



Shorerider

April 2007 Publication of the LJSSA 8070 La Jolla Shores Dr. PMB # 446 La Jolla CA 92037

Message from the Pres...

Louis Fehrensén

Hi members,

It's contest time! Following the lead of our great contest director Stephanie Hoffman, the La Jolla Shores Surfing Association is putting on its 7th Annual Menehune Surf Contest on Saturday April 28, 2007. For us, this is the biggest event of the year, and it takes a lot of work and coordination to pull it off. As always, we're looking for volunteers to help make this event a success. If you can help out, please contact Stephanie (stephanie@ljssa.org). Remember that every little bit counts. Even if you only have enough time to help set up on the morning of contest day, your help is sorely needed and greatly appreciated. I hope that everyone will come out to support the event. It should be a great time for the kids, parents, and volunteers. All the money we earn at the event will be donated to worthy causes.

If you know someone who's interested in participating in the event, please send him or her to our website (www.ljssa.org). All the contest information is posted, including a online sign-up form. Dave also has applications available at his truck.

Ironically, before I sign off, I'd like to talk about contest events that are held at La Jolla Shores. At our last club meeting, concerned

surfer Matt Resnick asked if the club had any influence over the number of contests held at La Jolla Shores. The short answer is that we currently do not. However, this does not preclude us from trying to gain some influence. The issue, until now, had simply not been raised because there had not been an overwhelming number of contests held at La Jolla Shores. Permits for contests are issued by the City Park & Recreation Department. They are issued on a "first come, first served" basis, and there are no set limitations on the number. Our association is currently analyzing the number of contests held last year to determine how many permits are being issued and what kind of input we may be able to have over the permitting process. We'll keep you posted. If you have any input regarding this issue, please send it to me via email at louis@ljssa.org. I'm very interested in hearing your comments.

See you out in the water.

Aloha,

Louis Fehrensén, President

We hope you enjoy the surf graphics submitted for our 3rd Annual Surf Art Contest as much as we have....the art is now on display at the La Jolla Riford Library through the month of April.



Artwork by Mikey Drummond, age 13, (above) 2nd place LJSSA Surf Art Contest, and Meghan McLaughlin, age 16, (below), 3rd place, now showing at La Jolla Riford Library through April.



We agree with the student artist of this piece, **Josh Amberg**, age 12, of Kroc Middle School. His work received honorable mention in our art show for best sense of humor!

Surfing
the only
thing better
than Pie!
Except Pie and surf'ing
at the same time

Mark Your Calendars!

- ⇒ April 2-April 30 LJSSA Surf Art Contest at La Jolla Riford Library Center & Jacobs Annex 7555 Draper Ave.
- ⇒ WED. April 25th Volunteer (pre-contest) meeting at La Jolla Brew House 6:00 p.m.
- ⇒ SAT. April 28th 7th Annual Menehune Contest 7am @ La Jolla Shores. Set up 5 a.m.!

Race To Win: Give It Your All

By Amelia Opean

This time last year, I could not have imagined myself in a paddle race on Mission Bay, but that is just where I found myself this past January. Partnered with Lorraine Schmalenberger in a tandem kayak, we didn't just race in the 2007 Hanohano Ocean Challenge Short Course—we won. No, we didn't set an Olympic record; it took us one



hour, six minutes, 30 seconds to complete the 4.7 mile course. Yeah, go ahead and laugh; I'm still laughing at it myself! But we won, fair and square—in our equipment category!

The truth be told, I would have considered myself a winner had we come in last; completing the course would have been a victory for me. Grant it, I had no doubts in my part-

The Little Club that Could...Coalition Contest Update

The Coalition Contest season has come and gone this past fall -06 & winter-07...and we'd be remiss in not reporting the outcomes for all of our 15+ members competing in these contests on behalf of our club. We entered the Annual Swamis Surf Contest in October which was held at D St. in Encinitas...instead of the familiar Cardiff Reef where they've enjoyed hosting past contests. La Jolla Shores fielded an entire team of goofy-footers...there were nine of us...and lo and behold, we came in 10th overall, which Dave says is our best club showing ever! Making it to the finals and dominating the men's longboard 20-29 division were **Antonio Roberti** (1st) and **Matt Orbach** (5th). The ladies came up roses as well: **Mary Mulshine** took 1st place in the shortboard division (29 & under), and **Lorraine Schmalenberger** took 3rd in the women's longboard masters division.

