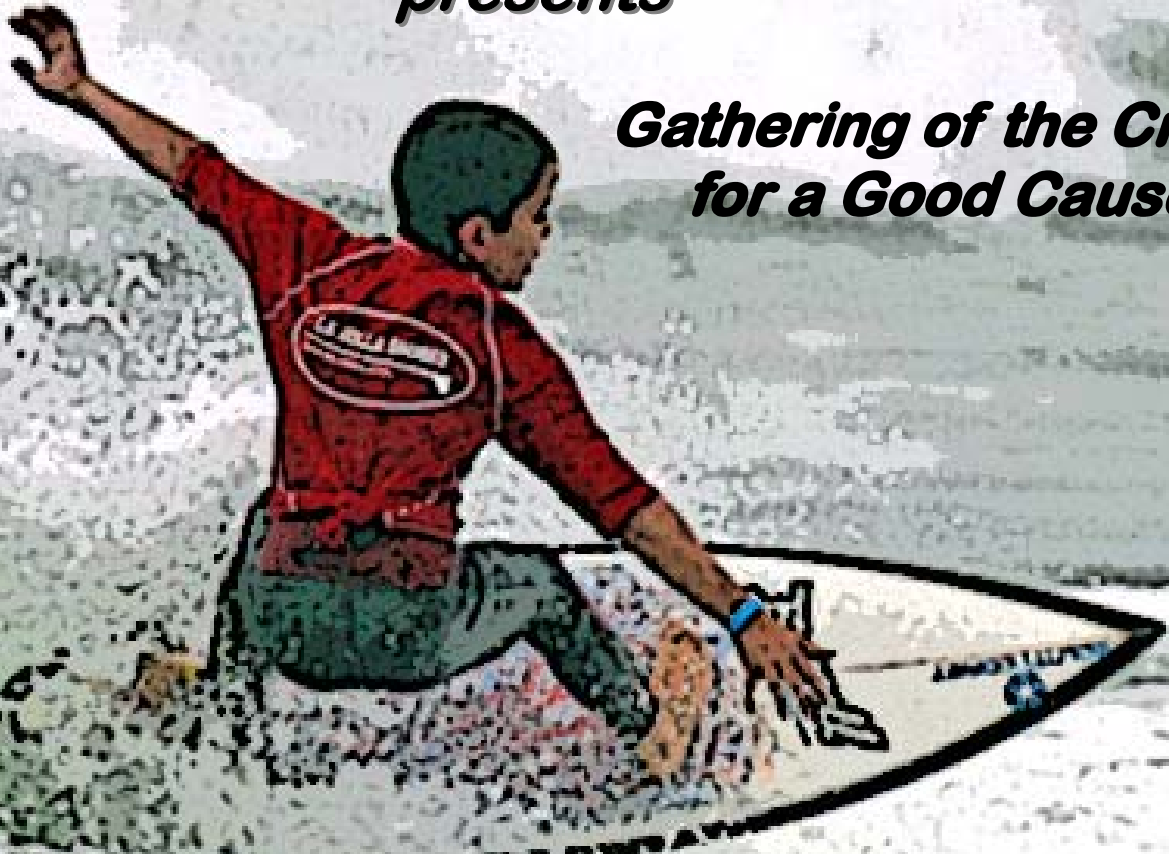


La Jolla Shores Surfing Association

presents

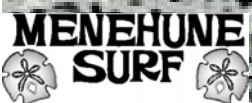
*Gathering of the Crew
for a Good Cause*



**8th Annual
Menehune Surf Contest
April 12, 2008**



Together with our EVENT SPONSORS:



Welcome Surfers, Sponsors and Supporters,

The 8th Annual La Jolla Shores Menehune Surf contest is here again. The support you have shown us year after year is incredible. For making this our biggest and best event ever, I want to thank you all, including our generous sponsors, hardworking volunteers, and La Jolla Shores Surfing Association members. I also want to thank all of you for helping with our charity program. Every year, we donate much of our contest proceeds back to the community to a variety of organizations and projects promoting worthy causes. Read more about those causes on page 4 of your program.



This year please welcome again novice surfers, who have been surfing less than a year. We hope to expose young athletes to this contest experience without the years of experience that some of our kids have. Encourage them to have a good time!

