

OUTSIDE!



NEWSLETTER OF THE CALIFORNIA SURF MUSEUM | OCEANSIDE, CALIFORNIA | Summer 2013 | Volume 27 Issue 2

New exhibit coming in October

San Onofre, Birthplace of Southern California Beach Culture



San Onofre, Birthplace of California Beach Culture will be the featured special exhibit this fall, with a mid-October date for the opening.

The exhibit already has a few unique aspects about it as a California Surf Museum presentation. For the first time we debuted an exhibit outside the Oceanside site. “San Onofre, Birthplace of California Beach Culture” opened this summer to more than 840 first-day visitors at the Casa Romantica Cultural Center in San Clemente. Right in the heart of Orange County, it exposed many in the surf community to its first glimpse of CSM. Even better, it was underwritten almost entirely by the

San Clemente Cultural Center, which provided a great savings to CSM’s exhibit budget. The San Onofre exhibit will soon be at CSM in Oceanside, extending the enjoyment to the San Diego region.

The exhibit is the brainchild of Jim Kempton who has been imagining the concept for many years. “I attempted to create a James Michener’s Hawaii style exhibit about San Onofre,” says Kempton. “More than just the surf history it is a whole timeline of San Onofre.”

The exhibit starts with the ice age – showing how the cobblestones washed down the San Mateo riverbed and formed the cobbled points of Cottons, Uppers, Lower and Church.

It shows the development of the lagoon and riverbed, which is one of the last undammed watersheds in California.

From there it presents the plants, animals, Native Americans, then tracing the history of the Ranchos and Camp Pendleton, before coming to the discovery of the spot as a surfing Mecca.

Each decade from the 1930s onward is presented in all its glory. Rare ukuleles, early board shorts custom made for surfers, boards and images from the 30s and 40s, all from the earliest days at ‘Nofre, enrich the displays. And believe it or not, the United States Marines used surfboards with sonar during WWII!

An original letter from President Nixon who dedicated the land to the citizens of California, Old Rancho furniture and tools, and WWII uniforms from Pendleton all provide historical context.

Photographs by Loomis Dean from the original 1950 *Life Magazine* article about San Onofre’s unique lifestyle are included in the show. One of the most interesting archival items is a menu from the San Onofre Café, which up until the 1950s was a stopover along old Highway 101, just across from the entrance to Surf Beach. Rare Acjachemen tribe pottery and tools are also on display.

A series of talks from Native Americans, a Park Superintendent, the Camp Pendleton Historical Society, and San Onofre Surf Club members are planned as part of the program. Keep checking CSM’s surfmuseum.org for more information about the exhibit opening and talks.



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.

MEMBERS

Thank you to CSM's renewing and new members April 2013 through June 2013.

APRIL

NEW MEMBERS:

Lea Barton, Heidi Princevalle & David Borman, Nancy Bsharah, Kathy Corday, Buff Dawson, Phil & Rebecca Gibbs, Rex Goble, Rodney Howard, Larry King, Tom & Gloria Otten, David Rohde, Joseph Tarantino.

RENEWING MEMBERS:

Randy Albers, Richard Burns, Robert Ellis, Remington Jackson, Sandra Johnson, Kenneth Meador, Rod & Denise Merrill, Ric Riavic, Mary Sands, Mitch Talcove, Al & Stephanie Tarkington, Rick Wilson.

MAY

NEW MEMBERS:

James Dart, Allen Drew, Bill & Georgia Lippincott, Polly Rogers, Lollie Taylor.

RENEWING MEMBERS:

Mike Baker, Rod Bradley, Stevan & Alida Calvillo, Dan Close, Rick Cole, Steve Collins, Neil Ducker, Lee Heyden, Cheryl Kerber, Mike O'Neil, Russ Ono, Andy Ratta, Peter Sansom, Quentin "Smitty" Schmitt, Alan & Carri Stevens, Lane Stewart, Robin J. Tarr, Brett Tiano, Dennis Tico, Tom Tweed, Ed & Nora Wright.

