



Shorerider

November 2005 Publication of the LJSSA 4870 La Jolla Shores Dr. PMB # 446 La Jolla CA 92037

Message from the Pres... *Louis Fehrensén*

Happy Holidays Members !

As we roll into the holiday season, I am happily reminded that our season of surf is finally here. We have already benefited from some early activity in the Gulf of Alaska with some great surf days, and that early activity is a good sign for the rest of the winter season. The weekend of October 22nd and 23rd promised some good size as well, and I have to admit, I was looking forward to surfing Big Rights at Shores,,, but the swell never really materialized.... maybe next time. Hopefully the swells will keep coming and we'll all have a chance for some clean glassy walls.

So, with those happy thoughts warming our hearts, remember that it is also the season to think of others who are not so fortunate as ourselves. Each year the LJSSA takes a portion of the money we earn from our fundraising events and donates them to charitable groups. The groups are chosen from those suggested by our members and then voted on at the October meeting. I want to thank our members for the many excellent suggestions for this year's LJSSA charitable donations.

I'm proud to announce that this year the club chose to donate to the **Interscholastic Surfing Federation**, the **UCSD Cancer Center Longboard & Luau Invitational**, the **Surfrider Foundation**, San Diego Chapter, and the **Angels of Aseltine**, a local school for learning disabled children. And it should also be noted that due to the success of our events we were able to give more than ever before. To read more about these organizations....see inside.

On the home front, we have some news to report regarding the **La Jolla Shores Kellogg Park** and boardwalk redesign: Due to the gross indignation of the local community at the thought of changing the park and also the mishandling of the initial community input by a subgroup of the **La Jolla Shores Association**, the project is currently on permanent hold. I personally feel sad that we are not working on improving and repairing the boardwalk and park. Perhaps the proposed design of the park was not to the liking of the community, but that

doesn't mean it couldn't be improved or that the area doesn't need maintenance in the year to come to keep it looking beautiful. For original plan drawings (that was consequently shot down) visit www.lajollaguide.com/ljss.

Many valuable points about the landscaping were brought up at the April meeting, such as the fact that many of the large beautiful trees and palms are nearing their life expectancy. And no one can deny that the boardwalk is in desperate need of a facelift. The upkeep and beautification of this important piece of our community is the duty of those who live (and surf) here to make sure it happens. I've proposed to the board and am proposing to all our members that we get involved with the LJSA to get something done. Your comment and help are appreciated, so please feel free to contact me if you have suggestions: louis@ljssa.org

See you all at the Holiday Party (if not in the water) where we plan to have a great buffet, pictures, movies, door prizes, and more....

Sincerely,

P.S. Don't forget to bring a toy to our holiday party to donate to the Channel 10 Toys for Tots toy drive

P.S. P.S. We're always trying to cut costs, and one of our biggest operating costs is mailing/printing the newsletter, so if you have an email address, please send it to lorraine@ljssa.org Don't worry, for those of you w/out computers, we'll mail you the newsletter. Extra copies will always be on hand at Dave's truck.

DUES REMINDER NOTICE: \$\$\$
Please send us your annual checks for your membership dues! If you've already paid, thanks for your support!



Mark Your Calendars!

- **Sunday, Dec. 4th: DEADLINE for Doheny \$\$ contest fees** to reserve a roster spot on the LJSSA surf team
- **Sunday, Dec. 4th: 9:30 a.m. Surfin' Santa group photo shoot...** see inside, page 2 for details
- **Sunday, December 11th 5:30 p.m. to 8:30 p.m. Annual Holiday party at La Jolla Brewhouse**
- **Sunday, January 1st, 2006 9:30 a.m. Annual New Year's potluck on the beach.**
- **Sat & Sun. Jan 7th-8th, 2006 Doheny's Longboard Surfing Assoc. Coalition Contest at San Onofre State Beach at Church.** Longboard & Shortboard divisions!