Fast forward to the Annual Doheny Longboard "Gathering of the Tribes" at Church's the first weekend in January.....the weather and swell held up to



ner, Lorraine; she's a terrific athlete and a real sport. I know she could bring us both back to shore if I could not. Our goal was to paddle the entire course and have fun. Well, we accomplished that and had a great time too.

As I was driving to Mission Bay on the morning of the race—I had made up mind to give the race my best shot. I decided that I would race to win; I determined to give it my all. I figured that if I gave it my all-out-best-shot, then I could consider myself a winner no matter how we placed in the competition. Now I'm laughing because we did it—we won! Lorraine is now acutely aware that I have a bit of a competitive streak, even when the deck is stacked against me and the odds are embarrassing. Well, God willing, we'll be out there next year, trying to beat our own time. I hope there will be some new competition—not from strangers, but from friends. Please join us next year. Plan to give it your all or just come to rally us on—who knows maybe you will beat us, maybe you will even win the race; I would win too, just by having more of my friends out there with me. ♥

{note, we're now kayaking monthly on Mission Bay. Please join us, we'd love the company. E-mail Lorraine for more info: lorraine@ljssa.org}



LJSSA member Matt Orbach backside at the Swamis Surfing Association Club Contest in October. Photo by John Slavin

provide some sweet conditions...the team didn't fare so well, but congratulations to our women! Both **Stephanie Hoffman** (3rd/women's masters' longboard), **Michele Connelly**, (5th in longboard and 2nd in shortboard 29 & under) and **Deborah Hoyt** (4th in longboard, 6th in shortboard) advanced to the finals and did us proud. We enjoyed some good team camaraderie along the way...headed by none other than **Mike Tinsley**, aka Tinman, who played campground host to our rag tag Shores team. If you'd like to compete for the team in the future...let Dave or Stephanie know. We'll try to get a berth in the Malibu "Call to the Wall" scheduled for Aug 4&5th,

Art Contest Winner Announced

Congratulations to grand art contest winner **Brooke Nicholas** of Francis Parker School. This is the third year that the La Jolla Shores Surf Association has hosted a surf art contest aimed at inspiring young artists to design and submit original artwork for the annual Menehune Surf Contest T-shirts. Brooke's design will be featured on the T-shirts for the 7th Annual Menehune Surf Contest that will be held on April 28, 2007 at La Jolla Shores. Brooke also received \$100 in cash. Please stop by the La Jolla Riford Library Center and Jacobs Annex during the month of April to enjoy Brooke's winning entry (pictured below) as well as the surf-inspired artwork submitted by our other contestants.

LJSSA received a record 150 entries this year from Muirlands and Kroc Middle Schools, Francis Parker School, La Jolla and Clairemont High Schools, and a few other area schools. We thank

all the art teachers who generously supported the contest!

We asked Brooke to submit a bio of herself and her inspiration for her artwork:

My name is Brooke Nicholas. I am a 16 year old sophomore at Francis Parker, and a San Diego native. This is my second year of art and I am so excited to have finally won something! As for hobbies, I am an avid tennis player and a very social person. I love the ocean and beach, and though I would eventually like to learn how to surf, I am currently not much of a surfer. My art was inspired by the intricacy of

waves. It is easy for one to look at a wave and see it as simply that, but a wave is so much more. I wanted to show the flow of the ocean using familiar patterns, all emphasizing the complicated beauty and chaos of the sea. In my design, I did not neglect the people who honor waves the most. If you look very closely at the center of the wave, there is a tiny surfer gliding across the water.

Though it is very tiny, I wanted to show the relationship between surfer and water in an appealing way. Thank so much to Lorraine and the La Jolla Shores Surfing Association for selecting me as the contest winner! P.S... The picture of me above was taken by Erika Peirson, a friend of mine.