JUNE

NEW MEMBERS:

Ozzy Alcin, Logan Davis, Jerry Edwards, Dan Hume, Dr. John Maxwell, Kim Ogburn, David Pearson, Diana Rose, Markus Sulzer, James Tucker, Debi HettZaugg & David Zaugg.

RENEWING MEMBERS:

Chuck Allen, Louise Balma, Larry Balma, Michele Burner, David Caster, Sam Cody, Till & Camille Eakes, Henry Ford, Christy Hahn, Chip Hasley, Brian Logan, Kim Martini, Esther Sanchez, Sandy Shrosbree, Bill Shrosbree, Tom Sklenar, Ed Thomas, Dave Thomas, Marc Wittwer.

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Thank you to CSM's generous donors April 2013 through June 2013.

Larry and Louise Balma, Sue Berrill, Michael Jensen, James & Janie Marmack, Ric Riavic, Bill Sperling

DONATIONS

Thank you to those who donated items to CSM's Archives and Collections April 2013 through June 2013.

Harry Bradley, Dan Close, Terence Flanagan, Cheryl Hall, Bill Holmes, R. Guy Larsen, Jimmy Murray, Geoff Myers, Joe Pelkey, RQ and Susan Shupe, Ronald Stewart, Bill Sutro, Neil Switzer, Eric Takach, Robert J. Thompson

Please let us know if your name does not appear and it should be here.

CSM Supporter Cobian



Scheduled for Spring 2014, Cobian will be launching their "Legends of Surf" line of sandals,

tagged with the California Surf Museum logo. CSM will be receiving a percentage of every pair of sandals sold. We cannot wait to get them on our feet! The Mike Doyle Signature Series is shown here.

Cobian is also producing a Bethany Hamilton signature line of women's sandals. You can pre-order this popular item at CSM.



This Limited Edition series features iconic surfers spanning from surfing's roots to modern day surf stars.





Volunteer Charlie Musser decided after six years of living in the Bay Area and surfing the freezing waves of Ocean Beach it was time for friendlier weather and warmer water. He moved back to San Diego County where he was born and raised. He holds a deep interest in researching and preserving the past, and has found a home in the Archives at the California Surf Museum. He is the founding member of the band Fuzzy Hunnies who released their first studio album in March of 2013, and also volunteers at the San Marcos Historical Society. He can be found night surfing at the Oceanside Pier or picking a banjo in his cactus garden.



Volunteer Rick Wilson is a 4th-generation Californian who has surfed in southern California since 1962. He has been an Oceanside resident since 2007. His day job is working as Coastal Management Coordinator for Surfrider Foundation in San Clemente, where he has been employed since 2002. Rick is happy to be able to work with CSM staff and other volunteers to help the museum grow and prosper.



New Employee Gabe Burris, who was hired in July to work the front desk at the museum, has been surfing San Diego waves all his life. “Big Rock is my favorite,” he explained. “When I’m not in the water I’m at home, working on surfboards. If you need one fixed, just call me – Hard Knox Ding Repair – at 760-439-0924.” Gabe is presently on duty from Thursday through Saturday.



Volunteer Nicole Batten was born and raised in Southern California and grew up an avid ocean lover. She took up surfing at age 11 and has never looked back. A recent graduate in History at Cal Poly Pomona, it was her passion for surfing that drew her to her weekly stint at CSM. “It’s great to be able to spend some of my free time here at the museum. I love studying history and I am stoked about surfing. To be able to merge the two is so incredibly radical! Thank you so much!” Thank YOU, Nicole.

HoHoHo-abunga!



After nearly 28 years, CSM is excited to reveal its first Christmas card. Clifford “Butch” Cornelius has generously donated the use of his art for this card to benefit the California Surf Museum.

Butch is a self-taught cartoonist, illustrator, painter, and graphic designer. He spent most of his early years in Pacific Beach, California, where he began surfing in 1959. Butch’s life has been a kaleidoscope of experiences and accomplishments, including being a founding member of the Windansea Surf Club, a staff cartoonist for the 1960’s *Surf Guide* magazine, and a Vietnam veteran. In 1963, this Hobie Shop gremmie created the iconic Windansea Surf Club logo in bold red ink. His work has appeared worldwide in nearly every form of visual media, from newspapers and magazines to TV and movies. He currently resides reclusively amidst the redwoods in Northern California.

