

Shorerider

December 2008 A Publication of the La Jolla Shores Surfing Association

Message from the President

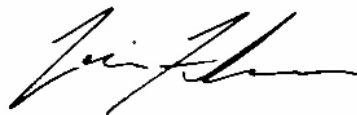
Happy Holidays to all of our club members. Thank you for your participation and support this past year. It's been a great year for our surf club and our members and we've accomplished a lot. As President I'm always encouraging participation and support of projects and events that are truly local to La Jolla Shores and which therefore have tangible results within the community. This year we donated to the Map Project located by the south bathrooms and we also donated to the fund helping to resurrect the play structures. We played an important part in making sure the North Bathrooms, which were slated to be closed under city budget cuts, remained open by collecting signatures and presenting them to the city council. And, of course, we did our annual 4th of July beach pick up making sure that our beach remains clean and pristine.

Thanks to the efforts of Lorraine and Dave our surf team is really coming together. We've participated in five events this year and finished 5th overall at the Swamis Contest in October..our best showing ever.

Lastly I'd like to thank our outgoing board members - Lorraine Schmalenberger and Shawn Brown for their service and I'd like to welcome our new board members Vice President Steve Sullaway and Secretary Blake Lawless.

Our season of BIG SURF is here... Enjoy it and be safe!

Your Prez



Louis Fehrensen



Club Calendar

● **January 1**

Annual New Year's Day Potluck on the boardwalk in front of Dave's truck around 9:30 a.m. Group photo @ 10 a.m. Bring a dish to share

● **January 3-4**

Doheny Longboard Surfing Assoc. Coalition Contest @ Church's

● **January 24**

Surfing Heritage Foundation Museum field trip in San Clemente @ 11 a.m. To RVSP contact Mike Tinsley: 619.417.8652 or e-mail: mptinsley@hotmail.com

● **April 25**

9th Annual LJ Shores Menehune Contest and Gathering of the Crew for a Good Cause. Save the Date and join our Contest Committee. Steph Hoffman: 619.851.2299

2008 Happenings in the Shores

by Mary Coakley

Editors Note: I asked Mary Coakley to let us know what's been going on this year and what beach activities her subcommittee (LJSA Parks & Beaches Committee) is working on for 2009. Mary is a tireless beach and parks advocate for La Jolla Shores and cares deeply about our neighborhood. She went down to testify before City Council regarding the North bathrooms closure recently, and we can all thank her for a positive outcome. If you haven't done so already, please go visit the MAP Project at the south end of the boardwalk, which was dedicated this year. LJSSA donated \$1,000 to the project. We hope to work with Mary and the La Jolla Shores Association on future improvements to the boardwalk and park. If you'd like to get more involved, please contact Mary or attend one of their meetings.

- Lorraine

The Year in Review

Ribbon-Cutting Ceremony for "The Map"™ of the La Jolla Shores Underwater Park & Ecological Reserves on September 12th. We've only just begun...be sure to submit any suggestions for maximizing the educational potential of the project.

LJSA (La Jolla Shores Association) Improved Fish ID Signage for "The Map"™ We need your input...join us the 2nd Wednesday of the month at SIO Building T-29 7 PM.

Friends of Kellogg Park Playground - working with LJSA to design & fund the renovation of the playground w/ Junior Lifeguard theme and Wyland's lifesized bronze replica of J.J., the baby gray whale rescued by SeaWorld and nursed back to health

LJ Shores Merchants Association - formed 2008 with Mission to improve Shores Business District & build community...purchased and installed 3 La Jolla Benches...testing Big Belly solar powered trash compactor and recycle bin in front of Jeff's Burgers...sponsored successful Fall Festival. Take ideas for supporting beach activities to them...meetings 1st Monday of the month at Osteria Romantica at 4 PM.

