

LA JOLLA SHORES

SURFING ASSOCIATION

PRESENTS GATHERING OF THE CREW FOR A GOOD CAUSE

11TH ANNUAL

MENEHUNE SURF CONTEST

LA JOLLA SHORES BEACH • APRIL 16, 2011



PHOTO BY COURTNEY HOFFMAN



We thank all our 2011 sponsors for their generous support!



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Welcome Back! La Jolla Shores Surfers, Sponsors and Supporters

Welcome back once again to our annual Menehune Surf Contest. Now in our 11th year, we are truly grateful to all of you for allowing us to continue our tradition of giving back. What started as a small fundraising event has now evolved to a much bigger focus on supporting others and helping those in need. We have been able to provide local support to improve our 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. As surfers and ocean lovers, how lucky we are! So thank you, to all of you who step out of their comfort zone and give back in a time where giving extra is difficult. Thank you volunteers, for not only months of work on this contest, but your willingness to make this year’s event better than ever.

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. This year we will have several new teenage judges being mentored for future events. We also have many other young adults volunteering to help put our program together, as well as assist in the overall contest operations. It is an opportunity to get our younger surfers involved with a bigger



Left: Stephanie Hoffman, Contest Director, with Super Menehune Contestant showing off her hula skirt, 2010. Above: Teenage girls at the start of their heat, 2010.

community than their small circle of friends. We continue to recruit new members to join our surf club to foster the aloha spirit here at La Jolla Shores and other 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 special.

Stephanie Hoffman, *Contest Director*
La Jolla Shores Surfing Association

Lots Going On At The Shores!



La Jolla Shores Surfing Association is proud to be a donor of the Friends of La Jolla Shores, a 501(c)(3) local charity formed to enhance and improve our beach and surrounding environment. We have donated over \$3,500 to their projects, and if you haven't checked out the MAP or visited the playground lately, then walk South and see all the improvements. We have **Mary Coakley** to thank for spearheading these projects and being an advocate for everything going on. She sent the following updates:

- J.J. the life-sized bronze sculpture & Jr. Lifeguard Fish ID Panels will be installed the week of May 15th. The playground will be closed for repairs to the blue surfacing and playground equipment.

- Eagle Scout Project coming soon...Bathymetry of La Jolla Shores Underwater Park & Ecological Reserves to be located on "The Map". It will show the relationship of the height of Mt. Soledad to the depth of the canyons and explain how canyon topography greatly modifies incoming ocean swell.



- Fish ID Call for Photos Contest – Winners/Artist's Choice have been announced and will be posted on our website soon. The County Board of Supervisors provided funds for the project. New Fish ID panels will be installed along the south edge of "The Map" in the garden area.



J.J. with her Trainer at SeaWorld, San Diego
D. Lynn Reeves, Artist, sculpting replica of J.J.

The 15th of May is "J.J. Day" at the Birch Aquarium Bring the Family – Sunday from 6 - 9 PM

**LIVE AUCTION & RAFFLE PRIZES INCLUDE:
Bronze Sculpture of J.J. & Surf Boards Shaped by Local Legends for raffle**

- Meet D. Lynn Reeves, Sculptor – View a Photo Gallery of J.J.'s Creation
- Hear Bev Hosk's heartwarming story about finding J.J. stranded in Marina Del Rey's North Jetty
- Enjoy SeaWorld Trainers' inspiring tales about J.J. from "Rescue to Release"

A life-sized bronze sculpture of "J.J., the Orphaned Baby Gray Whale"® will be installed at the north end of Kellogg Park Playground in May...a unique educational and interactive play feature. She was rescued by SeaWorld in 1997, nursed back to health, and returned to the ocean when she was 15 months old.

Visit www.FriendsofLaJollaShores.com for more information.

City of San Diego Park & Rec Projects:

- La Jolla Shores Lifeguard Tower is under construction with a completion date of February 2012. Work will stop during the summer moratorium and the area affected by project will be minimized to reduce the impact on beach parking.

- Kellogg Park Green Lot Infiltration Project will be completed by July 4th. This project will remove asphalt and replace it with permeable pavers to treat storm water and urban runoff.

- Solar Powered Trash Compactors have been installed in the north end of Kellogg Park as part of a test program initiated by the City. Please encourage use of them. They are environmentally friendly with a capacity approximately 5 times that of the standard trash receptacles. Encourage the City to install their counterpart recycle bins.