I encourage contest surfers, young and old, to compete with a positive attitude towards your fellow surfers, always showing good sportsmanship and acknowledging that together we surf side-by-side in an ocean, on waves, that we all deeply love. I ask the volunteers to look around and appreciate your hundreds of hours of labor towards making this event happen. And finally, to all our sponsors, please know that without your generous support, the LJSSA Menehune Contest could not have grown into the classic it has become. Thanks to you all for making a difference today at La Jolla Shores!




Stephanie Hoffman, Contest Director



LJSSA Contest Committee

Phil Bimer*
Shawn Brown*
Louis Fehrensen*
Stephanie Hoffman
Dave McLeod
Ed Newton
Matt Recksiec
Lorraine Schmalenberger*
Steve Sullaway
Pete Zacharzuk Jr.*
*LJSSA Board of Directors

Registration Crew

Anitra Bascom
Nancy Bimer
Alex Finlayson
J.L. Harr
BBQ Crew
Gary Moe
Mike Tinsley



We couldn't do it without you!

Abbey Party Rents, equipment
Michelle Checkal, for gift baskets
Rina Fehrensen, for glass trophies
Courtney Hoffman, AND FRIENDS,
for assembling the goodie bags!
Steve Johnson, SBF Athletic t-shirts
La Jolla Shores Lifeguard Crew
Denny Laughlin, baked goods donation
Ed Newton for the hand hewn trophies
Andre Niemeyer, for the surf videos
From Mylocallineup.com
Dawn Norman, special event angel ♥

WHO WE ARE

The La Jolla Shores Surfing Association is dedicated to the celebration and preservation of our home break, La Jolla Shores Beach. To this aim, we work

alongside local planning groups including the La Jolla Shores Association and San Diego Parks and Recreation. We celebrate the good life at our beach by holding annual surf contests, beach parties, and beach clean-ups for members and friends. We support a range of charitable organizations with volunteers and annual donations. We are young and old, men and women, families and individuals, shortboarders and longboarders, surfers and water-lovers.



La Jolla Shores Surfing Association today: 2008 Annual New Years Gathering

OUR STORY

The La Jolla Shores Surfing Association was started in the late 1960's by surfers and community members determined to protect their surfing life at La Jolla Shores Beach. In the late 1970's, their mettle was tested when negotiations between the City of San Diego, San Diego lifeguards, and the LJSSA halted an attempt to prohibit all surfing at the Shores. In 1996, the LJSSA (formerly the La Jolla Shores Longboard Association) successfully fought attempts to shrink the size of the Shores surf zone. Over the years, LJSSA has broadened its scope and taken a stand on a variety of threats to the Shores way of life. Recent issues addressed by LJSSA include the installation of parking meters in the Shores parking lot, the renovation of Kellogg Park, the effective regulation of surf schools operating at La Jolla Shores, and plans to rebuild the Lifeguard tower.

Over the years the LJSSA name changed. At times, its membership and events schedule waned. However, in 2004 a strong new board of directors resulted in a vigorous club with 100 dues-paying members, LJSSA Team Riders, and a quarterly newsletter, *the ShoreRider*. The LJSSA Annual Menhune Contest is fast becoming a San Diego beach classic. Today, we are proud to represent one of the most beautiful beaches and breaks in Southern California as a surfing club respected by the local community and by surfers worldwide.



La Jolla Shores Longboard Association, circa 1985

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

Gathering of the Crew for a Good Cause

Eight 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 favorite and long standing commitment to the Toys for Tots Holiday Toy Drive, we've tried to focus on surf-related and local causes that support the ocean, our community, and our beach. Please stop by the raffle booth to pick up more information on these charitable organizations and projects, including some great stickers. Here are the good causes we gave our support to in 2007-08:

"The MAP" project/LJ Shores: Our cumulative donation to this project over 2006-07 is \$1,000, An interpretive map of LJ Shores Underwater Park & Ecological Reserve will be installed in the ground at the South Comfort Station, supported by the LJ Shores Association planning group, a collaborative effort w/ Scripps Inst., Birch Aquarium, Kumeyaay Indians , local educators & others. . Groundbreaking has begun and the project is scheduled for completion in June. www.lajollaguide.com/ljsa/kellogg_park_lithocrete_map.html

Surfrider Foundation/SD Chapter : LJSSA has supported the great advocacy work of SurfRider's local chapter each of the last three years. Surfrider keeps us abreast of local sewage spills, coastline development, policy, and other issues. Surfrider is dedicated to the protection and enjoyment of the world's oceans, waves and beaches for all people, through conservation, activism, research and education. Come by the raffle booth to get some of their great stickers. www.surfriderssd.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. LJSSA purchases \$250 of toys in addition to club members' donated toys at our annual holiday party in December. www.toydrive.com

