GATHERING OF THE CREW FOR A GOOD CAUSE

13TH ANNUAL MENEHUNE SURF CONTEST

LJSSA

Photo by Al Fernandez

LA JOLLA SHORES SURFING ASSOCIATION

APRIL 20, 2013

LA JOLLA SHORES BEACH

LA JOLLA SHORES SURFING ASSOCIATION

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Contestants from the 12th Annual Menehune Surf Contest at La Jolla Shores, 2012.

Photo by **Claudia Perez**

Welcome Back!

La Jolla Shores Surfers, Sponsors and Supporters

Welcome to our 13th annual Menehune Surf Contest. The years just seem to be flying by as we watch our young menehune surfers grow into mature, curious and intellectual adults. We would love to take some credit for their success but we know this is a community effort. We all raise each other's children and flourish in the results. We push each other into waves and applaud the toes on the nose. Congratulations to all of you for being part of the village. As usual La Jolla Shores Surfing Association prides itself in giving back to not only the children, but also the community. Our list of charities continues to grow, and with your help we can lend a hand to those in need. Check out the charities we're supporting this year (next page) including Natural High, a locally based drug abuse prevention organization. So thank you, to all of you for giving back in a time where giving extra is difficult. Thank you volunteers, sponsors and competitors for of all your efforts ahead of time, as well as the day of the event for your dedication to our success.

We look forward to seeing your kids grow with us and reap the benefits of being part of our surf community. Our goals of preserving our ocean and taking care of each other are accomplished daily at La Jolla shores and we welcome you to join in our efforts. Please feel free to get involved, not only as competitors, but as members of our surf club. There are many young adults volunteering to help put our program together, as well as assist in the overall operations of our contest. It is an opportunity to get our younger surfers involved with a bigger community and learn the positive effects of giving back. 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 a special one. Take a moment to look around you at all the great and inspiring young surfers both in and out of the water.

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

Who We Are

Members and friends gather for annual New Year's Day Potluck 2013

Photo by **Patti Andrews**

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 with members, families, and friends.

We work with the City of San Diego lifeguards, Park & Recreation Department, La Jolla Shores Association (local planning group), and Friends of La Jolla Shores to ensure the surfing perspective is heard and respected as a legitimate community voice.

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. All are invited to join our crew – young and old, men and women, families and individuals, neighbors and friends, shortboarders and longboarders, surfers, paddlers, swimmers, and ocean lovers.

We publish an electronic newsletter—*The Shorerider*, sponsor a competitive surf team, and host other gatherings throughout the year. Our Annual Menehune Contest has become a beach classic.

Our Surf Team

LJSSA is a member of the Coalition of Surfing Clubs (www.surfclubs.org), made up of surf clubs on the west coast and Hawaii to foster competitions among surf clubs, improve clean water locally and globally, and promote the sport of surfing.

Our Surf Team consists of a wide variety of surfing talent from novice to expert. The contests are always family events. Kids of all ages are included and we enjoy camping, competing in a nurturing environment, and just having fun while learning to be great competitors and team players. The contests are staged at some of the world class surf breaks in California like Church's (near San Onofre), Steamers Lane at Santa Cruz, 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 – and placed 8th overall last year in the team standings. We are always looking for new competitors to help share the philosophy of great sportsmanship and the soul of surfing.

Join Us

Pick up a membership application at the raffle booth, or check out our website to see when our next activity is, and come join in the fun! **www.ljssa.org**

Thank You to our Volunteers!

Photos by **Pep Garcia**

Contest Committee
Phil Bimer*
Donny Ciccimaro*
Michelle Connelly*
Alex and Eric Furuholmen
Stephanie Hoffman
Dave McLeod
Mary Ellen Mulshine
John Peek
Lorraine Schmalenberger*
Frankie Thomas
Pete Zacharzuk Jr.*
*LJSSA Board of Directors

BBQ Crew
John Peek & friends:
Mark Beardsley
Larry Gehrke
Stacy Peek
Eric Stiverson

Beach Marshall
Bill Andrews and Dan Koher

Judging, Tallying, & Water Patrol
Head Judges:
Phil Bimer and Allan Goldstein
Judges:
Fernando Aguerre
Jerry Bell
Kevin Connelly
Matt Dunfee
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Club Members & Friends!

Raffle Booth
Lorraine Schmalenberger, family & friends:
Ryan and Caitlin Froeb
Alex, Ella, and Kristin Furuholmen
Amelia Opean
Kathie Rector

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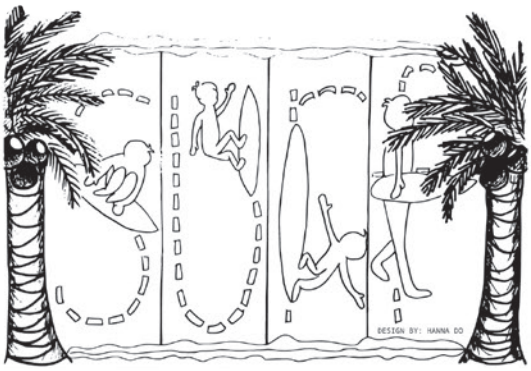
Janie Dozier
Arianna Escobar
Eileen Kenehan
Cathie Lester
Nicole Roberts
Peggy Sciascia
Carly Stiverson
Frankie Thomas

Special Thanks!
Art Contest Coordination: Alex Furuholmen
Entries, Event Poster, Heat Sheets: Micah Cerelli
Equipment & setup: Ryan Larsen of Abbey Rentals
Food Extras: Denny Laughlin, and Eric Schexnayder/PepsiCo
Goodie Bag Assembly: Kaila and Tiarre Aguerre, and Emma L'huillier & family
Photography: Sylvia Cardullo, Al Fernandez, Don Sheffler, Victor Santos, Patricia Micallef
Printed Program: Mary Ellen Mulshine, layout & graphics
T-shirts: Steve Johnson of Las Playas Print Co., graphics & layout
Wood Trophies: Ed Newton
Videographer: Mike Dixon

La Jolla Shores Surfing Association

Sponsors Youth Surf Art Show



Art by contest winner Hanna Do.