THANK YOU for helping to make La Jolla Shores a better place to live and visit...and, of course, surf! By Mary Coakley, *President*, Friends of La Jolla Shores.

Members and friends gather for annual New Year's Day 2011



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, 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 the LJSSA halted an attempt to prohibit all surfing at the Shores. In 1996, the group (formerly named the 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 and our collective voices are heard.

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 Shore rider*, 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

The Coalition of Surfing Clubs (CSC) 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. (www.surfclubs.org) LJSSA, together with dozens of other California clubs in the coalition, 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 and having fun while competing in a nurturing environment and learning to be 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 – placing 8th overall in 2009 and 2010.

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.



We'll miss surf team captain Matt Branco who is leaving us for Spokane Washington. Thanks, Matt for all your hard work!



Thank You to our Volunteers

Contest Committee

Dan Aughinbaugh
 Phil Bimer*
 Matt Branco
 Louis Fehrensen
 Stephanie Hoffman
 Dave McLeod
 Dave Merriam
 Blake Lawless, Sr.
 Pete Lewis
 Mary Ellen Mulshine
 Ed Newton
 Lorraine Schmalenberger*
 Steve Sullaway*
 Carla Verbrugghen
 Pete Zacharzuk, Jr.*
 *LJSSA Board of Directors

Beach Marshall

Bill Andrews

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Bettys on Boards

BBQ Crew

Jorge & Eric Martinez and the crew at She Manages Properties, Inc.

Judging & Tallying

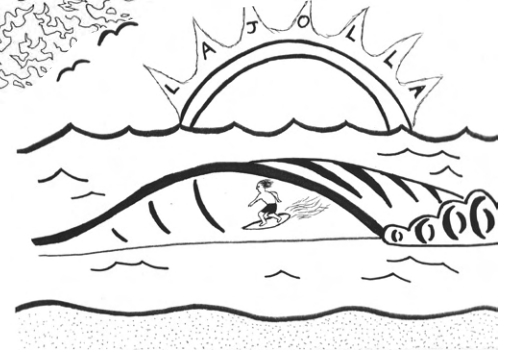
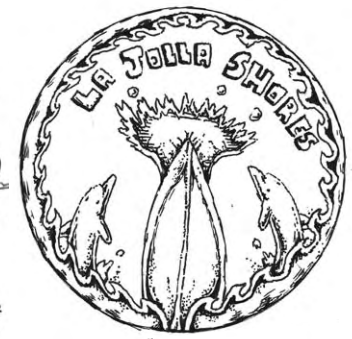
Matt Branco, head judge
 Allan Goldstein
 Dawn Norman
 Club Members and Friends!

Raffle Booth

Lorraine Schmalenberger & friends:
 Alexandra Boyer
 Kathie Rector
 Amelia Opean
 Mary Trombley
 Carla, Annika, and Ava Verbrugghen

Special Thanks!

Michael Dixon, event photography
 Courtney Hoffman & friends,
 goodie bags
 Steve Johnson, MG Ink graphics,
 event hats and t-shirts
 La Jolla Shores Lifeguard Crew
 Ryan Larson, Abbey Party Rentals
 Denny Laughlin & family,
 baked goods
 Mary Ellen Mulshine, event program
 Ed Newton, wooden trophies
 Andrew Niemeyer, My Local Lineup,
 surf video & TV Show Production
 Dawn Norman, special event donor & volunteer



La Jolla Shores Surfing Association Sponsors Youth Surf Art Show

Top entries on display during April at La Jolla Riford Library

Welcome to our 7th Annual Youth Art Contest. We sponsor this contest for art students with hopes that we would inspire young people to get involved in our community and surfing through art. We were also looking for original artwork that we could 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. We received entries from kids at several local area elementary, middle, and high schools including La Jolla, Muirlands, Mission Bay, Clairemont, University City, Creative School of Performing and Media

Arts, and La Jolla County Day, among others. Congratulations to our grand prize winner, **Christian Gimber of La Jolla High School!**

The top forty art entries are currently on exhibit through the end of April at the La Jolla Riford Library Center and Jacobs Annex Youth Services Department, 7555 Draper Avenue in La Jolla. Check it out! We're looking for an art sponsor for next year's exhibit and we'd love a volunteer to help us with our 2012 Art Contest. If you're interested, please contact lorraine@ljssa.org or 858.692.5235. Thanks again to all the creative kids and fabulous art teachers for supporting this contest!