Door of Faith Orphanage in Baja: Founded in Tijuana in 1959, the Door of Faith has grown during the last decade to become one of the largest orphanages in Baja caring for over one hundred children. At it's current site in Baja, Door of Faith is also involved with other programs including food distribution, home construction, orphanage consulting and many other areas. They are currently building a new bigger and better nursery so that they can care for more babies and toddlers. www.dofa.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. In 2007, we donated a custom longboard for their auction, shaped by local shaper Don Laughlin of SeaBrothers Surfboards, hand painted by artist Stacy Vosberg, and glassed by Pacific Glassing. www.longboardluau.org

SurfAid International: We supported this reputable International organization with \$500 this year, and \$1,000 towards the Swim for Life campaign last year through individual club member donations. SurfAid improves the health of people living in remote areas connected to us through surfing. www.surfaidinternational.org



Boardwalk/beach surfing sign/improvements: LJSSA has put aside \$4,000 in club funds for future projects on the Beach/boardwalk, We would love to begin a feasibility of a project to explore creative ways we can install a surfing sign at La Jolla Shores. If you're interested in working on such a project with us over the next few years, please contact Lorraine Schmalenberger: lorraine@ljssa.org.

Thanks to all of you for making our outreach program a success!

LJ Shores Surfing Association Hosts 4th Annual Surf Art Contest

Surf Art Show currently on exhibit at La Jolla Riford Library through April

Congratulations to grand art contest winner **Blanca Yañez** of La Jolla Country Day School. This is the fourth 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. Blanca's design is featured on the 2008 contest t-shirts. Blanca also received \$100 in cash. Please stop by the **La Jolla Riford Library Center and Jacobs Annex through April 30** to enjoy Blanca's winning entry (pictured at right) as well as the surf-inspired artwork submitted by our other contestants.

LJSSA received a record 100 entries this year from Muirlands and Kroc Middle Schools, Francis Parker School, Bishops School, and La Jolla Country Day School. We thank all the art teachers who generously supported the contest! We asked Blanca to submit a bio of herself and her inspiration for her artwork:

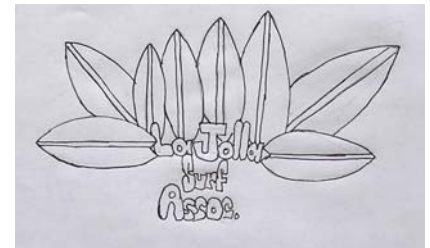
My name is Blanca Yañez; I'm Mexican American and am 13 years old. I live in Chula Vista, and am in seventh grade at La Jolla Country Day School. I have two older brothers, Alex and Alberto

Yañez, and a wonderful mother and a fun father. I love to draw and do sports. I'm very energetic and at school I run Track and Field which is a lot of fun. I also paint, sketch, build things, and lots more!

What inspired me to draw this picture was the outdoors. I love tropical places like Hawaii and Mexico. I also wanted some "cartoony things," so I decided to draw "La Jolla Shores" in a funky way. I know it would look great on a T-shirt and I thank La Jolla Shores Surfing Association for choosing my art piece!

Other art students submitting prize winning work were:

- Quinn Miller** 2nd place, 8th grade, Muirlands Middle School
- Jorge Martinez** 3rd place, 8th grade, Muirlands Middle School
- Sebastian Torres Torija**, 4th place, Francis Parker School
- Laurel Johnson**, 5th place, La Jolla Country Day School
- Bryan Mendoza**, honorable mention, age 13, Kroc Middle School



Clockwise from top right are other winning entries: 4th place Sebastian Torres Torija, 3rd place artwork by Jorge Martinez, and 2nd place artwork by Quinn Miller. We ask contestants to depict KIDS + SURFING + FUN + La Jolla Shores. Our judging panel is selected from our membership and includes surfboard shapers, graphic artists, and teachers. We always enjoy the creativity, originality, and fun depicted in the art. If you're interested in helping us with the art contest next year, please contact Lorraine Schmalenberger, Art Contest Coordinator: lorraine@ljssa.org





Coalition Contests....Check it Out!

