

LA JOLLA SHORES

SURFING ASSOCIATION

PRESENTS GATHERING OF THE CREW FOR A GOOD CAUSE

12TH ANNUAL

MENEHUNE SURF CONTEST

LA JOLLA SHORES BEACH • APRIL 28, 2012



Surfer: Remy Juboori; Photo by Ron Greene



We thank our 2012 sponsors and donors for their generous support!



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Contestants from the 11th Annual Menehune Surf Contest at La Jolla Shores, 2011

Welcome Back!

La Jolla Shores Surfers, Sponsors and Supporters



Welcome back to our 12th annual Menehune Surf Contest. Many of you have been part of this long standing tradition of “giving back” to the community and here we are again helping out those in need. Our list of charities has grown over the years, and we hope you value the efforts contributed by many of you. We are so proud to be able to provide local support to improve our beach and park at La Jolla Shores, as well as be a part of much bigger issues like helping to educate kids to seek out their “Natural High” versus falling prey to drugs and alcohol. So thank you, to all of you for giving back in a time where giving extra is difficult. Thank you volunteers, sponsors and competitors for all your efforts ahead of time, as well as the day of the event for your dedication to our success.

We look forward to seeing your kids grow with us and get involved as well, not only as competitors, but

as members of our surf club. There are many young adults volunteering to help put our program together, as well as assist in the overall operations of our contest. It is an opportunity to get our younger surfers involved with a bigger community and learn about giving through volunteerism. We continue to look for new members to join our organization to help improve out citizenship here at La Jolla Shores and at all surf breaks. Please join us to make our community a better place for everyone to enjoy for years to come.

So thank you again all surfers, volunteers, competitors, parents, little brothers and sisters for hanging around all day and making this event a special one. Take a moment to look around you at all the great and inspiring young surfers both in and out of the water.

Stephanie Hoffman, Contest Director
La Jolla Shores Surfing Association



A special **THANK YOU** from Friends of La Jolla Shores to the **La Jolla Shores Surfing Association** for your generous support. Together we can make La Jolla Shores a better place to live, visit, and of course...to surf!

Lots Going On At The Shores!

You are probably wondering if the park will ever get back to normal! We can't make any promises, but we can tell you that Friends of La Jolla Shores has been busy over the past year...and the future looks very bright!

Completed Projects:

- *J.J. Day* at the Birch Aquarium at Scripps followed by installation of the life-sized bronze sculpture of *J.J. the Orphaned Baby Gray Whale*® in the Children's Playground.
- Eagle Scout Project by Matt Pawinski to construct a path into the park from Vallecitos.



Current Projects:

- A shade structure for the life-sized bronze sculpture of *J.J. the Orphaned Baby Gray Whale*® and all those who enjoy the playground.
- Fish ID Panels (27' long) with all the winning photos to be located along the south side of *The Map*®.
- **Replacement of the Kellogg Park North Comfort Station:** We have received a significant donation from the family of John Watson, in his memory. We are in the process of determining whether we can afford to build a new restroom similar in layout to the South Comfort Station, but with the addition of 4 shower/dressing rooms for your convenience...or alternatively, to remodel the existing one. **PLEASE consider making a donation to Friends of La Jolla Shores 501(c)(3) non-profit charitable organization to ensure success. Contact coakleym@san.rr.com.** With your support, construction will begin in Fall 2012.

Images clockwise from top left: J.J. Quarantined in Kellogg Park; Proposed Shade Structure (color of shade cloth and posts to be determined); Kellogg Park South Restroom...New Constructon or Remodel for the North Restroom?; Matt Pawinski's Eagle Scout Project; Clay Model of J.J. with her SeaWorld Veterinarian.



Members and friends gather for
annual New Year's Day 2012



Who We Are

La Jolla Shores Surfing Association (LJSSA) is a surf club dedicated to the guardianship of our ocean and community. We are committed to the preservation of our home break, La Jolla Shores. We celebrate the surfing lifestyle at our beach through hosting and competing in surf contests, beach gatherings and potlucks, beach cleanups and other outings for members, families, and friends. We support a range of charitable organizations with volunteers and donations. We are inclusive – inviting all to join our crew – young and old, men and women, families and individuals, neighbors and friends, shortboarders and longboarders, surfers, paddlers, swimmers, and ocean lovers.

