

THE SHOREBREAK



INTERNATIONAL SURFING MUSEUM NEWSLETTER

SPRING 2003

George Greenough Exhibit To Open

“George Greenough, Beyond Surfing...” is slated to open at the HBISM on August 1 (with a sneak preview on July 31) to coincide with the U.S. Open of Surfing contest and the 10th Annual Surfing Walk of Fame ceremonies.

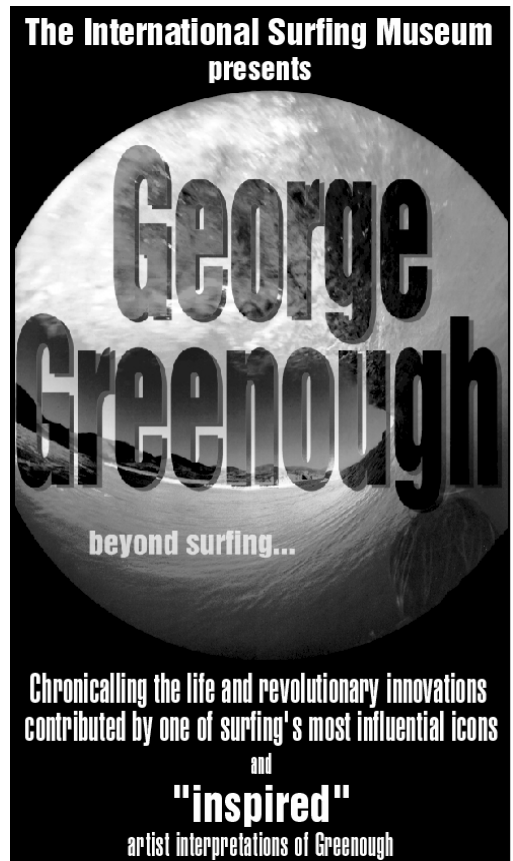
George Greenough is credited (along with Bob McTavish, Nat Young, and Dick Brewer) with helping to usher in surfing’s short board revolution. He conceived the modern raked-back fin design based on his observations of the bluefin tuna, and he’s considered a major innovator in the areas of sailboarding and mat riding.

The exhibit, created by new Board member Barry K. Haun, will run from six months to a year and may travel to other museums or galleries in the future. Contributors of items, photos, and artwork to this exhibit have been provided by a real “Who’s Who” of surfing history, art, and culture including Greenough, himself.

The exhibit covers all aspects of Greenough’s surfing life including shaping and designing, mat riding, sailboarding, photography, camera equipment, and film work. A segment of the exhibit will be artist interpretations of Greenough’s work entitled “inspired.”

An upcoming fundraising event, to be hosted by the HBISM, will feature a screening of Greenough’s latest film, *Dolphin Glide* and Brian Taylor’s documentary *The State of S* (featuring Greenough, Tom Curren, and Mick Fanning).

The HBISM is looking for donations and corporate sponsorship to cover materials and publicity for the exhibit’s grand opening. To lend assistance or for more information, please call Robert Frederickson at (714) 969-9575.



Shaping The Ultimate Surfing Museum: Since last November, several meetings have been held to begin the process of defining a community vision for the Ultimate Surfing Museum. The leadership to help create the vision of a public museum where the sport of surfing, its history, and culture can be studied and appreciated is the focus for these initial meetings held at the Waterfront Hilton, Huntington Beach Art Center, and HBISM (see inside for photos). The Ultimate Museum will be a very exciting and challenging cultural project for our community and we invite you to join the team. Design, business, and fund raising skills are especially needed. Email your questions, concerns, or resume to: nataliekotsch@yahoo.com or call the HBISM.

See Inside for Free Jan & Dean Tickets!

Chairman's Message

As we prepare to kickoff another really busy season, it isn't hard to see the many hours put in by our volunteers and your Board of Directors. I want to thank every one of them and their families for understanding and supporting their commitment to the Museum.

We have a few new Directors that you will want to meet: Ralph DiPiazza, Ernie Lunski, Denise Benner, Barry Haun, and Jennifer Wells. They bring a lot of new energy and ideas to the Board.

