members of the executive Board of Directors and asked to attend one or two board meetings. Nominations will then be made to the Board of Directors for election. Candidates will be notified of the result immediately following this process.

—Louise Balma

Annual Members' Business Meeting

Tuesday, February 22, 2011 • 6pm at the California Surf Museum • 312 Pier View Way, Oceanside

The California Surf Museum has a total of 15 board positions with two-year terms. Board members typically serve a two-year term and meet monthly at CSM, with additional meetings as required. Currently, Board meetings are regularly held the fourth Tuesday of the month at 6 pm at CSM.

Seven positions are expiring. Four current board members are interested in running for reelection to the board for the 2011-2012 term: Louise Balma, Jack Bly, Jim Kempton, and Dick Saar. There are three two-year positions remaining. In addition, there will be two positions open with one year remaining on the 2010-2011 term.

Voting will be done by closed ballot at the meeting on February 22. All CSM members in good standing are eligible to vote, but must be present at the meeting.

As noted in the article above, if you are interested in being a CSM Board member, and wish to give of your time, please submit your resume to: Attn: Board Nomination, California Surf Museum, 312 Pier View Way, Oceanside, CA 92054.

For those interested in participating, but not as a Board member, volunteers are always needed for a variety of projects; call (760) 721-6876 to sign up.

Support the California Surf Museum —here are 10 ways you can make a difference.

1. Become a member of the California Surf Museum, or renew at a higher level.
2. Get your friends to join the California Surf Museum — and become a member too, if you are not already a member.
3. Become a docent and help share surfing's history and culture with the thousands of visitors and groups that come to the California Surf Museum each year.
4. Volunteer to serve on a California Surf Museum committee such as Archives and Collections, Exhibits, Events and Marketing, Memberships, or Public Relations/PR.
5. Make a donation of \$1,000 or more and have your name or family name added to the beautiful donor surfboards located in the museum entrance.
6. Donate an item for the California Surf Museum's Archives or Collections.
7. Set up your estate to include the California Surf Museum as a beneficiary.
8. Help with community outreach by partnering with the California Surf Museum in other organizations and events you may be involved with.
9. Become a member of the Board of Directors. The California Surf Museum is currently seeking new board members for 2011; board members serve a two-year term. See articles at left.
10. Attend the many fundraisers and events produced by the California Surf Museum in the coming year.

If you are interested in supporting the California Surf Museum and need more information, please contact the California Surf Museum through email at csm@surfmuseum.org, call (760) 721-6876, or for memberships and donations, go to www.surfmuseum.org.

Attention CSM Members!

Please make sure we have your current email address! We frequently use email to notify our members of upcoming events and special offers — we do not want you to be left out.

Go to www.surfmuseum.org and click on the Members Portal tab at the top of the page.

Log in to your "Member's Only" account by entering your email address and password. If you do not know your password, click on "Forgot Password" and an email will be sent with it. Once logged in, you can change your password.

While logged in, please also take time to look at your account information and update your mailing address, phone number, or any other information that may not be current. You can also set your notification preferences.

This is your museum. Help us help keep you up-to-date by keeping your information current. Thank you!

Support the preservation of your surfing heritage — join today!



California Surf Museum
PRESERVING OUR SURFING HERITAGE

DATE _____
Circle Membership Level

☐ NEW MEMBERSHIP
☐ RENEWING MEMBER

GREMMIE/LEGEND \$25 Student/Senior
Full membership benefits and 4 Guest Passes. CSM logo T-shirt (1) for new memberships only.

SURFER \$50 Individual
Full membership benefits and 4 Guest Passes. CSM logo T-shirt (1) for new memberships only.

OHANA \$75 Family
Full membership benefits and 8 Guest Passes. CSM logo T-shirt (2) and license plate frame for new memberships only. Includes: spouse and children under 18 yrs. old.