Our Story

La Jolla Shores Surfing Association traces its roots to the early 1960s when a group of dedicated surfers organized around the surfing life at La Jolla Shores. By the late 1970s, their mettle was tested when negotiations between the City of San Diego, San Diego lifeguards, and our surf club halted an attempt to prohibit all surfing at the Shores. In 1996, the group (formerly named La Jolla Shores Longboard Association) successfully fought attempts to shrink the Shores surf zone through encroachment by other commercial and competing interests at the Shores – by far one of the most crowded and popular beaches in San Diego. We work with the City of San Diego lifeguards, Park & Recreation Department, and the LJ Shores Association (local planning group), to ensure the surfing perspective is heard and respected as a legitimate community voice.

The surf club has survived through the years, because we continue to build our family of local surfers by welcoming new members into our group. We publish an electronic newsletter – *The Shorerider*, sponsor a competitive surf team, and host other gatherings throughout the year. Our Annual Menehune Contest has become a beach classic. Today, we are proud to represent one of the most beautiful beaches and breaks in Southern California with a rich history of surfing culture.

Our Surf Team

What is the Coalition of Surfing Clubs (CSC)? The Coalition represents over 10,000 surfers of all ages and



Surf Team captain Jeremy Bjork, at Scripps.
Photo by Ron Greene.

over 30 surf clubs on the west coast and Hawaii. The coalition was formed to foster competitions among surf clubs, but also for the betterment of the surfer 'citizen', to improve clean water locally and globally and to promote the sport of surfing. (www.surfclubs.org) LJSSA is one of many Southern California non profit surf clubs to participate in the CSC for fun competitive surfing in a friendly team oriented atmosphere.

LJSSA Surf Team consists of a wide variety of surfing talent from novice to expert. The contests are always family events wherever we go. Many of our team members are parents and their kids are always welcome to join us – camping, competing in a nurturing environment, and just having fun while learning to be great competitors and team players. The contests are staged at some of the world class surfing breaks in Southern California like Church's (Camp Pendleton) and Malibu First point.

LJSSA invites you to bring your shortboard, performance longboard or noserider and join in the fun. We compete for bragging rights – and placed 7th overall last year – our best finish ever! We are always looking for new competitors to help share the philosophy of great sportsmanship and the soul of surfing.

Join Us

The La Jolla Shores Surfing Association is open to all surfers, regardless of ability or age. We welcome newcomers who love the beach as much as we do. You're all invited. Please visit our website to get more information, or stop by the raffle booth to get an application for membership. www.ljssa.org.



Thank You to our Volunteers!

Contest Committee

Dan Aughinbaugh
 Phil Bimer *
 Jeremy Bjork*
 Donny Ciccimaro *
 Stephanie Hoffman
 Blake Lawless, Sr.
 Jorge Martinez
 Dave McLeod
 Dave Merriam
 Ed Newton
 Lorraine Schmalenberger*
 Steve Sullaway
 Carla Verbrugghen
 Pete Zacharzuk Jr.*
 *LJSSA Board of Directors

BBQ Crew

Katie Barnett & Kathleen Mehall of
 She Manages
 Selina Krajewski of CUPS
 Freddy "D" D'Aquisto
 Alex Finlayson
 Tom Morrell

Judging & Tallying

Jeremy Bjork, head judge, and
 club members & friends!

Raffle Booth

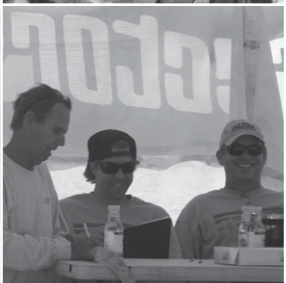
Lorraine Schmalenberger & friends:
 Alexandra Boyer
 Bella Lapuaho
 Amelia Opean
 Mary Trombley

Registration

Bettys on Boards
 Kaia Elliott

Special Thanks!