Artwork above from left to right: Elizabeth Eigner, La Jolla Country Day School, honorable mention; Sandra Metzner, University City High School, 2nd place; Indio Romero, Muirlands Middle School, honorable mention; Cullen Luckett, Mission Bay High School, 4th place.

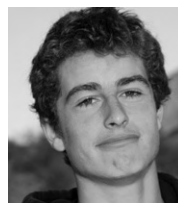
Congratulations to our Grand Winner of our 2011 contest Christian Gimber of La Jolla High!

Christian's surf design adorns our 2011 Menehune Contest t-shirts and he received \$100 prize. Following is his profile.

My dad taught me to surf when I was 5 years old, but I never really got into it until freshman year. Some of my favorite days are when I get to spend some time with my dad out in the water. Some of my favorite places to surf are Blacks, Hospitals, and Scripps. Besides surfing I also enjoy swimming, running, skateboarding, and all kinds of art.

When I was 13 years old I became fascinated with the logos and graphics featured on skateboard decks. I would often doodle my designs in class, polish them on the computer, and sell them printed on t-shirts. Today I design and sell t-shirts, logos, and art for friends, family, school clubs, and contests. The idea behind this design was to capture the essence of surfing in a unique way. Most surf art and photography glorify perfect unbroken waves, crazy airs, and tube-riding, but I wanted to draw what surfing meant to me. While most young surfers might not be able to air out or get in the tube, they can cutback, turn, and take advantage of a perfectly formed wave.

Thanks!
Christian



2010 Menehune Contest Results

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

Super Menehunes

6 years old and under

(not judged, in alphabetical order)

Shane Cassidy
Kella Connelly
Louis Fehrensens Jr.
Brennan McNulty
Lilly Mortellaro
Maison Richardson
Matteo Russel
Anna & Ben Salmon
Kaumana Sunn-Carreira
Kenan & Jett Thomas
Alexa Thompson



2010 PHOTOS BY RON GREENE FOR MY LOCAL LINEUP

Girls Shortboard

7-9 years olds

1st Tiare Thompson
2nd Malia Faramarzi
3rd Shelby Moore
4th Serena Geroe
5th Emma Lhuillier
6th Karrissa Devich

Boys Longboard

7-9 years old

1st Griffin Foy
2nd Ben Seaberry
3rd Lorenzo Villela

Boys Shortboard

7-9 years old

1st Zach McCormick
2nd Ben Seaberry
3rd Nicholas Marshall
4th Griffin Foy
5th Tanner Ford
6th Conner Marshall

Girls Novice Division 10 years old and under

1st Halle Trim
2nd Sydney Sanchez
3rd Maresa Lee
4th Megan McCormick
5th Gabriella Faramarzi
6th Kamalani Sunn-Carreira

Boys Novice division 10 years old and under

1st Shane Telfer
2nd Shane Cox
3rd Corey Telfer
4th Jackson Cassidy

Girls Novice Division 11-13 years old

1st Hailey McCormick
2nd Sierra Kahn
3rd Lili Christenson
4th Jada Galland

Girls Longboard

10-12 years old

1st Tiare Thompson
2nd Janet Shackleton
3rd Ava Verbrugghen
4th Pearl Moore
5th Mackenzie Davey

Girls Shortboard 10-12 years old

1st Kylie Loveland
2nd Tiare Thompson
3rd Hailey McCormick
4th Jada Galland
5th Megan McCormick
6th Chloe Cambell

Boys Longboard 10-12 years old

1st Jordan Collins
2nd Chance Thompson
3rd Cameron Lapuaha

Boys Shortboard 10-12 years old

1st Kody Clemens
2nd Daniel Dedina
3rd Niko Traubman
4th Dillon Ragone
5th Zach McCormick
6th Jordan Collins

Junior Women Longboard

13-15 years old
1st Tiare Thompson
2nd Sierra Casper
3rd Tess Baker
4th Camilla Samrad

Junior Women Shortboard

13-15 years old
1st Kylie Loveland
2nd Elle Lambrou
3rd Samantha Lamirand
4th Sierra Casper
5th Tess Baker
6th Sami Pollak

Junior Men Longboard 13-15 years old

1st Lucas Dirske
2nd Tristan Sullaway
3rd Ricky Cunningham
4th Richie O'Reilly
5th Justin Wood
6th Brett Hoffman

Junior Men Shortboard 13-15 years old

1st Lucas Dirske
2nd Collin Richardson
3rd Jay Christianson
4th Justin Wood
5th Kyle Compton
6th Collin Duguid