2009 Watch for Proposed Projects:

Bronze Donor Plaque for "The Map"™ Note, all donors of \$250 or more will be recognized on a plaque to be installed in 2009

RFP (Request for Proposals)-selection of Kayak Permits...be aware of the potential impact on existing kayak businesses, restaurants, shops, and residents

Supervised Community Build - Kellogg Park Playground

Installation of J.J. (the whale) and etchings of her story and annual Whale Migration on the top of the seat wall...date of completion April/May 2009.

Establishment of a 501(c)(3) for Kellogg Park

Boardwalk & Sea Wall - begin work on plans for renovation.

Parking Lot - installation of porous pavement, restriping, creation of a Drop-off Zone

Please NOTE: There is still time to make a tax-deductible donation to "The Map"™ project and/or the Kellogg Park Playground. All Donors contributing \$250 or more will be recognized.

THANK YOU for your ongoing interest and support! submitted by: Mary Coakley, Chair of La Jolla Shores Association Parks & Beaches Committee (619) 840-0250 coakleym@san.rr.com



School children on opening day with the life sized bronze of a soupfin shark at The Map

Supporting Worthy Causes

LJSSA Donates to Local Charities

Every year LJ Shores Surfing Association members nominate and elect worthy causes to receive our club funds. We're proud of this tradition, and over the past few years, we have given over \$10,000 to non profit charities. Here are a few we supported in 2008:

Surfrider Foundation, San Diego Chapter

Surfrider is an international grassroots organization that works to protect and preserve the world's oceans and beaches for all people. The local chapter is always leading the charge on issues of importance: the Trestles toll road, clean water quality, and beach access.

San Diego Surf Lifesaving Association (SDSLA)

The SDSLAs supports drowning prevention programs in San Diego's urban communities and promotes aquatic related careers. They partner with urban elementary & high schools and the city of San Diego pools to provide free swim lessons to kids who otherwise wouldn't have this opportunity. 200-500 kids per year get this valuable training from the SDSLAs.

Rell Sunn Educational Fund

This non profit educates the public about sportsmanship and the environment, combats juvenile delinquency, and provides support to battle breast cancer. Inspired by the famous Hawaii surfer and "Queen of Makaha" Rell Sunn, the foundation supports the Annual Rell Sunn Menehune Surf Contest for hundreds of children in Hawaii. They also donate funds to the cancer wing at the Kapiolani Hospital on the island of Oahu in Rell Sunn's name.

Surfing Heritage Foundation

This foundation preserves the history of surfing for future generations. Located in San Clemente, they collect, preserve, and document, surf craft, print, photos, oral histories, art, cinematography, and surfing memorabilia. The LJSSA will be taking a special private tour on Saturday, Jan. 24 to view their collection. We'll surf in the AM at San O for those interested, then meet at the museum @ 11 a.m, followed by lunch at a Mexican restaurant (no host). Please RSVP to Mike Tinsley if you'd like to join us: 619.417.8652 or e-mail: mptinsley@hotmail.com

Friends of Kellogg Park Playground

LJSSA donated \$1,000 to help replace the playground structures in Kellogg Park at the south end of the boardwalk.

Big Worm's Cystic Fibrosis Foundation

Local surfers mourned the loss of Matt Joyce who passed away a few days prior to our annual Menehune Contest.

The LJSSA decided to donate a portion of the event proceeds to Big Worm's CFF which benefits children in treatment.



Beach & Boardwalk Improvements

LJSSA has set aside \$4,000 in restricted funds to be used on future improvements. We expect to be involved with any community plans moving forward and will look forward to all your input. We've discussed trying to erect a surfing "sign" at the beach entrance that would educate surfers about our break and serve notice that we care. Any or all of the above projects will take more than \$4,000, but LJSSA expects to contribute to and support projects that will enhance and beautify our beach and boardwalk to make them cleaner, safer, and better!



surfers at the Shores do their own boardwalk beautification with some creative gardening!