Become a team rider for La Jolla Shores Surfing Association

The Coalition of Surfing Clubs (CSC)

is an international organization that represents the interests of surfing clubs throughout California and the world. It acts as a united voice to address issues related to coastal water quality, beach access, development, and legislative policy. The Coalition represents over 10,000 surfers of all ages and exists for the betterment of the citizenship of the surfer, to improve clean water locally and globally and to promote the sport of surfing.

The Coalition surf clubs sponsor surf contests up and down the California coast and all the clubs in the network are invited to these weekend family contests. The youngest age group is Menhune 14 & under, and the next oldest competing age group is Junior Men and Women, ages 15-19. La Jolla Shores Surfing

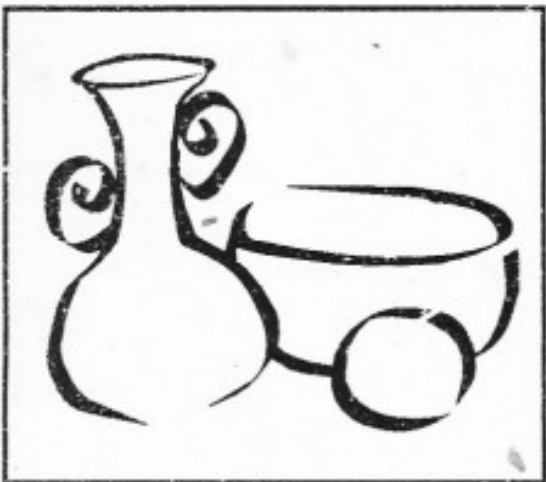
Assoc. (LJSSA) competes in these contests:

- Malibu Boardriders "Call to the Wall" July
- Oceanside Longboard Surfing Club August
- Swamis Surf Assoc. at Cardiff Reef October
- Doheny's Longboard Surf Assoc. at Church's/Lower Trestles "Gathering of the Tribes" January

La Jolla Shores welcomes ALL surfers regardless of ability. The opportunity to surf in the Coalition Contests is a great way to grow as a surfer, surf at some great breaks, and meet other surfers who share your passion for waves. While the competition is focused on longboarding, most contests now have shortboard heats as well. Please contact Stephanie Hoffman, to find out more about competing for LJSSA: stephanie@ljssa.org

Check out the coalition website to learn more about the clubs in the coalition: www.surfclubs.org.

MAD ART
STUDIOS



BRIGHT, BOLD
ART GLASS FROM
THE WEST COAST

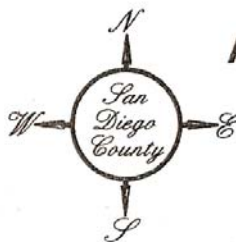
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roy sanchez
custom shapes

Pacific Glassing

Proud Sponsors of the Menhune Contest 2008!

Pacific Glassing LLC boasts years of industry experience as a full service surfboard glassing factory. Kurt Boeche is known as one of the best "Resin men" in the business and Roy Sanchez is respected as a board builder who has hand shaped tens of thousands of surfboards. **Telephone: 858.530-8066.**



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PB SOUTH COAST WINDANSEA - 740 FELSPAR ST. 858-483-7660
 SOUTH COAST WAHINES - 4500 OCEAN BLVD. 858-273-7600

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YOUR AD GOES HERE!


Event Program is 8 pg booklet, distributed day of contest to 250 contestants, spectators, club members.

We look forward to hearing from you!

Bus. Card size (1/8 pg): \$25 b&w/\$30 color

1/4 PG. size: \$50 b&w/\$60 color

Charles E. Silveria
 President



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2007 Surf photos by
John Slavin

Congratulations to all our 2007 Menehune Surf Contest Division Winners !

Novice: Girls 10 & under
Emilie Cooke

Novice: Boys 11-14
Lucas Jackson

Novice: Girls 14-18
Jordi Checkal

Jr. Girls 9 & under
Longboard Rachel Tully
Shortboard Kylie Loveland

Jr. Boys 9 & under
Longboard Chance Thompson
Shortboard Keone Belanzo

Girls 10-12
Longboard Lauren Heinemeyer
Shortboard Barret Kearney

Boys 10-12
Longboard Austin Nizic
Shortboard Lucas Dirske

Jr. Women 13-15
longboard Mele Ann
shortboard Courtney Hoffman

Jr. Men 13-15
longboard Taylor Mitchell
shortboard Jimmy Riha

Women 16-18
Long/shortboard combined
Winnie Riley

Men 16-18
Longboard Blaine Lewis
Shortboard Kevin Whatley



*Our surf club volunteers help
make it happen!*