MALIBU CHIP \$100 \$250 \$500 Member Donor
Full membership benefits and 12 Guest Passes. CSM logo T-shirt (2), CSM logo coffee mug (2), and license plate frame for new memberships only.

MEMBERSHIP BENEFITS

- Unlimited free admission to all exhibitions
- Invitations to exhibit openings and special events
- 10% discount in the museum store
- Discount pricing to most special events
- Complimentary CSM sticker
- Volunteer opportunities
- Complimentary subscription to *Outside!*, the newsletter of the California Surf Museum

New Members Only — CSM logo T-shirt size:
Men's **S M L XL XXL** Women's **S M L XL**
If mailing, please add \$5 S&H. Thank you for your support!

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

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Payable to **California Surf Museum**
312 Pier View Way • Oceanside CA 92054
(760) 721-6876 • www.surfmuseum.org
Subject to change without notice.

COMING EVENTS!

February

Saturday, February 19, 3-4pm

*Memories of Rell Sunn booksigning
with Greg Ambrose*

Saturday, February 19, 5-8pm

*Annual Members' Social Celebrating
CSM's 25th Anniversary and
Memories of Rell Sunn booksigning
with Greg Ambrose.*

Tuesday, February 22, 6pm

*Annual Members'
Business Meeting*

March

Thursday, March 31, 6-8pm

*Wild Sea: Eco Wars and Surf Stories
from the Coast of the Californias
with WiLD COAST co-founder Serge
Dedina.*

April

Saturday, April 30, 6-11:30am

*Surf Swap Meet with the Longboard
Collectors Club; parking lot across
from CSM.*

May

Saturday, May 14

4th Annual Gala Fundraiser

November

Wednesday-Sunday, Nov 9-13

*4th Annual California Surf Festival
and 3rd Annual Grom Filmmaker
Contest "Big Shorts From Little
Groms"*

*All events at CSM unless otherwise noted.
Keep up-to-date by checking the Events
calendar at surfmuseum.org.*

Electrician needed

The California Surf Museum is reaching out to ask if you or anyone you know would like to help with our electrical needs. We need an electrician to install some additional lighting within the Museum Store. If you are interested in supporting the museum, please contact Louise Balma, Architect, at louisebalma@sbcglobal.net.

Experience an evening that will dazzle your senses!

Join us for the 4th Annual California Surf Museum Gala and Celebration of our latest exhibit Saturday, May 14, 2011

The Board of Directors and staff are very excited to invite you to this premiere fundraiser for the California Surf Museum. This exclusive event is held at the California Surf Museum at its beautiful facility at 312 Pier View Way in downtown Oceanside. Guests will have the pleasure of viewing the latest exhibit, enjoy fabulous food and delightful music, and discover opportunities to bid on one-of-a-kind treasures in the silent and live auctions—all while mingling with surf legends and ocean-loving individuals.

It is an incredible night not to be missed, so mark your calendar and save the date to come and support California Surf Museum's efforts to preserve our surfing art, culture and heritage for the education and enjoyment of future generations.

The Grand Celebration of WOW: Women On Waves at the California Surf Museum's 3rd Annual Gala Fundraiser, June 5, 2010.



Last year's Gala celebrated the WOW exhibit and the women of WOW. This historical gathering was captured as the women gathered on stage. Standing, left to right: Julie Cox, Izzy Thiyani, Donna Matson, Frieda Zamba, Cher Pendarvis, Linda Benson, Keala Kennelly, Lisa Andersen, Kathy "Gidget" Zuckerman, Maya Gabeira, Debbie Beacham. Seated, left to right: Indy Callaway, Cori Schumacher, Prue Jefferies, Jennifer Smith, Kassia Meador, Jeannette Prince, Eve Fletcher, Courtney Conlogue.