However, it is You, the membership, that keeps us focused and determined to accomplish our Mission...**To protect the past, participate in the present, and influence the future of all aspects of surfing culture.**

Again, I'll ask you to support your Museum by renewing your membership, attending our events, and volunteering your time and talents. There are a lot of fun ways to get involved. Catch The Wave, Share the Spirit, and give us a call...(714) 960-3483.

Robert Frederickson
(grnmhb@aol.com)



In Memoriam

First Lifetime Member of the HBISM and former Director **Earl Beasley** passed away on May 2, 2003. Together with his wife, Ann, Earl was proud to be involved in many exciting and rewarding endeavors for the Museum. Extended family members – even great-grandchildren – worked with Ann and Earl on dozens of Museum activities over the years. Next to golf and his family, Earl's other love was for the growth and plans for the Ultimate Museum.

Donations may be made in his honor to the HBISM, with a renewal, or as a new member as requested by his family.

We also regret the loss of **Scott "Rip Thrillby" Rogers** on May 11, 2003. Rogers played guitar for the Atlanta-based surf band, The Penetrators. Formed in the mid-90s, the band released two critically acclaimed CDs and were considered by many to be one of the better surf bands of the "third wave."

Poet's Corner

On October 21, 2001, we formally inducted **Professor Benner T. Cummings** as the HBISM **Poet Laureate**. We believe that we are the only surfing museum to have bestowed this honor.

Professor Cummings joined us for his induction, read some of his poetry, and signed books. His current book, *Down Along The Sunset*, is available in our gift shop and features the following poem:

OLD RUSTY BROWN PELICAN

*Hey, old rusty brown pelican,
How cleverly you ride the curls,
Attaching yourself again and again,
Before plummeting beneath their furls.*

*It's on your return again,
With mouth gaping wide,
That you boorishly yawn,
Expressing a contemptuous pride.*

*So, old rusty brown pelican,
What gnarly surfers taught you to ride the curls?
Or, in your ghost-like soaring above these rolling seas,
Did you learn by watching them, and now only try to tease?*



Coming Events

Long Beach Beachfest – June 7 and 8 at the Long Beach Marina Green across from the Convention Center (www.beachfest.com). **Vision Entertainment** has designated the HBISM as a Silver Level, non-profit beneficiary of this year's event. So-o-o, let's get out there and support this great food and music festival!!

Our Mobile Museum Exhibit will be there. Be sure to stop by and say hello. Saturday, June 7 features the Flavor of Long Beach and the Custom Car Classic with the music of **Jan and Dean**. Look for the Long Beach Beachfest booth at our June 1 Surfin' Sundays' pier show. The Museum will have **free tickets** for Museum members, so be sure your membership is up to date.

Ocean View Beach Festival – June 22 at the Autry Museum of Western Heritage in Los Angeles. With Dick Dale, Agent Orange, The Surfaris, The Eliminators, The Tornadoes, and The Duo-Tones. 12n to 7pm. 4700 Western Heritage Way, Los Angeles. (323) 667-2000, www.autry-museum.org

Surfing Walk of Fame – July 31, 10th Anniversary Celebration. Walk of Fame inductions will be at 10am in front of Jack's Surf Shop at Main and PCH. The HBISM will host a social at the Museum immediately following the ceremony. A gala dinner is planned for the Hyatt Huntington Beach later that evening. Tickets are \$150, or \$1500 reserves a table for 12. The Walk of Fame committee is developing a commemorative book on the history of the award. For ticket or book information, call (714) 536-6567.



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Surfin' Sundays

Thanks to the awesome support from so many surf bands, we have another incredible concert series planned for this year. The free outdoor concerts are on two Sundays per month, from May to September in the downtown Pier Plaza Amphitheater and at the Museum's parking lot on Olive Avenue.

Lace Music is the Presenting Sponsor for the concert series. Our other sponsors include the OC Weekly, Surfer Magazine, Cold Stone Creamery, and Denver Signs. Check for lineup and date changes by calling the HBISM at (714) 960-3483.

