

THE SHOREBREAK

HUNTINGTON BEACH INTERNATIONAL SURFING MUSEUM

INTERNATIONAL SURFING MUSEUM NEWSLETTER

FALL 2004

Museum Renovation Underway

It's been a long time coming. The Huntington Beach International Surfing Museum has undergone an exterior facelift and work is underway to renovate a good portion of the building's floorspace. Painting of the exterior walls was completed by a wonderful group of energetic and generous volunteers: **Casey Hinger; Debbie, Megan, and Doug Mochizuki; Eloise Lunde; Jessica Mohr; John O'Donnell; Karen Mohr; Kathy Byrnes; Melinda Shriver; Nick Horne; Randy Hinger; Sally Masteller; Seth Cable; and Sharon Stevenson.** Many thanks for a job well done!! The photos below don't do justice to the Museum's new facade. You need to see it for yourself!!

The exterior renovation was such an inspiration to us that we decided to continue with the Museum's interior. The same intimate, home-grown charm of the HBISM will be maintained and accentuated with warm colors, wood, and bamboo. A more relaxed beach environment will be emphasized and we plan to dedicate an area of the exhibit space specifically as a showcase for our collection of vintage surfboards dating from 1900 to 1970. The construction of this permanent exhibit will begin in early January (the Museum will remain open during construction). We're very excited about all these positive changes and believe you will be too.

Our next major exhibit, *The History of The Ukulele*, is going to be a fun, interactive, and educational exhibit for all ages. Exhibit highlights will feature vintage ukuleles, musical instruction workshops, and ukulele bands performing at various times during the exhibit's run, expected to go from January to September, 2005. The ukulele is not only an important part of Hawaiian culture, it's a very easy-to-learn instrument that provides beautiful, tranquil music.

The interactive nature of this exhibit will include ongoing ukulele lessons offered by the Museum every Sunday morning. See inside for more information about this free and creative activity expected to continue through next September.



Volunteer Docents Needed!

Learn About Surfing Culture • Meet People From Around The World
Lunch and Mileage Reimbursements • Call The HBISM at (714) 960-3483 For Information

Chairman's Message



Robert Frederickson

After starting my own business a little more than a year ago, I had to make a very tough decision. When you have your own business, there are serious things that occupy your time seven days a week. Something had to give, so I decided to resign as Chairman of the Museum's Board of Directors.

Looking back over the past eight years, I am so grateful for all the support and help I received from the other Board members as well as Museum supporters and volunteers. Wow! I feel like we have really accomplished a lot while having just the greatest of times. There are so many great memories and fabulous friendships. I'm a lucky man!! Thank you so very much for all of it.

The new Board Chairman, **Gary Sahagen**, will take over this spot in our next newsletter. Please wish him well and offer him as much support and help that you've so graciously provided me. The Museum's in good hands and the future holds some interesting possibilities and surprises.

Robert Frederickson
(grrmhb@aol.com)



The Mobile Museum and Surf Theater

The HBISM will be teaming up with Big Red Productions to present the Surf Theater at the Pierside Pavilion Theater (PCH and Main in Huntington Beach). The second Thursday of each month, the Pierside screens a specially selected surfing film. Our Mobile Museum will be set up at each of these events in 2005.

Our mobile setup is available for other events throughout the Southern California area. Call the Museum for further information or to schedule the Mobile Museum for your next event.

Upcoming Events

History of the Ukulele. This unique exhibit, opening in January 2005, will bring a classic collection of ukuleles to the HBISM. Ukulele bands are also planned for special appearances during this exhibit, which will continue through September. Already underway are the free, informal ukulele lessons at the Museum on Sunday mornings (see the related story in this newsletter for details).

Permanent Classic Surfboard Display. Space is being designed, and construction is underway, to house some of the Museum's classic surfboard collection in a permanent exhibit that we expect will open in March, 2005. Many of these boards have never been on public display before and are being showcased for the first time. You can become a special part of this exhibit as a sponsor by buying a wood floor tile that will show your name or company name. These tiles will become a permanent part of this beautiful exhibit space. Call the Museum for more details.

U.S. Open Surfing Contest and Walk of Fame Ceremonies. Scheduled for July, 2005, the Surfing Walk of Fame event is in its 12th year and is just one of the many events held during the U.S. Open of Surfing. It's always a fantastic week capped off by the inductions into the Walk of Fame. The HBISM has a permanent display of all Walk of Fame winners.

Custom and Classic Surfboard and Car Show. Planned for August, 2005, this event will showcase classic surfboards and cars along Main St. and in the Pier Plaza area. Sponsorships are still available for this event. Contact Gary Sahagen for more details at (714) 960-3483.



Want to Learn How to Play a Ukulele?

In conjunction with our upcoming *History of The Ukulele* exhibit, Board member **Robert Younger** is offering free ukulele lessons at the Museum on Sunday mornings from 9 am to 1 pm (call the Museum for more information since schedules are subject to change). We'll even provide a ukulele if you don't have one. You're welcome to stop by the Museum for a self-taught lesson at any time during normal business hours, too. We'll have a ukulele, playing instructions, and sheet music available for anyone with a desire to learn and practice. Anyone who learns a complete song on the ukulele can have their picture taken for the Museum's Wall of Fame.



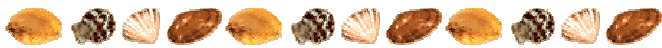
Surfin' Sundays

April through October, 2005, will be the 8th season for this concert series!! Over 100 different surf bands from all over California and the world have performed at the Museum or nearby Pier Plaza. These events are held in the Museum's parking lot (1 to 3pm) or the Pier Plaza (12 to 5pm) every other Sunday during the concert season (for specific dates and times, call the Museum at (714) 960-3483). Pier Plaza events always include many vendors showcasing and selling surf-related merchandise.