Coalition Contest Updates *by Lorraine Schmalenberger (team mom)*

I'm proud to report on some good progress made by our LJ Shores Surfing Association (LJSSA) surf team this year. We had our best showing ever at the Swamis Surfing Association club event held at Cardiff Reef in October. We turned in a team overall 5th place, the best EVER team finish by our club, since we've been entering these coalition events...but that's just the topping to a great year. Please congratulate all our surf team members who made it to the finals this year representing the Shores: Peter Charleton, Kevin and Michelle Connelly, Deborah Hoyt, Tom Matera, Mary Mulshine, Kyoko Trim, Cody Trout, Patrick Riha, and Tristan Sullaway.



It's been a few years since we attended a contest at Malibu, and this year we had a blast at the **Malibu Board Riders** July "Call to the Wall" contest. Invitations were at a premium – I actually turned in our team roster just hours after receiving the coveted invite via e-mail. The contest organizers teased me that I had been camping out at the contest Director's house in Malibu to get invited. The trouble was worth it. Everything was perfect: the peely long point break rights, the weather, the camping at Malibu Creek, and the "aloha heats" on Sunday enjoyed by everyone who stuck around to reap the benefits of surfing Malibu without a crowd. Only **Michelle Connelly** (2nd) and **Deborah Hoyt** (6th) made the finals in the women's open longboard.

Congratulations to our fabulous ladies! The high point of my entire coalition experience was fielding a paddle team for the group relay event on Sunday. We came in last, but only by a few strokes, fielding a team of 4

Photos - clockwise from top left:

1. Pete Z. (pimp my ride) camping w/ the ladies Lorraine & Kyoko
2. Malibu Creek Campground plays host to LJSSA - Pete Z.'s campsite is party central
3. It's a pre-contest spread to feed an army!
4. Matt & Mary Bronco
5. Tristan and Steve Sullaway
6. Group Photo
7. Kyoko Trim and Mary Mulshine
8. Lorraine's dream paddle relay team
9. Deborah Hoyt
10. Dave McLeod
11. . Stephanie Hoffman
12. Kella and Michelle Connelly
14. Tom Matera with Kyoko and Renee
14. Olivia Welch



women and 2 men – thanks to Deborah, Mary, Tom, and Simon for helping me check this activity off my bucket list! My deepest gratitude goes out to ALL of you who helped make the weekend something wonderful – the supportive spouses, the awesome food, the fun “groupies”, and our great photographers who kindly sent me photos: Renee Feldman, Simon Andrews, Neva Sullaway, Mary Mulshine, and Stephanie Hoffman.

Next year starts off with Doheny Surf Club contest at Church’s Jan 3&4, 2009. The roster is complete, and I expect our team will turn in some great finishes this year as we build and welcome new surfers onto our team. If you’d like to compete, or just hang out with the squad, we welcome all surfers and all abilities. We have a policy of refunding entry fees to club members who place 1st, 2nd, or 3rd in the finals. Remember, contest FEES are due and payable before you can surf. I would love help from any of you in posting team profiles, results, and photos onto our website. Contact Lorraine Schmalenberger for more info: lorraine@ljssa.org or tel: 858.692.5235.





2009 Menehune Contest April 25 All hands on deck!

We've set the date for Saturday April 25 to celebrate our 9th Annual Menehune Surf Contest and Gathering of the Crew for a Good Cause. This one day event has grown in size and stature every year and it takes a whole surf club - ours - to successfully host the event. Last year we had 180 competitors and our club raised over \$5,000 in funds which we donate to worthy charitable causes each year... so please mark your calendars and plan on helping out.

Our club meetings January-March are devoted to organizing this event and we can use your help with the following: Sponsors, art contest, public relations, program, website updates, and more! Please consider donating your special talents as a volunteer in 2009. Our first meeting will be the 4th wednesday (January 28) at the La Jolla Recreation Center at 6:30 p.m. For more information: **Stephanie Hoffman**, Contest Director: **619.851.2299** or e-mail **stephanie@ljssa.org**

Thanks to our 2008 Major Sponsors



surfshot



Friendly Competition

Surf Club members compete for fun in our own intra club contest we run alongside our Menehune Contest. Pictured at right in the "Old Guys" division are Ed Newton, Gary Moe, Pete Z., Steve Sullaway, and Dave McLeod. In the Women's division at left are Lorraine S. and Kyoko Trim with her daughter, Haley.