La Jolla Shores Surfing Association sponsors an annual surf art contest for youth to inspire young people to get involved in our community and surfing through art. We are also looking for original artwork that we can use on our Annual Menehune Surf contest t-shirts.

We were enthused by the numerous entries we received this year —over 200—and the great variety of perspectives on the surf-inspired theme. Thanks to all the creative kids and their art teachers for supporting this contest, especially **Muirlands Middle School**, **La Jolla Country Day**, **University City High School**, **PB Middle School**, **Creative Performing and Media Arts Middle School**, **Marston Middle**, **La Mesa Middle**, **Grossmont High School**, and **Bel Aire School**. Our grand prize winner, Hannah Do of University City High received $100 and will have her unique design on our 2013 Menehune Surf Contest t-shirts!

We would like to especially thank the **La Jolla Riford Library Center** and Jacobs Annex Youth Services Department and their youth librarian **William Mallory** for supporting our annual art show. The top fifty entries are currently on exhibit through May 16. Thank you to our fabulous judging panel of Pia Stern, Micah Cerelli, Jen Carrillo, Steve Johnson, and Pete Zacharzuk. Thanks also to **Donnie Laughlin** and **Lorraine Schmalenberger** for hanging the art show and to the hard work of **Art Contest Coordinator Alex Furuholmen** FOR EVERYTHING!!

Gathering of the Crew for a Good Cause

Surf club members gather on Scripps Pier for behind-the-scenes tour with scientists.

Thirteen 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 long standing commitment to the Salvation Army Toys for Tots Holiday Toy Drive, Friends of La Jolla Shores, and the UCSD Longboard Invitational and Luau in support of the UCSD Moores Cancer Center, 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 of giving back; and over the past five years, La Jolla Shores Surfing Association has donated over $15,000 to non profit charities, voted on and supported by our members. Here are the causes we're supporting this year with proceeds from our 2013 Menehune Contest.

Natural High is a (San Diego based) drug abuse prevention organization that helps youth discover, amplify and pursue their natural high so that they have a reason to say no to an artificial high. They accomplish their mission through the highly acclaimed Natural High® DVD Series and various educational outreach. The Natural High® message has an in-your-face approach, as told through the words, deeds, personal actions and right choices made by athletes, artists and youth role models. **www.naturalhigh.org**

The Oceanographic Collections of Scripps Oceanography/UCSD are world-renowned resources supporting basic research, educating current and future generations of scientists, providing factual information to governmental agencies and public policy makers, stimulating curiosity and scientific understanding, and providing a repository for samples collected by Scripps researchers. We love engaging our surf club with this world-renowned research facility in our backyard, and will keep you informed of tours, lectures, and other events around Scripps. **http://collections.ucsd.edu**

Torrey Pines State Natural Reserve is located within San Diego city limits and yet remains one of the wildest stretches of land on our Southern California coast! The Torrey Pines Association was founded in 1950 to encourage public interest in, and support for, the preservation of the rare Torrey pine trees and their scenic refuge. **www.torreypines.org**

WiLDCOAST is an international conservation team that conserves coastal and marine ecosystems and wildlife. WiLDCOAST protects some of the most beautiful and biologically significant coastal areas in the Californias and Latin America. **www.wildcoast.net**

Friends of La Jolla Shores is our local non profit partner for all the beach improvements and projects at La Jolla Shores. Check out their page in this program (name page) to learn more about what's happening now. We hope to advocate in the very near future for a sign installation of surfing etiquette on the wall of soon-to-be renovated north bathrooms. **www.friendsoflajollashores.com**

A special **THANK YOU** from **Friends of La Jolla Shores** to the **La Jolla Shores Surfing Association** for your generous support. Together we can make La Jolla Shores a better place to live, visit, and of course…to surf!

Lots Going On At **The Shores!**

A new Comfort Station with private indoor shower stalls for the Surfers!
Help us celebrate the life of John Watson; he loved the Shores! His sister and brother-in-law (from England) decided to honor his memory by making a donation to the park where he spent much of his free time; they decided that the best gift they could give our community was a new restroom at the north end of the park for the surfers. It will be similar to the South Restroom, but will house 3 private indoor shower stalls; two will be ADA accessible, providing right and left transfer options. Architectural drawings have been donated by Don Goertz, AIA, and approved by the City. Louis Beacham will build the project at a significant discount. We need your help to raise funds for the hardscape/landscape around the new restroom. With your support, construction will begin in the Fall 2013!

PLEASE consider making a donation to Friends of La Jolla Shores 501(c)(3) non-profit charitable organization.
Visit our website: friendsoflajollashores.com
Email: coakleym@san.rr.com

Images clockwise from top right: **New North Comfort Station will be similar to the existing South Comfort Station; Fish ID Panels – near completion…; A Shade Structure for J.J. and all her friends!**

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