Art Contest – Donnie Laughlin,
 Cameron Volker
Corporate Sponsorships – Dawn Norman,
 D. Norman Productions
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Equipment & setup – Ryan Larsen,
 Abbey Rentals
Food Extras – Denny Laughlin/Sara Lee,
 and Eric Schexnayder/PepsiCo
Goodie Bag Assembly – Tiarre and Kaila
 Aguerra, & friends from Bishops School
Paypal setup – Chris Bergstrom
Photography – Nick Vanmatre and friends
 from The San Diego Photography
 Collective
Printed Program – Mary Ellen Mulshine,
 graphics & layout
T-shirts – Steve Johnson of MGink,
 graphics & layout
Trophies – Ed Newton
Videographer – Mike Dixon



Photos by Mike Dixon



La Jolla Shores Surfing Association Sponsors Youth Surf Art Show

Welcome to our 8th Annual Youth Surf Art Contest. We sponsor this contest for art students with hopes that we will inspire young people to get involved in our community and surfing through art. We are also looking for original artwork that we can use on our Annual Menehune Surf contest t-shirts.

We were enthused by the numerous entries we received this year – over 150 – and the great variety of perspectives on the surf-inspired theme. Thanks to all the creative kids and fabulous art teachers for supporting this contest, especially Muirlands Middle School, La Jolla Country

Day, and University City High School. Our grand prize winner, Tina Aliev of Muirlands Middle School, was chosen because her work was graphically appealing, and best captured the spirit of having FUN while surfing!

We would like to especially thank the La Jolla Riford Library Center and Jacobs Annex Youth Services Department for exhibiting the artwork. The top forty entries are currently on exhibit through May 16. Thanks also to our special art sponsor, La Jolla Art Association, a non profit organization promoting art, for their support. Please stop by and visit their gallery at 8100 Paseo del Ocaso, showcas-

ing local artists. We're looking for a volunteer to coordinate all the activities of the art contest next year which takes place in the few months prior to the surf contest. If you'd like to volunteer, and for more information on the contest or our organization, please contact lorraine@ljssa.org or tel: 858.692.5235.



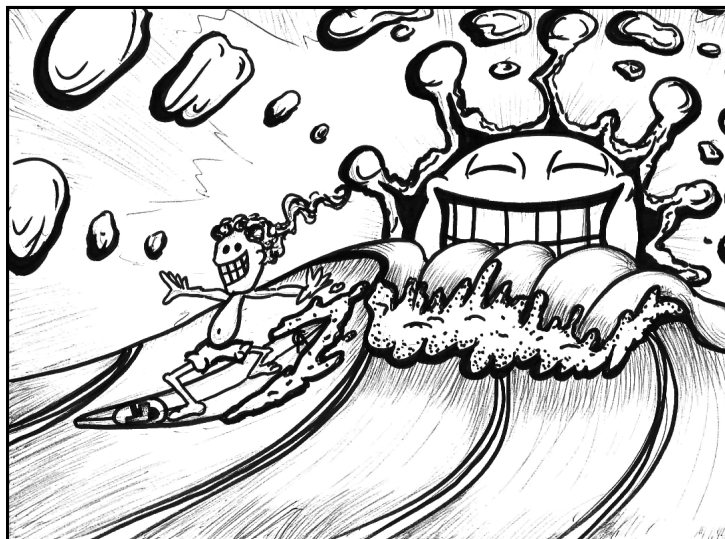
Artwork at top from left to right: Natasha Del Castro D., Muirlands Middle School, 3rd place; Natalie Fry, University City High School, honorable mention; Kelvin Nguyen, Muirlands Middle School, 4th place; Takumi Nishikawa, Muirlands Middle School, 5th place; Cameraon Lapuaho, Patrick Henry High School, 2nd place.

Congratulations to our Grand Winner of our 2012 contest – Tina Aliev from Muirlands Middle School!

Tina's surf artwork will adorn our 2012 Menehune Contest t-shirts and she receives a \$100 prize. We asked her to write a little something about herself:

Hello!

I'm Christina Aliev and I am 14 years old. I originate from Russia, but I was born in America. I'm also in 8th grade. Back in elementary school, I was a very shy person, and I didn't really want to be following other people. So, I went off into my own little corner and started to draw. I started to get a lot of attention – not only from people that I didn't know or like, but also from teachers and other adults. And that's where my drawing career all started. When I first started to draw, I would mainly focus on horses. I was obsessed with them (and I still am). I would practice their skeleton structure, and where their muscles are placed. Now, I can almost draw anything if I have a reference photograph.



Now, I take art classes and I enjoy it very much. I would love to go far with it, and would like to be known. Not only do I draw, I also paint and make small sculptures. I'm also very athletic. I'm on the high school swim team, and I horseback ride. I used to do ballet, ballroom dancing and rhythmic gymnastics.