La Jolla Shores Surfing Association Designates Charitable Organizations for Annual Giving

Each spring the LJSSA hosts the Menhune Surf Contest, its major fundraiser, and each fall the Association designates charitable organizations to receive funds raised from the event. This year, the Board, together with voting members, chose several local charities to receive funding:

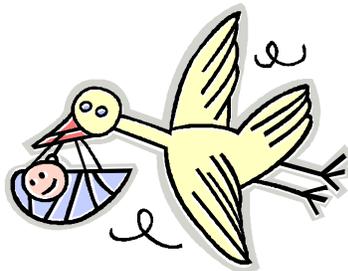
- ♥ Surfrider Foundation/SD Chapter : Dedicated to the protection and enjoyment of the world's oceans, waves and beaches for all people, through conservation, activism, research and education. www.surfriderssd.org
- ♥ Interscholastic Surfing Federation (ISF): local San Diego chapter. The purpose of the ISF is to give to student surfers from middle schools and high schools the opportunity to participate in a well organized, professionally operated surf program representing their school. The ISF is run by volunteers and also provides support and/or instruction to schools or individuals starting their school surf programs as well. www.isfsurfing.org
- ♥ Angels of Aseltine Auxiliary: The auxiliary supports the Angels of Aseltine private school located in Hillcrest, that serves emotionally disturbed and learning handicapped children from all areas of San Diego County. The Angels help the school to expand the diversity and quality of services necessary to meet the unique needs of the children it serves. www.aseltine.org
- ♥ UCSD Cancer Center Longboard & Luau Invitational: This is a unique gathering in the true "aloha" spirit of those in the business and surfing fraternities who care about cancer research. The UCSD Cancer Center ranks among the top centers in

the nation conducting basic and clinical cancer research, providing advanced patient care and serving the community through outreach and education programs. The LJSSA plans to donate a custom board for their auction, which could leverage hundreds of \$\$ more than the cost of the item to LJSSA.

www.longboardluau.org, NOTE, if you would like to donate your services or materials for our special custom board, please contact Stephanie Hoffman: stephanie@ljssa.org.

- ♥ Toys for Tots (U.S. Marine Corps Reserve): collects new, unwrapped toys each year and distributes those toys as Christmas gifts to needy children in the community. www.toydrive.com. We plan to appear on T.V. Channel 10 after our toy drive Dec. 11th (holiday party), so stay "tuned" for more info....

A huge thanks to our sponsors, volunteers, and community members who help make our annual Menhune contest/fundraiser a huge success! ♥



Congratulations to Prez. Louis & wife Michelle who welcomed new baby boy Louis Fehrensens Jr., on September 4, 2005 weighing in at 9 lbs!



Surfin' Santa Dave

invites you to JOIN him (yes, bring your Santa hats or suits) for a GROUP photo for our 2005 LJSSA greeting card. We'll attempt a party wave with all the Santa impersonators. Please meet on the boardwalk (in front of Dave's truck) **Sunday, Dec. 4th** at 9:30 am for the photo shoot. Don't forget your Santa hat!

LJSSA Sponsors 2nd Annual Art Contest

Volunteers needed to get the word out!

We're revving up for our 2nd annual art contest....and we need some volunteers who can post flyers at local schools and contact art teachers to get the word out. The contest is open to all middle and high school students. Submission of original art is wanted...the grand prize winner will get his/her original art screened onto all of our 2006 Menhune Surf Contest t-shirts and posters, in addition to a \$100 cash prize. (last year's winning design below). Other top "jury" picks will go on display next March at the La Jolla Riford Library Center. Please contact Lorraine if you can help: 858-274-3521 or lorraine@ljssa.org.





Above: Mark Etchings
Below: Kirk, aka "Wanky"



Above: Matt Recksiek Below: Lorraine S. drops in on set wave at Cardiff Reef during October coalition contest



* Fall
2005 *

Surf Photos courtesy of
John Slavin Surf
photography
johnslavin.com
Check it out for
more photos!



Above: Doug Jones
Below: Jeremy Bjork



Coalition Contest Updates....



At right:
Stephanie-Hoffman shows off her winning nose riding style....