From the Contest Director's Desk

...Stephanie Hoffman

Thank you in advance for your ongoing support and enthusiasm for our annual kids surf contest. We're into the final stretch of hosting the contest on **Saturday April 28**. We have been fortunate to have ongoing sponsor support to make this all happen as they have generously donated surfboards, retail items, gift certificates, memberships, and prizes of all sorts: skateboard decks, surf apparel, wetsuits, DVDs, You name it, we've got it...all to help make this our best year ever! Please thank our title sponsors (below) if you have a chance.

In order to make this day happen, we need your volunteer help to make our event a success. We need help with set up and breakdown, registration, raffle booth, the beach BBQ, and judging...the more helping hands the better. We'll be having a pre-contest meeting for the volunteers on WED, April 25th at the La Jolla Brew House, 6PM...so plan on being there if you're going to help.

This year, in an effort to reach out to newer surfers, we've created a novice division for kids surfing less than a year. If you have children or know kids who have never been in a surf contest, then encourage them to enter. This is a great event to expose them to and we promise to make their experience lots of FUN!

Please remember that we also have our own contest alongside the kids...for "bragging rights" in your age division...come on down that day, surf in the morning against your buddies, then volunteer a shift to help out...it's all for a good cause. Our event proceeds benefit member designated charities and last year we were able to donate to many worthy causes: the MAP project at La Jolla Shores, the Interscholastic Surfing Federation, the Surf Rider, Scripps Environmental Advocates, and Toys for Tots. Please contact me if you can help at 619-851-2299 or Stephanie@ljssa.org



Member Profile: Ed Newton

FULL NAME: Edward M. Newton – age 60 (61 in May)

FAMILY MEMBERS: Evy Newton (wife), sons Matthew of Oakland, Jim (Tiffany) of La Mesa

OCCUPATION: Political science instructor, Mesa College, Accelerated College Program

STARTED SURFING WHEN: I started surfing in June 1999 (35 years too late).

FIRST SURFBOARD: 1st surfboard was a 10' 0" John Kies from Encinitas Surf Shop because Todd was the only guy who took me seriously about starting to surf at my age.

ALL-TIME FAVORITE SURFBOARD: I'm only on board number four right now, so it's a limited selection. But it is probably my first custom board from Don Laughlin, a 9' 4" with a flared stringer set-up. Don was kind enough to let me watch him shape it. He had me do some sanding and then sign the stringer since I helped shape it!

GOOFY or REGULAR? I'm regular foot.

FAVORITE SURF SPOT? My favorite spot is 11th Street in Del Mar because that's where my son Jim usually surfs with a great group of guys. On a good medium day the waves there are very friendly, easy to maneuver on.

MOST MEMORABLE SURF EXPERIENCE? My most memorable surf experience was a head-high right shared with a dolphin at 11th Street Del Mar about three years ago

FAVORITE THING ABOUT THE SHORES? My favorite thing about the Shores is Dave and the group of people who congregate behind his truck. They've made me feel welcome and given me a great deal of encouragement besides answering all my dumb questions.

SHORES BITCH? My Shores bitch is people who litter the beach.

NICKNAME? I'm not sure I have a nickname. I asked Wayne and he said "You don't want to know."

FUNNIEST THING YOU EVER SAW IN THE WATER? I'm probably the funniest thing I've seen in the water.

ROLE(s) IN LJSSA? I'm working on the trophies for the Menehune Contest, trying to improve over last year's models.

WHAT DO THEY SAY IN THE PARKING LOT ABOUT YOU? Probably "he's out of the water, it's safe to go in now!"

WHEN DID YOU LAST GET A HAIRCUT? I got a haircut last week when my barber, Bobby Hernandez, got back from heart by-pass surgery.



***Labor of Love:** Ed works on one of his hand hewn wooden surfboard trophies for our Menehune Surf Contest*

Blast from the past: be the first to correctly identify the surfers (pictured below) and win a free gift certificate to Jeff's Burgers on us!





AD SPACE AVAILABLE!!

7TH ANNUAL MENEHUNE CONTEST PROGRAM—8 pg booklet, distributed day of contest to 250 contestants, spectators, members

BUS. CARD SIZE: \$25 b&w/\$30 color
1/4 PG. SIZE: \$50 b&w/\$60 color

Hurry! Deadline is April 16th
Contact Lorraine:
lorraine@ljssa.org 858-692-5235



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