New Members Continued From Page 2

June

Nicholas Kohn	Susan Boyll
Wendy Lee	Chris Cremer
Jerry & Sheila Lemberger	Dave Engelhorn
Mary McGibbons-Craft	Tim Fields
Gary Sahagen	Spencer Ford
Billy Sharrock	Steve "Sam" Hamn
Lane Stewart	Keith Johnson
Robert Thompson	Jeremy Liedl
Jordan Rennick	Jeff Malecki

July

Ronald Messmer	Susan Boyll
Albert Sandoval Jr.	Lori Chevalier
Jill Smolin	Don and Joanie Clucas
Dave Thomas	Bruce Cook
	John Fiocco
	Lynn Greiner
	Brian Jackson
	Rod MacDonald
	Gary Mason

August

Donna Nieves	Mark Avilez
Christen Powell-Essinger	Andre Henriksen
Rod Rodgers	Joel Hinrichs
Kris Stewart	Brian Massrock
Lance Takata	Jeffery Meyer
Robert Wylie	Michael Brown Parlor
Andy Yates	Veronica Taylor
	Clay Wallace
	Robert J. Williams

Linda Benson Receives 2010 "Silver Surfer" Award at the California Surf Festival

On October 10, 2010, friends and fans of surf legend Linda Benson gathered at the Sunshine Brooks Theatre in Oceanside to pay tribute to the spunky woman who has both shined in and led the sport of surfing since she was 15 years old. The theatre lobby held a display with photos and captions, a few of Benson's surfboards, and her WindanSea team jacket from the 1960s. Inside the theatre, a fun, 20-minute video of vintage Bud Browne surf footage, mixed with photos, was shown on the big screen.

A lifetime achievement honor, the "Silver Surfer" Award is presented annually by the California Surf Museum to a surfer who has made significant contributions to the culture and lifestyle of the surfing community.

Linda Benson has been a worldwide inspiration, sharing both her talent

and her giving spirit. She has worn many hats in the surfing community including surf champion, surf contest organizer, and surf instructor. She was also voted Homecoming Queen in high school, worked as a United Airlines flight attendant for 30 years, and is a humanitarian, giving back to various community organizations.

Before the award was presented by last year's recipient, Gary Linden, surf author Paul Holmes spoke in detail of Linda's surfing accomplishments, friend and filmmaker Ty Ponder spoke about Linda's friendship, longboarder Julie Cox shared how Linda is a mentor for the younger generation, and former co-worker and longtime friend Sally Clevenger spoke about Linda's many accomplishments in her non-surfing life.

Congratulations Linda!

—Julie Cox



Gary Linden with Linda Benson holding 2010 "Silver Surfer" Award.

American Pickers Come to CSM



In early October, the History Channel's American Pickers, Mike Wolfe, left, and Frank Fritz, arrive at the California Surf Museum with their picks from Bird Huffman's surfboard collection, visited the day before.



Taping is underway! Mike and Frank listen intently as CSM's curator Ric Riavic talks about the surfboard. CSM's Operations Manager Julie Cox looks on. While in Oceanside, Julie did take time out to give some basic surf lessons to Mike and Frank – at their request! As of newsletter press time, we are still awaiting episode scheduling.

September

Mary Boehm
Alison Copeland
Pat Galvin
Phil Gibbs
Andrew Gunton
Davida Parker
Chuck Philen
Ron Stewart
Larry Templin
Bill Rode Wald

October

Joe Adlesich
Gayle Anderson
Daniel Bakker
Leslie Cota
Geoff Geary
Rick Gershon
Ed Gonsalves
Kyle Krahel-Frolander
Carol Malmud

Ronald Parker
Peter and Arden
Spacek

November

Craig Achin
Milford Wayne
Donaldson
Herschel "Skeets"
Jones
Barklay Sauers

December

Craig Achin
Ashley Attwein
Susan Barmasse
Jason Bethurum
Rick Cole
Rae Correia
Lia Harrison
Mezzano
Kurt McFadden

January 2011

Suzanne Peling
Brian Stora
Al Tarkington
Mary Thew
Chuck Logan
Dee Wright

New members as of press time.