Women Longboard 16-18 years old

1st Courtney Hoffman
2nd Sara Roper
3rd Natalie Silance
4th Hannah Booth
5th Tarielle Christenson

Women Shortboard 16-18 years old

1st Elle Lambrou
2nd Courtney Hoffman
3rd Stephanie Wood

Men Longboard 16-18 years old

1st Jake Sieck
2nd Mason DeRieux
3rd David Whately
4th Evan Schell

Men Shortboard 16-18 years old

1st Josh Morse
2nd Mason DeRieux
3rd Spencer Bentley
4th Zach Emge
5th Miles Laine-Toner
6th Eric Vanstrum



CLUB DIVISIONS Legends

60 years old and over

1st Dave McLeod
2nd Phil Bimer
3rd Rob Montgomery
4th Pete Zarcharzuk
5th Ed Newton

Masters

40-59 years old

1st Rick Leon
2nd Donny Ciccimero
3rd Dann Derr
4th Yasuo Naruse

Men

19-39 years old

1st Justin Gould
2nd Antonia Roberti
3rd Ryan Larson
4th Matt Branco
5th Mike DeGiovine

Men's Shortboard Open

1st Blake Lawless
2nd Justin Gould
3rd Jessie Gania
4th Larry Crow
5th Bob Glick

Women's Open

1st Michelle Connelly
2nd Carla Verbrugghen
3rd Kyoko Trim
4th Corey Vallance
5th Lorraine Schmalenberger

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**MY
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LINEUP**

**Ready to see
yourself on TV?**

My Local Lineup is covering the contest today which will be aired on iTV later in May or early June and we promise to keep you posted. You can find My Local Lineup online at <http://mylocallineup.com> and on television in San Diego County on iTV San Diego, channel 16 on both Time Warner and Cox Cable. Stay tuned!

Gathering of the Crew for a Good Cause

Eleven 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, our kids, and our beach. We're proud of this tradition, and over the past five years, La Jolla Shores Surfing Association has given over \$15,000 to non profit charities. Please stop by the raffle booth to pick up more information on the good organizations we support. Here are the causes we supported in 2010:

Friends of La Jolla Shores for installation of J.J. the Whale life-sized bronze sculpture at the Children's playground. This has been a multi-year project finally coming to completion this spring and we hope you'll join us in celebrating on May 15. Friends of La Jolla Shores has really improved the south end of the beach through the MAP project, the South Comfort restrooms, and the children's playground. LJSSA has set aside \$5,000 in restricted funds to be used for future Shores projects. We hope to advocate in the near future for improvements to the north end of the beach, and to the boardwalk!

Life Rolls On, a subsidiary of the Christopher & Dana Reeve Foundation, is dedicated to improving the quality of life for young people affected by spinal cord injury (SCI) and utilizes action sports as a platform to inspire infinite possibilities despite paralysis. **They Will Surf Again (TWSA)** is the flagship program of Life Rolls On. TWSA utilizes a surfing experience to push the boundary of possibility for those with SCI. It's not all about the surfing, it's about showing that anything is possible! They will bring this surfing program to La Jolla Shores on Saturday, September 10, 2011. Mark your calendars and sign up to get involved at www.liferollson.org. We are proud to have lobbied to get one of the County's first beach wheelchairs to La Jolla Shores, and hope to support the continued use of this important resource to provides beach access for the disabled.

Pictured above center: Amelia Opean and friends with beach access wheelchair.

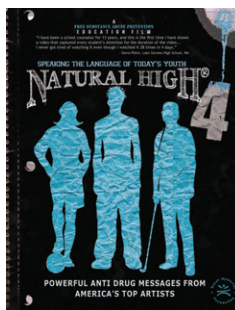


San Diego Junior Lifeguard Foundation supports the City's Jr. Lifeguard Program, and allows them to give scholarships to families who otherwise couldn't send their kids to this wonderful summer program. The ocean, first aid and beach safety skills that each child learns will be used for the rest of their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

Scripps Environmental Advocates supports the Scripps Institute of Oceanography and the oceanographic collections and graduate students' research projects. Our surf club was fortunate to get an exclusive behind-the-scenes tour of the oceanographic collections last fall – 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. Due to popular demand, we hope to again stage this tour next fall for our members. <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 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. 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 18th Annual on August 21, 2011. <http://longboardluau.org/>



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