Cards are available in boxes of 10 or individually. Available at CSM or from CSM’s Museum Online Store at californiasurfmuseum.com.

6th Annual Gala Fills the Museum!



THANK YOU VIPs! Pictured above at the Gala photo op are Terri Murray & Friends. Thanks also to VIPs Vasquez / Higgins & Friends and the Oceanside Longboard Surfing Club.

CSM's 6th Annual Gala, featuring the stars and legends of the 50-year-old Windansea Surf Club, rocked the museum on June 8. The festive crowd caught up with old-time friends and was treated to the grand opening of the exciting new exhibit, "The Magic of Windansea." Chip Hasley, one of the exhibit team members, remarked, "This evening is such a special combination of the memorabilia that's on display and the legends who shaped it all...I'm so happy to see so many important faces here, together, once again."

Guests enjoyed a terrific assortment of food and live music by The Honkys. Young, talented vocalist/guitarist Cody Lovaas made his first public appearance at the Gala. Adding to the evening's highlights was the lively auction of nine incredible, pristine boards, shaped by Tim



Surfer and shaper Jen Smith talks about the board she shaped for the live auction while Hank Warner displays her mini-Simmons inspired shape.

Bessell, Craig Hollingsworth, Bob Mitsven, Dennis Murphy, Steve Seebold, Jen Smith, and Hank Warner. Proceeds from the annual gala allow CSM to continue to follow its mission, and to build and manage our growing archives.

Many thanks to Sam Zuegner for coordinating the event, and a tip of the hat to Keiko Beatie for organizing the silent and live auctions.



Live! Wade Koniakowsky paints the famous shack at Windansea. His painting was auctioned at the end of the evening.



Cody Lovaas plays guitar and sings. Remember you saw him here!

At right, Chip Hasley, Windansea Surf Club Vice President and Chair, Five-0 Committee, thanks the Gala crowd.



Guests gather for the start of the live auction with Keiko Beatie. Also on stage, Shawn Styles encourages bidding.



Vicki Higgins and Peggy Vasquez celebrate after getting the high bid for the live auction of a gourmet dinner prepared by KFMB's Shawn Styles for 8 – doubled on the spot, from dinner for 4, by Shawn during the auction.

THANK YOU GALA DONORS!

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- Asylum Surf Shop
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- Café Rosarita
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- Cobian
- Corky Carroll
- John & Cris Dahl
- Deer Park Winery & Auto Museum
- Dining Out Magazine
- Emergen-C
- Escape Campervans
- Firewire
- Flying Pig Pub & Kitchen
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- Hornblower Cruises
- Iowa Meat Farms/Siesel's Meats
- Island Ukuleles
- Jack McCoy
- Jay Alders
- Jay Livesay
- Joe Roper's
- Jolly Roger
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- Keiko Beatie/Cinema Paradiso
- Keith Malloy
- Kenneth Haygood
- Koniakowsky Ocean Art
- La Jolla Kayak
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- Local Shots
- Longboarder Café
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- Oceanside Museum of Art
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- San Diego Automotive Museum
- San Diego Wine Co.
- San Diego Zoo Global
- Scott Nichols Gallery
- Shawn Styles & Molly Bowman
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- Sycuan Casino
- The Festival of the Arts
- The Flower Fields
- The New Children's Museum
- The Surfin Cowboy
- Tom Sklenar
- USS Midway Museum
- Viejas Casino & Resort
- Wax Research/Sticky Bumps
- Windansea Surf Club

'The Magic of Windansea' Exhibit Closing in October

As the Windansea Surf Club's 50th Anniversary celebrations come to a close in September, so too does "The Magic of Windansea" exhibit.