The series ended with a great performance by **The Goofyfoots**. We invited all the Lifetime Members to show up and be recognized, and many did. The new Lifetime Members were each given a special gift as they were introduced to the crowd. They also placed their own name tag on our Lifetime Members' surfboard proudly displayed inside the Museum.



Concert series sponsors include: **OC Weekly, California Beach Naturals, Cold Stone Creamery, Lace Music, The Huntington Beach Longboard Crew, and Surfer Magazine.**



Lifetime Membership Endowment

The Museum's first annual honorary lifetime membership from the Earl Beasley Endowment Fund has been presented to **Michele Turner**. Michele is frequently called the Surfers' Mom of Huntington Beach for her dedication helping the young (and sometimes older) surfers from her renown Sugar Shack restaurant. Her support for all aspects of surfing, the community, her family, and the HBISM helped make her an easy candidate for the honor of this special membership. Stop by the Sugar Shack on Main Street, enjoy the food, and congratulate Michele!!



Ann Beasley and Robert Frederickson Present the First Annual Lifetime Membership Honorarium

Wahine Kai Surf Club

A new Southern California surf club, Wahine Kai (Women of the Sea), provides women the opportunity to surf together and share camaraderie (just like the guys) in a non-competitive environment. The club was founded by **Aimee Vlachos** to create a community for women who love to surf. All of the Wahine Kai had a blast during the inaugural paddle on October 22. Don't miss the next event. For more information on Wahine Kai, visit their website at www.hbwomensurfclub.com.



Summertime Lifestyles

The HBISM would like to salute our newest lifetime members:

Clayton Hayes (Palm Coast, FL), Mary Ann Estrella (Solana Beach, CA), Jan Berry, in Memory (Los Angeles, CA), Randy Hinger (Anaheim, CA), Scotty Miller, in Memory (Anaheim, CA), Ray Kociencki (San Diego, CA), Lisa Wagner (Redstone, CO), and Mike Moses (Chicago, IL).

The additional honor of being the Museum's youngest lifetime members to date went to brothers **Brooks (5) and Brett (4) Juhasz**. Both are residents of Huntington Beach and also the nephews of Michelle Juhasz, HBISM Secretary.



Brooks and Brett with "Auntie"



Focus On The Board

Gary Sahagen, the new HBISM Board Chairman, co-founded the Huntington Beach Longboard Crew surf club 20 years ago! Gary has been a longtime Museum supporter and volunteer, and served on the Board of Directors last year. Congratulations to Gary and a big "thank you" for all his hard work, not only on behalf of the Museum but also to the surfing community in general.

Printing of this newsletter is provided by **The UPS Store** in downtown Huntington Beach (directly across from the HBISM). A big thanks go out to Dave and Steve for their time and support. The downtown UPS Store is available for all your business and printing needs:

412 Olive Avenue, Huntington Beach, CA 92648, (714) 960-8600. Tell them you read about the store here!!!!

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A very special thank you to our Board of Directors for 2004/2005.

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John Blair

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Lewis Harrison

Don MacAllister

Sharon Marshall

Frank Pap

Don Strout

Shorebreak Editor

John Blair

The Board extends our deep appreciation to our faithful team of volunteers.

To receive periodic HBISM email updates, send your email address to: intsurfing@earthlink.net.

The HBISM is a non-profit organization dedicated to protect the past, participate in the present, and influence the future of all aspects of surfing culture. *The Shorebreak* is the official publication of the Huntington Beach International Surfing Museum.



The Gift Shop: New and Recommended

Start your Christmas shopping at the Museum. Many seasonal gifts, including Christmas tree ornaments, will be available.

Holiday Special: Purchase ANY DVD and receive \$5 off any music CD (in addition to any membership discount on the DVD)!

"Islands In The Stream" is the new DVD by Wes Brown (Dana Brown's son). It stars Tom Curren and the Museum Gift Shop has it!!

Special Closeout Sale on the following VHS Surf Movie Titles, only \$5.98 each:

Lipticious

All The Way Live

Respect

The Force

Trinity

The Calling



Entertainment books with money-saving coupons are available again this year in both a Los Angeles edition (\$20) and an Orange County edition (\$35). Buy one and get the second one at half price. The HBISM receives a portion of the sales, so you can support the Museum and save money all year 'round.

Remember that Museum members receive a discount on all purchases.

Our Website

Have you visited our website lately? Point your browser to: www.surfingmuseum.org

The website provides notices of upcoming events, information about current exhibits, and a selection of gift shop items. Our site is managed by HBISM Trustee **Lew Harrison** of Lewis Harrison Design. Thanks Lew!!!!!!

Event or Company Meetings

The HBISM is available for your special event, social, dinner, or meeting. It's so much nicer than your average hotel meeting room and you're surrounded by history!!

Contact the Museum at (714) 960-3483 or email us at intsurfing@earthlink.net for more information.

Patron Members

Patron members of the HBISM are businesses who support our mission to preserve surfing culture with whom we have developed collaborative relationships. Help us show our appreciation for these patron members by supporting their business:

California Beach Naturals, Coldstone Creamery, Pauly's Grill, Lewis Harrison Design, Huntington Surf & Sport, Lace Music, MAKAR, OC Weekly, Sugar Shack, FMF Racing, and The UPS Store

**Winter Hours: Monday, Thursday, Friday, Saturday, 12 to 5 • Sunday, 9 to 5
 (The Museum is closed on Tuesdays and Wednesdays)**