New Year's Day Potluck Thursday, Jan 1, 2009

The New Year's Day potluck has become a favorite LJ Shores Surfing Association tradition....Just show up with a dish to share around 9:30 a.m. We'll have our group photo around 10 a.m., weather permitting. Please contact Lorraine if you can help haul out a few tables and bring some picnic supplies...thanks! lorraine@ljssa.org or tel: 858.692.5235. Oh yeah, and someone PLEASE bring a camera for our group shot...thanks! Happy New Year!



Clockwise from top left: 1. Gary Moe always smiling 2. Dave is happy because he just got fed by Damon 3. Riley, Ryan, and Rebecca Straka. 4. Damon, save me some bacon! 4. We had an explosion of kids in the club last year - Birtte Rottman with son Casper and Michelle Connelly with baby Kella. 5. the Strakas, unidentified baby + parents, Scott and Olivia Welch, and Birtte and Casper Lightner.

UCSD Cancer Center Luau and Longboard Invitational

In August, LJSSA members Lorraine S. and Jeremy DeConcini got to surf in the Longboard Invitational, which is a fundraiser for the UCSD Cancer Center. Pictured at left is "Team Thrivers", a surf team of cancer survivors. Jericho Poppler is pictured in the center, surf legend, and Lorraine and Jeremy are pictured at right. Next year LJSSA plans to donate a custom surfboard to the silent auction to raise \$\$ for the cause, as we did in 2007.



LJSSA MEMBER PROFILE

Tristan Sullaway

1. **FULL NAME:** Tristan Sullaway, 12 years old

2. **OCCUPATION:** kid

3. **STARTED SURFING WHEN?**
When I was 2

4. **FIRST SURFBOARD:** 5' 6 foam board

5. ALL-TIME FAVORITE SURFBOARD

it comes down to 2 -
My longboard shaped by Josh Oldenburg and Kevin Connelly.
My shortboard shaped by Rusty is 5' 5 and it is a quad.

6. **SURF NICKNAME:** I don't have one



7. **GOOFY or REGULAR?** Goofy

8. **FAVORITE SURF SPOT? WHY?** Las Gaviotas because there are lots of great waves and its not crowded

9. **MOST MEMORABLE SURF EXPERIENCE?** A really big day at Black's

10. **FAVORITE THING ABOUT THE SHORES:** I know lots of people and there's a friendly

crowd like Josh, Garrett, Richard, Sam, Deborah, Dave, Stephanie, Lorraine, Peter and BA and lots of others...

11. **SHORES' BITCH?** Too many beginners

12. **FUNNIEST THING You EVER SAW IN THE WATER?**
The hairy guy wearing the speedo

13. **ROLE(s) IN LJSSA?**
Junior Member

14. **WHAT DO THEY SAY IN THE PARKING LOT ABOUT YOU?** That kid gets too many waves...

15. **WHEN DID YOU LAST GET A HAIRCUT?** When my mom made me

Got Hitched!

Alex Finlayson and Steve Riemer

"Texas Alex" tied the knot in her home town of Fredericksburg Texas in September. Surf girlfriends Kathy Rector, Lorraine Schmalenberger, and Mary Trombley (pictured below) were there representing the La Jolla Shores crew - standing room only - as she and Steve said their "I DOs" in a tiny 19th century Chapel about as big as the back of Dave's truck. One thing is for sure: great people, great food, and good vibes in abundance!



Jen Trevino and Jessie Timm

Jen and Jessie got married on the bayfront of the Admiral Kidd Club in October on a beautiful San Diego (Indian summer) day. This surfing duo honeymooned in Costa Rica and we're hopeful their future kids will surf for La Jolla Shores!!! The best part of the wedding was seeing Sam Otjens (pictured below with Garrett), bridesmaid, all dressed up!