My parents support me very much in my drawings and in everything that I do. It really means a lot to me, and I thank them greatly.

Thank you!

By Tina Aliev, Art Contest Grand Prize Winner

2011 Menehune Contest Results

We extend our congratulations to all our division winners and we thank everyone for their good sportsmanship!

Right: Photo by Jan Summ



Super Menehunes 6 yrs & under (not judged, in alphabetical order)

Ashlyn Brunette	Jett Thomas
Shane Cassidy	Kenan Thomas
Rory Engh	Tyler Traubman
Maximus Kieffer	

Girls 7 – 9 yrs

	<u>Shortboard</u>	<u>Longboard</u>
1 st Place	Emma Lhuillier	Emma Lhuillier
2 nd Place	Makayla Gates	Cameron Engh
3 rd Place	Lily Mann	Alexa Thompson
4 th Place	Alexa Thompson	

Boys 7 – 9 yrs

	<u>Shortboard</u>	<u>Longboard</u>
1 st Place	Shane Cox	Casey Ford
2 nd Place	Lance Mann	Shane Vosberg
3 rd Place	Lang Henning	
4 th Place	Casey Bowles	
5 th Place	Kasey Ford	

Girls 10 – 12 yrs

	<u>Shortboard</u>	<u>Longboard</u>
1 st Place	Tiare Thompson	Tiare Thompson
2 nd Place	Malia Faramarzi	Ava Verbrugghen
3 rd Place	Ava Verbrugghen	Kaily Baquial
4 th Place	Lia Betanzos	Milla Padilla

Boys 10 – 12 yrs

	<u>Shortboard</u>	<u>Longboard</u>
1 st Place	Sean Purbaugh	Elijah Roth
2 nd Place	Zach McCormick	Tanner Ford
3 rd Place	Noah Jackson	Julian Davis
4 th Place	Lorenzo Villela	Lorenzo Villela
5 th Place	Matthew Perreault	Josh Szekely
6 th Place	Tanner Ford	

Jr Women 13 – 15 yrs

	<u>Shortboard</u>	<u>Longboard</u>
1 st Place	Kylie Loveland	Janet Shackleton
2 nd Place	Samantha Lamirand	Stephanie Schector
3 rd Place	Malia Faramarzi	Dana Haman
4 th Place	Hailey McCormack	Sierra Casper
5 th Place	Sierra Casper	Charlotte Mayer
6 th Place		Annika Verbruggen

Jr Men 13 – 15 yrs

	<u>Shortboard</u>	<u>Longboard</u>
1 st Place	Tristen Sullaway	Ricky Cunningham
2 nd Place	Jacob Szekely	Tristen Sullaway
3 rd Place	Remy Jubori	Jacon Szekely
4 th Place	Michael Gumina	Zack Clark
5 th Place	Keone Betanzos	Jordan Fearon
6 th Place	Zach McCormick	Cameron Lapuaho

Women 16 – 18 yrs

	<u>Shortboard</u>	<u>Longboard</u>
1 st Place	Kylie Loveland	Tamara Kramer
2 nd Place	Larissa Lambrou	Stephanie Wood
3 rd Place	Courtney Hoffman	Natalie Silance
4 th Place	Tamara Kramer	Stephanie Schector
5 th Place	Hailey McCormick	Taylor Nelson
6 th Place	Stephanie Wood	Courtney Hoffman

Men 16 – 18 yrs

	<u>Shortboard</u>	<u>Longboard</u>
1 st Place	Jacob Szekely	Scott Swenson
2 nd Place	David Frankhauser	Jack Sieck
3 rd Place	Remy Jubori	Luke Erlbeck
4 th Place	Kealoha Betanzos	Jeff Lawson
5 th Place	A.J. Betyar	Jacob Szekely
6 th Place	Myles Laine-Toner	

Novice division

	<u>Girls 10 yrs and under</u>
1 st Place	Sydney Sanchez
2 nd Place	Haillie Shea
3 rd Place	Kamalani Carreira

Novice

	<u>Boys 10 yrs and under</u>
1 st Place	Jackson Cassidy
2 nd Place	Aaron Schwarzmann
3 rd Place	Dillon Mills
4 th Place	Lang Hennings

Novice

	<u>Jr Men 11 – 13 yrs</u>
1 st Place	Ben Lolly-Wilson
2 nd Place	Noah Griffith
3 rd Place	Kent Pinz
4 th Place	Carsten Lester
5 th Place	Connor Vosberg
6 th Place	Roman Rosser