From the replica of the iconic shack, to rarely seen photos of the 1963 Malibu surf contest, to a selection of limited edition Ron Church photographs, from clippings from WSC Director Thor Svenson's personal scrap book to surfboards never before on display, from club photos to club clothing, and lots and lots of trophies, the exhibit has had something for everybody.

Officially opening at the Gala in June, the final event will be a book talk and signing with Ignacio "Nacho" Felix Cota on Wednesday, October 9th (see page 8). It is appropriate that Nacho, whose life was profoundly changed by WSC's trip to Todos Santos Island in 1965, summarize the impact WSC had on the history of surfing with their travels to Baja California, New Zealand, Tahiti and Australia.



Where's Wilson?

For all who have seen the Tom Hanks blockbuster *Cast Away*, we clearly remember the celebrated volleyball "Wilson" who became the only friend to Hanks while marooned on a tropical island. We also recall when Hanks finally crafts and sets sail on a rickety raft to push through the pounding waves surrounding the

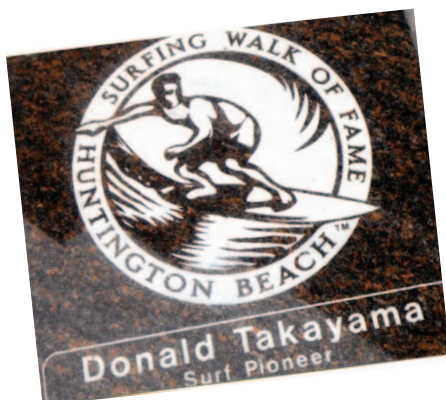
island, with Wilson onboard as his only companion. After his successful surge into the open ocean, Hanks looks around and realizes that Wilson has become dislodged, and is nowhere to be found. Along with Tom Hanks' character, I am sure we all experienced a feeling of loss for a friend who had gone missing without a trace. The California Surf Museum is proud to proclaim we have found Wilson and he is displayed as part of "The Magic of Windansea" exhibit for all his long-lost friends to come and visit!

Wilson was a gift from the film crew of *Cast Away* as a thank you to members of the Windansea Surf Club, who were not only extras during the rough ocean scenes, but also provided water safety to the cast and crew. Jon Rosemond and Steve Baker, accomplished local surfers, worked as stuntmen for the film in addition to running the surf resort on Tavarua, a small island in Fiji near where the film was shot.

Huntington Beach's Surfing Walk of Fame



Carlsbad's Taylor Knox was inducted as Surf Champion for 2013. Taking center stage to resounding applause from the capacity crowd, he commented: "The message for today is how lucky we are to be one ocean tribe. That spirit is still prevalent and has never been lost." Photo by Kim Richards.



Friends of CSM, Peter Townend, Diane Takayama, and L.J. Richards (pictured above, left to right), take in the ceremonies at the Huntington Beach Walk of Fame on July 25. Diane accepted the honor of Surf Pioneer on behalf of her husband Donald, who passed away last October. "I used to call Donald the Happy Hawaiian," Townend said of the late surfer/shaper during a heartfelt moment. "He came here as a young boy and started shaping boards. Everyone knows him as a shaper but he's also a surfing champion." Photo by Kim Richards.

Congratulations to Jack McCoy for his induction in the Surf Culture category. Congratulations too to Keala Kennelly, featured in CSM's "WOW: Women On Waves" exhibit, and Sharron Weber, who recently visited CSM and was profiled in our previous newsletter, shared this year's Woman of the Year award.

California Surf Festival's Big Wednesdays are A Swell Hit!

Held in the Exhibit Hall, CSM has had a terrific impact with this year's "Big Wednesdays" series of cultural programs, and we're proud to announce that more appearances are being planned.

Expanding last summer's "Big Wednesdays" concept seemed like the perfect idea to blend films and filmmakers, author's booksignings, and just plain ol' talk-story evenings onto this year's calendar. Although not always held on Wednesdays due to our guests' schedules, the name seems to have stuck and we couldn't be happier!