Remembering Doug Tico

Oceanside lost a great surfing pioneer and role model with the passing of former city lifeguard captain Doug Tico in December. Born in the family home on Topeka Street in Oceanside in 1928, Doug came from a long line of Spanish settlers that went back to the earliest California land grants. The beach was his front yard and the love and respect he had for the ocean lasted throughout his lifetime. He took up surfing by age 12 and later became one of the first city lifeguards.

Former Oceanside lifeguard Cramer Jackson provided CSM with some vivid recollections of his mentor: "Doug was certainly my role model, and I know he inspired every young boy who hung out at the beach with his fitness, character, and as a gentleman. You couldn't find a better man to look up to. He surfed almost every day and inspired us with innovative maneuvers. He was the first person I ever saw 'shoot the Pier,' to time his plank to plow

between the pilings, and of course we younger guys all had to copy him. He had an amazing ability to 'tack' – to go sideways on the wave instead of coming straight in like they did on those Hawaiian waves we saw on the newsreels at the movies. Another thing I will always remember him for, was he used to do a handstand and, in that position, he would climb up the 60-70 steps that led up the bluff behind the Lifeguard Tower – on his hands! Every day! That was just one of the ways he kept in such great shape."

Daughter Teri added: "Long before the Nike commercials, my dad always said 'Just do it!' He told everyone 'there are no bad days.' He had such a positive attitude, I think he uplifted generations of young people and his spirit will live on in each of us."

In 2002, the Oceanside Longboard Surfing Club honored Doug with their prestigious annual LeRoy Grannis Waterman's Award.

—Jane Schmauss



One of the first serious surfers in the area, Doug Tico poses with the pine and redwood board he bought from George Miller for \$65. When Doug started surfing there were less than a dozen other surfers he knew of in Carlsbad and Oceanside. As he recalls, "I could drive my Ford Country Squire from Wisconsin Street all the way down to Seaside in south Cardiff—on the beach! Sometimes we'd even tow each other on boards. You can't do that today, but we were just kids out having fun."

—From "Surfing in San Diego," page 109. Photo courtesy of John Oakley.

Remembering Flippy Hoffman



Flippy Hoffman and Marge Calhoun skydiving! Marge Calhoun recently sent this photo to CSM, taken in Oceanside in 1964.

Marge Calhoun, unofficially the first women's surfing pioneer, sent this photo to the California Surf Museum after the November 2010 passing of her great friend, Philip "Flippy" Hoffman. They were on a sky-diving outing in Oceanside. As Marge put forth in a brief note, "To be with Flippy was always an adventure with lots of surprises and fun. I could write a book on what I knew of him – so many adventures! There was truly only one Flippy ... unique and funny. He will really be missed. He was one of the jewels of friendship in my life."

A ground-breaking big-wave rider on the North Shore in the early 1950s, Hoffman was also credited with taking on previously unriden Kaena Point in 1976. Along with surfing, diving remained a passion throughout his life. His knowledge and expertise of the California coastline was widely recognized. Flippy enjoyed a successful career with brother Walter in the family company, Hoffman Fabrics, a major supplier of textiles to the surf industry.

—Jane Schmauss



December Kēkēmapa

2011 Hawaiian Airlines calendar with the California Surf Museum one of 14 locations featured. While we do know CSM is in Oceanside, the airport of course is in San Diego—we are very excited to be included!

DROPPING IN!



You never know who may drop in to the California Surf Museum! Pictured here are longtime friends and early surfers Chuck Quinn and Eve Fletcher, who ran into each other at CSM on a September day. Both expert skiers as well, they reminisced about their snow adventures in Alta, Utah, and other resorts.

Eve, who lives in Laguna Beach and still surfs occasionally at San Onofre, is featured in the WOW: Women On Waves exhibit, which tells about her surfari to Hawaii with friend Marge Calhoun in the mid-1950s.