Left: Photo by Ron Greene



Left and below: Photos by Mike Dixon





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Gathering of the Crew for a Good Cause

Twelve years ago when this contest was founded, our surf club members wanted to raise funds for charitable causes..thus the subtitle “Gathering of the Crew for a Good Cause” was initiated. In addition to our long standing commitment to the Salvation Army Toys for Tots Holiday Toy Drive, we’ve tried to focus on surf-related and local causes that support the ocean our community, our kids, and our beach. We’re proud of this tradition of giving back; and over the past five years, La Jolla Shores Surfing Association has donated over \$15,000 to non profit charities, voted on and supported by our members. Please stop by the raffle booth to pickup more information on the good organizations we support. Here are the causes we supported in 2011:

Disabled Services Advisory Council (DCAS) for the repair and maintenance of the beach access wheelchair at La Jolla Shores. DSAC provides support to the Therapeutic Recreation Services(TRS) program of the City of San Diego Park & Recreation and they provide community recreation programs for persons with all types of disabilities. They advocate for accessible facilities and services for persons with disabilities. When, through our own involvement in swim ‘friends’ helping our paraplegic friend on and off the beach at La Jolla Shores, we started using the beach access wheelchair (pictured). Over the course of two long summers and lots of use, it started to fall apart. Our \$500 donation will help TRS expedite future needed repairs. We’re happy to report that City Council Districts have provided funding for three new beach wheelchairs, one of which will be housed at La Jolla Shores, hopefully in time for summer. www.sandiego.gov/park-and-recreation/activities/trs/

San Diego Junior Lifeguard Foundation supports the City’s Jr. Lifeguard Program, and allows them to give scholarships to families who otherwise couldn’t send their kids to this wonderful summer program. The ocean, first aid and beach safety skills that each child learns will be used for the rest of their lives. This priceless education saves lives now and will for many years into the future. www.sdjgfoundation.org

Scripps Institution of Oceanography, in support of oceanographic collections. At a time when our planet’s biodiversity is increasingly threatened, documenting and understanding the diversity of marine life and our changing Earth is more important than ever. Our surf club was fortunate to get an exclusive behind-the-scenes tour of the oceanographic collections in 2010 – and most will agree, that it’s a world renowned treasure trove of species collections found nowhere else in the world. Our jaws were gaping as we viewed the deep sea creatures and delicate jellies in the jars and vaults of this underground maze. Equally amazing were the Scripps scientists who curate these collections and act as living librarians of the sea, each involved with their own cutting edge research. We hope to engage more with this world-renowned research facility in our backyard, and will keep you informed of tours, lectures, and other events around Scripps. <http://collections.ucsd.edu/>

Sundt Memorial Foundation inspires kids to live their natural high and reject drugs. They produce and distribute Natural High DVDs for FREE, to schools throughout the U.S. Their mission is to influence the hearts and minds of kids by inspiring them to live their natural high and reject drugs. They produce and schools throughout the U.S. They produce and distribute Natural High DVDs for FREE, to every middle school, public and private, throughout the United States. www.sundtmemorial.org

Annual Luau and Longboard Invitational celebrates the “aloha” spirit in the fight against cancer, and has raised more than \$5 million for cutting edge cancer research and care at the Moores UCSD Cancer Center. La Jolla Shores Surfing Association supports this event by donating a surfboard, together with our local shapers and artists for their raffle and silent auction every other year. We are proud to have a few of our members – cancer survivors – surfing on the Pfizer “Thrivers Team” in the event which features all the world’s living surf legends. Mark your calendar for the 19th Annual on August 19th, 2012. www.longboardluau.org/



Door of Faith Orphanage in Baja, Mexico –“Changing the World one kid at a time” is their mantra, and this lively orphanage south of the border cares and nurtures more than 100 children – from infancy to young adulthood. The orphanage is located in La Mision, Baja – approximately one hour south of the border between the cities of Rosarito and Ensenada. www.dogo.org

WILDcoast protects and preserves coastal ecosystems and wildlife in the Californias and Latin America by building grassroots support, conducting media campaigns and establishing protected areas. Our May meeting will feature a presentation by WildCoast on the importance of Marine Protected Areas. Save the date for WED., May 23. 6pm (location pending). www.wildcoast.net



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