Here are some of this year's recent highlights and upcoming programs:



Jack McCoy Talk Story Night

Filmmaker Jack McCoy entertained a full house at the museum on July 17. From the time he took center stage he had everyone's respectful attention. Stories ranged from the days of his youth and his handshake with Duke Kahanamoku, to his early film career, to the musical collaboration with Sir Paul McCartney on his latest (25th) film, "A Deeper Shade of Blue." Seated in the audience, longtime friends, Aussie master shaper Maurice Cole, and Italian surf bud Massimo Bettazzi prompted even more tales.

Jack McCoy was born in Los Angeles and his family moved to Hawaii when he was just a child. He was soon in the water: "When I was about 8 years old, I lay in the impact zone and let the water break over me. I saw such beautiful golden tones and sparkling textures and I knew I needed to get a camera to record these impressions." The surf movies at the time made a huge impression on young Jack, and he did everything he could to study the work of Bud Browne, John Severson, and Bruce Brown. When McGillivray and Freeman

offered him a place to train, he jumped at the opportunity. "I went to Australia for the 1970 contest at Bell's Beach, and never looked back. I was in paradise."

To quote Jack: "When you ride your first wave, something enters your body and you know you are special – you're now one of us – a surfer."



Bill Hamilton with his hero, Tom Morey.

Bill Hamilton Back for More!

Bill Hamilton stopped by on two separate occasions this year to talk story and to entertain with his music – first on June 12 and again on July 26. It was an honor for CSM and for the folks who came to meet him and hear him talk. The topics ranged from his youth, to how he learned to surf and shape, to how he met young Laird on the beach, to how he caught the 13-foot 6-inch shark believed to have been responsible for the attack on Bethany Hamilton.

Here are some of his recollections:

"I thank my lucky stars that my family moved to Laguna Beach area in 1948. One day when I was 8 years old I was down at the beach and in the water I saw a big balsa board with barnacles on the fin and green algae around the tail. It was a Velzy board with a red-gold decal – that sticker is a symbol that my little brain was tattooed with – and it had a



Bill Hamilton is also an accomplished flamenco guitarist, and played for the audience after his talk story.

300 number on it. Here I was, a little kid, huffing and puffing and trying to lug it up onto the beach as best I could. I finally had hauled it to a pretty safe place when my idol at the time, John Parlete, a well-known Laguna lifeguard and volleyball giant, strolled by, took one look at the board, and took off with it. ‘See ya, Kid,’ was all he said.”

When asked about what his son, Laird, is like, Billy responded with two comments. First, “When Laird was little we had this small painting by John Severson in our bathroom. It was of a guy on such a huge wave that the guy was dwarfed by it. Laird was fascinated with the painting and he called it ‘an ant man riding a wave.’ Second, I would say he has what is called ‘slow-drip adrenaline.’ Laird has the ability to slow things down and look at a situation in slow motion. He reacts different than you and I in hazardous and challenging conditions.”

Three Authors

“Time was, then it wasn’t, and it will never be again” proved to be the common theme for the three highly regarded authors who appeared at CSM on August 21. Paul Holmes, Craig Lockwood, and Gerald Derloshon, biographers of surfing legends Dale Velzy, Peanuts Larson, and Dewey Weber respectively, were on hand to offer insight to their heroes in a very personal manner.

Paul Holmes recalled that, after putting out 100 issues as editor of *Surfer* in the 1980s and interviewing scores of the up-and-coming talent of the day, he began to think about capturing the life experiences of the more seasoned surf tribe. What started out as a series of meetings with Dale Velzy, beginning in 2002, led to his first book, *Dale Velzy Is Hawk* (2006). It was through his vast collection of notes that he realized there were several other critical stories waiting to be told: *Bing Surfboards: 50 Years of Craftsmanship and Innovation* (2008) followed, and *Hobie: Master of Water, Wind and Waves*, is scheduled to be released in late October 2013.

Growing up in Laguna Beach, young Craig Lockwood became very familiar with a local beach character, George “Peanuts” Larson. It seemed only natural that Lockwood be the one to pen the tale of a remarkable, talented man who had built his life around his love of surfing.