Please consider joining other LJSSA members and surf in the next coalition contest event at Church/San Onofre, sponsored by the **Doheny Longboard Surfing Association Jan 7th-8th, 2006** There will be shortboard & longboard divisions. Contest fees \$\$ **MUST** be paid by the deadline, December 4th, to either Stephanie Hoffman, contest coordinator, or (Inside Wave) Dave, at his truck, in order to reserve a spot on the team roster. **Contact Stephanie at 619-851-2299.** For now, it's first-come, first-served, until the divisions fill up for the Doheny (Church) contest.

We're proud to announce that our own **Stephanie Hoffman**, placed 3rd in the **Guy Takayama** nose-riding event at **Oceanside** in late summer, and won prize money, which was a part of the Coalition event. Most of our surf team advanced through the first heats at **Cardiff Reef** at the Annual **Swamis Surf Association** coalition contest in October. Battling the big surf for a spot in the finals were **Tom Matera** in the Master's shortboard division (5th), **Michelle Vincent** in the women's open shortboard division (5th), and **Lorraine** (can you believe it?) **Schmalenberger** in the Senior women's longboard division (6th). Let's start the 2006 season with a strong team. For information on campsites for the Doheny's/Church contest weekend Jan 7th & 8th 2006, please contact Lorraine: 858-274-3521 or lorraine@ljssa.org. Join the fun!

Member Profile: Jorge Martinez

FULL NAME: Jorge Jaime Martinez, 49

FAMILY My wife, Karen Marie, has been my best friend and soul mate for 31 years. She was my high school sweetheart and we've been married 25 years. We have 2 terrific sons, Eric Alejandro 22 (the surfer), and Brian Carlos Tiger 18 (the skater).

OCCUPATION: surfer/business owner, and with my wife - President of SHE Manages Properties – we've been blessed with our own family business. It has been passed on from grandma and it's now 25 years old. We're residential/condo property managers.

STARTED SURFING WHEN? I'm just a pup compared to the Shores crew, about 12 years ago after a friend said it would be a good idea to help my relationship with my oldest son and it has been.

FIRST SURFBOARD A 9-0 Walden, Magic Model, bought it used for \$150.

ALL-TIME FAVORITE SURFBOARD: The one under my feet whenever I'm in the water...usually 9 feet plus -- someone once said it's not the board it's the surfer....I'm loving the **Donnie Laughlin**

9-6 and 10-0 crowd pleaser I have now. Donnie Laughlin -- keep the horseshoe logo. He and **Tom Matera** have shaped all my custom boards. And I have a experimental model Y board made by Y (aka **Tom Morey**)

SURF NICKNAME?: "Hey, get off my wave" at least that's what I hear in the water...

GOOFY or REGULAR? Regular but I'm trying to learn to go the other way too

FAVORITE SURF SPOT? The very north end of the Shores is my favorite surf spot because I always get more waves than Pres. Louis when he's shortboarding.

MOST MEMORABLE SURF EXPERIENCE? We went to Nosara, Costa Rica with my oldest son, and another dad, son and their cousin. We stayed in a private home with a disappearing edge pool, with 2 palm trees with coconuts, on each end of the pool. And we had a view of the break we surfed all day. Pura Vida!

FAVORITE THING ABOUT THE SHORES? Easy parking, easy paddle out, Damon's breakfasts, the old guys who surf there, and the ladies too.

SHORES' BITCH? Trash, loud music from cars I don't need to hear, no parking after 9 a.m. in the summer...

FUNNIEST THING You EVER SAW IN THE WATER? Not really funny but fun, I was paddling out recently and saw three dolphin riding the wave straight at me. I had no where to go but before I could even think about it, they darted right around me and under.

ROLE(s) IN LJSSA? Past board member, put together a few newsletters back in the day and love to help out with all the events whenever I can.

WHEN DID YOU LAST GET A HAIRCUT? Yesterday, Does it look ok?



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The Shorerider is a publication of the LJSSA and published quarterly. Your articles, photos, comments, and/or assistance are welcome! Send or e-mail to Lorraine : lorraine@ljssa.org



La Jolla Surfing Association
8070 La Jolla Shores Dr. PMB # 446
La Jolla CA 92037