Chuck, who lives in Pacifica and was in town for the annual Windansea reunion, was visiting the California Surf Museum's new location for the first time. The son of a naval officer, Chuck was born in Hawaii in 1933 and first took up surfing in Coronado as a teenager. "Stormsurf Taylor, Dempsey Holder, General Walter Farrell, and Pat Curren were huge mentors to me throughout my surfing years. These were all larger-than-life watermen." He was a City of Coronado lifeguard in the 1950s, and says "I may have been the first person to surf 'Louis' Cove," at Descanso Point, south of Rosarito Beach in Baja, in 1958.

How did Chuck like the women's exhibit? "I want to congratulate the museum on the incredible story that's here on display. Even though I knew it was going to be about women surfers, the depth of this exhibit far exceeded my expectations ... and it's certainly a fitting tribute to so many remarkable women."



Oceanside's Patriceann Mead was the lucky winner of CSM's most recent raffle surfboard! Thank you to Asylum Boardshop for donating the great 8' longboard. If you or your company is interested in donating a surfboard as a fundraising opportunity for CSM, please contact us.



The CSM Museum Store sells ukuleles. Here a group of girls give the ukes a try with a spontaneous ukulele jam



Debbie Beacham (fifth from left), one of the surfers featured in the WOW: Women On Waves exhibit, recently brought her family in to see CSM and the exhibit.

A One-Tank Trip

Award-winning KTLA (TV channel 5 in Los Angeles) reporter Gayle Anderson brought her film crew to the California Surf Museum in October as part of the station's popular "One-Tank Trip" series. The "One-Tank" concept refers to the radius that Angelenos can travel by car to enjoy a reasonably priced, interesting getaway. Previous shows featured excursions to Balboa Park, the Palm Springs Aerial Tramway, the USS Midway in San Diego, and Carlsbad's Legoland. Somewhere in her research she had heard positive comments about the California Surf Museum and decided to make it the focus of a November airing.

Anderson, a self-confessed museum "junkie," dazzled staff and casual visitors with her enthusiasm and genuine interest in all things related to surfing. As informed as she was, she found the Women On Waves exhibit rich with new details. She and her cameraman cruised the display floor, and interviewed museum staff Julie Cox and Jane Schmauss about the various women, history, fashion and topics that were featured. Oh – and she became a full-fledged member! Welcome on board, Gayle!

—Jane Schmauss



Julie Cox, Gayle Anderson, Dick Saar.



Gayle "surfing" the photo mural wave.

California Surf Museum

312 Pier View Way
Oceanside CA 92054
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RETURN SERVICE REQUESTED

The Museum Store

CSM's Museum Store is full of unique surf products – browse our surf movies, autographed books, music, art, and more. We are proud to carry movie classics like *Endless Summer*, *Gidget*, and *Five Summer Stories*, but also have over 75 titles to choose from, including mainstream movies and rare finds. Surf artists Christine Brailsford, Julie Goldstein, and Heather Brown all have artwork featured in the Museum Store. Be sure to check out our selection of CDs from The Ventures, The Packards — and don't forget Dick Dale.

In 2011, we will be adding a variety of T-shirt styles for both men and women. Wearing a CSM shirt is a way you can support the California Surf Museum. Coming very soon: ChicoBags™, reusable bags made using recycled content, custom-printed with CSM's logo.

Members mean a lot to us and we would love to hear suggestions about products you would like to see in our new online store. Help us custom shape your shopping experience. Remember, CSM members get 10% off (including online store)!

—Todd Quinn
Museum Store Manager
todd@surfmuseum.org



After a visit to the new Bing headquarters in Encinitas, legendary surfboard shaper Bing Copeland stopped by in early December and was able to enjoy a leisurely tour of the Women On Waves exhibit. "It's phenomenal! You guys really did a terrific job in covering the women's stories. I'm very impressed!" He is shown here with CSM Historian Jane Schmauss in CSM's Museum Store, holding a copy of Bing Surfboards, available at CSM.