Paul Holmes, left, and Gerald Derloshon, right, listen intently as Craig Lockwood very animatedly talks about gathering the stories which would become his oral biography of Peanuts Larson.

And when Peanuts passed away in 1986 at age 69, all that was left behind were the stories people told about him. At first just thinking of Larson as a colorful free spirit, Lockwood, through extensive research, came to view him as an “enigma wrapped in a mystery and obscured by the passage of time.”

Derloshon was the first to admit “I’m a journalist and a surfer, but I’m not a surf journalist. I’m honored to be here alongside two of the best in the field.” He went on to explain that *Little Man on Wheels*, his biography of Dewey Weber, came about almost by accident, through a friendship with the Weber family, and it became a labor of love to complete the story of “the father of hot-dogging.” When asked if he had another surf book in the wings, he replied: “No, thank you – I’m one and done.”

At the end of the evening the rapt audience members found they had been treated to tales from a different time in surfing. As Lockwood put it: “I’m not talkin’ about the way it was, just the way it’s never gonna be again.” Oh, yeah.

Coming Up

Mark your calendars now and make sure to save the dates for these upcoming Book Talks and Signings – you don’t want to miss them. Books will be available for purchase at each talk story. Admission is free for CSM members, all others \$5. Seating is limited. RSVP 760-721-6876. Doors open 30 minutes before.

Sunday, Sept. 15, 5:30 p.m.

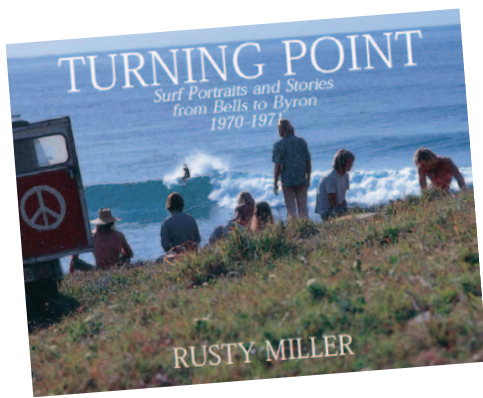
Rusty Miller Book Talk

We last saw him two years ago. Surf legend, surf instructor, editor, publisher, harmonica player, and that surfer riding Sunset in the Hamms Beer ad, Rusty Miller is back on the mainland to share photographs of his tribe from his book *Turning Point: Surf Portraits & Stories from Bells to Byron 1970-1971*.

continued on page 8



Pictured here in September 2011 are, from left, Malcolm McCassey, Marchia and Tom Morey, Dick Saar, Rusty Miller and Tricia Shantz.



from page 7

“This book came as a result of a wet North Coast NSW Australian winter and a damaged knee. My wife, Tricia, and I trawled through the 40-year-old black and white negatives and colour transparencies. They’d been tucked away in boxes all that time; unopened, unseen. As we scanned in the negatives we realised we had stumbled upon a surfing anthropological find; a dusty archive of images depicting some of the most significant, interesting and creative characters in the history of surfing. Most of these photos have not been seen before, nor their stories told: Wayne Lynch at Lennox while on the run from the draft, rebels Miki Dora and Russell Hughes on the fence in Byron (what were they talking about?) and big south swells rolling by. These are one-off shots taken in a simpler time when there weren’t many people taking photographs. They are of a period remembered as pure and uncomplicated.”

Saturday, Oct. 5, 6:30 pm Kirk Lee Aeder

Surfing photojournalist and author Kirk Lee Aeder shares the story of his friend competitive surfer phenom Chris O’Rourke, whose life was cut short by cancer, in his book *Child of the Storm: How an Angry Young Man Formed a Bond with the Sea and Changed Our Lives Forever*.

In 1975, 16-year-old Windansea phenom Chris O’Rourke became the highest ranking competitive surfer on the mainland. Gerry Lopez thought O’Rourke was the best from California he had ever seen. Chris had steadily risen through the ranks of competition and was cementing his reputation as a hard-charging, cutting-edge prodigy when fate intervened. He had barely

turned 18 when he was diagnosed with a severe form of cancer, Hodgkin’s lymphoma. Childhood friend and sports photographer Aeder had been so strongly influenced by Chris’ brief and intense flame that he felt it was time to tell the story.