At the HBISM:

- May 18: Chum
- June 15: Goofyfoots
- July 20: Banned From The Beach
- Aug 24: MagNetos
- Sept 7: Surf Report
- Sept 21: Fabulous Nomads, Cocktail Preachers

At the Pier Plaza Amphitheater:

- June 1: Davie Allan & The Arrows, Insect Surfers, Closet Surfers
- July 6: Slacktone, Pollo Del Mar, Eliminators, Alvarados
- Aug 10: Chantays, Surf Kings

Congratulations to the **Fabulous Nomads** for being selected as Best Roots Band at this year's Orange County Music Awards!!!



Welcome New Members

We want to welcome all of our new members and those of you who have renewed your membership since our last newsletter. Thanks to all of you for your support. We also wish a special welcome to our newest Lifetime Members listed below. They represent those with an extreme dedication to the Museum's mission.

James Angeley III
Steve Cotton

Bob MacDonald
Steve Shea

We urge you to consider becoming our next Lifetime Member. It's an outstanding opportunity to pledge your support for the HBISM and to help us make an important and valuable contribution to the community of Huntington Beach.

The Ultimate Museum: Planning For The Future

Photos from recent Ultimate Museum planning meetings indicate its future direction is in creative and insightful hands...



John VanHammersveld, Dean Torrance, Robert Frederickson



Lew Harrison, Spencer Croul, Greg Escalante

Surf Theater Returns

In case you hadn't heard, the Surf Theater is alive and well in Huntington Beach and various other cities throughout Southern California presented by **Big Red Productions**.

The Mann's Pierside Pavilion 6 in Huntington Beach turns into a surfing film celebration the 2nd Thursday of every month with showings at 7 and 9pm (on the 3rd Thursday of each month, the same film is screened at Mann's Criterion 6 on the Third Street Promenade in Santa Monica).

For more information, visit the Big Red Productions website: www.bigredprod.com or call them at (714) 960-8718. Big Red Productions is a major supporter of the HBISM. Please show your support while having a fantastic evening!!

New Membership Database in Design Phase

The HBISM is proud to welcome **Washington Mutual Bank** as a member of our patron family. Thanks to the company's **David Pederson**, Washington Mutual has approved a proposal to help the Museum automate our entire membership process. We greatly look forward to this collaboration and expect to have regular updates to this membership project in future newsletters.

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 2002/2003.

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Don MacAllister

Ed Gillow

Don Strout

Sharon Marshall

Ann Beasley

Frank Pap

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*, the official publication of the HBISM, is published quarterly.



Check Out Our Gift Shop

Remember that the HBISM gift shop carries the largest selection of surf music CDs you'll find anywhere. We also have a great selection of surf videos and hot, new DVDs (including Billabong's *The Blueprint* based on the life of Shane Dorian, *Frame Lines* with music by Jack Johnson, Ben Harper, and Donovan, *MonTaj* produced by Taj Burrow, and of course the classics *Endless Summer* and *Endless Summer II*).

We have signed copies of rare surf books, unique gifts such as the beautiful Palm Graphics posters, HBISM decals, Duke Stamp t-shirts, surf jewelry, and House of Stoke surf ties and Hawaiian shirts.

New this year: beginning in September, the gift shop will also provide 2003 Entertainment Books for those of you who love to have fun! There are hundreds of "2 for 1" and "50% off" coupons for restaurants, entertainment, sports retailers, and more. The books are available for Orange County, Hawaii, San Diego, Lake Tahoe, Reno, Monterey, and Florida (just to name a few).

A Museum membership is a wonderful gift as well! Remember that all members get a 10% discount on everything in our gift shop.

Our Website

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

You will find anything from gift shop items to previews of upcoming events and information about current exhibits. 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!! Call the Museum 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:

BiG Studios, California Beach Naturals, Coldstone Creamery, Consolidated Reprographics, Denver Signs, Lewis Harrison Design, Home Depot, Huntington Surf & Sport, Lack Music, MAKAR, Newport Auto Center, OC Weekly, Terranova Electric, Tribal Ink, The UPS Store, WalMart, and Washington Mutual.

Volunteer Docents Needed! Learn About Surfing Culture

Help Others

We are Open 7 Days a Week, 12n to 5pm. Lunch and Mileage Reimbursements

A Few Hours of YOUR TIME Helps us BIG TIME!!!