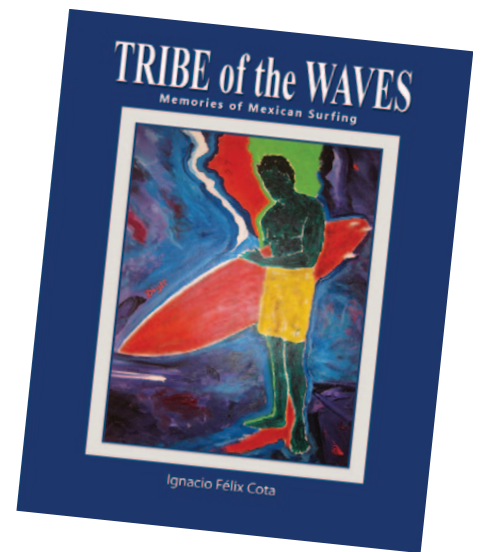
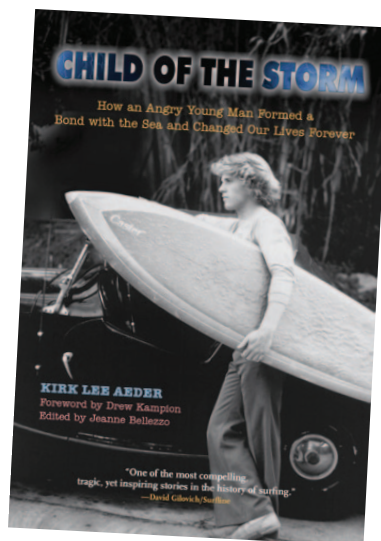
Child of the Storm took nine long years to complete, in between Aeder’s assignments as a well-known international photojournalist. “Along the way I sought constructive criticism by people I highly respect and ultimately that made all the difference,” Aeder said recently in an interview with Robert Wald in *Ocean Magazine*. The result is a gripping read about O’Rourke’s struggles, challenges, and ultimate redemption.

Aeder, who now lives on the Big Island of Hawaii, is making a special stop at CSM to sign his book and talk story.

Wednesday, Oct. 9, 6:30 pm Ignacio “Nacho” Felix Cota

One of the first to introduce the sport of surfing in Mexico, surfer, sailor, businessman and author Nacho will talk about his book, *Tribe of the Waves: Memories of Mexican Surfing*.

This will be the closing event for CSM’s feature exhibit “The Magic of Windansea: Five Decades of Capers, Shapers & Stories of California’s Legendary Surf Club.” Nacho speaks with great passion and will share the stories about the historical significance and lasting impact the Windansea Surf Club had on him and surfing in Mexico when it first traveled to Baja



California and beyond 46 years ago. He has gathered 40 years worth of memorabilia from his personal files to write this history of Mexican surfing.

Excerpt from Prologue, *Tribe of the Waves*:

... My intention was to someday write this book documenting the experiences and anecdotes of a handful of boys, who, during the wonderful decade of the Sixties, started the sport of surfing in Mexico; a country with some of the most perfect and spectacular surf on this planet.

The Sixties was an era of optimism and opportunity combined with the seductive influence of the “California Dream” that had been molding the ideas and modern styles of the post-war era, bringing the golden years of surfing in which I was a witness and had the privilege to be part of.

The main objectives of this book are to document the events, circumstances and individuals who paved the way for surfing in that era in our country and throughout the world; also to give thanks and well deserved credit to our godfathers, sponsors, families and friends that contributed in helping us to achieve our goals in the early beginnings of Mexican surfing.

I dedicate this book to all my brothers of the Mexican, Californian, and Peruvian surfing tribes with whom I have had the privilege to live and share these wonderful experiences...

Dates will be announced soon for Talk Stories with Gary Linden, surfer, shaper and founder of the Big Wave World Tour, and Tom Morey, surfer, inventor of the Boogie board and accomplished musician.