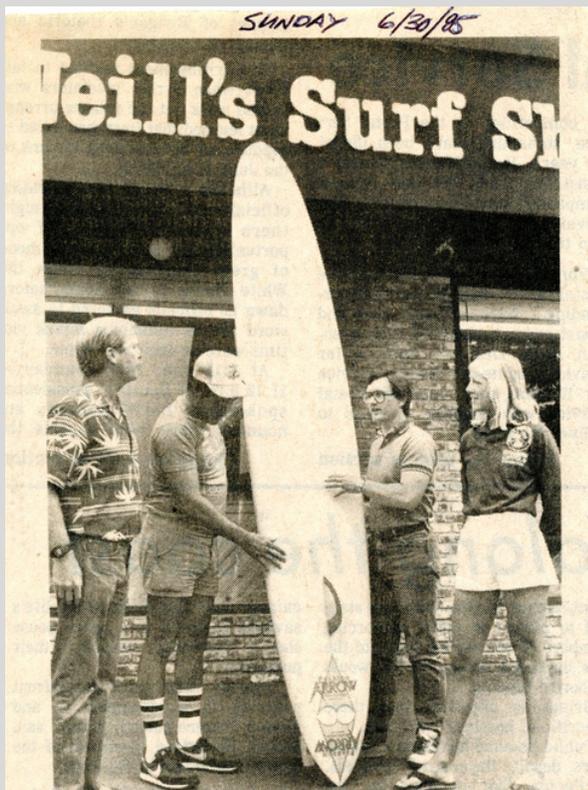




Surf News You Can Use

## Photo of the Issue



From left, Dave Dye and Dennis Taku of Longboard Union, Steve Fudge of O'Neill's and Dornie Stallings of junior lifeguards.

### Tip of the hat

□ MEMBERS OF the Santa Cruz Longboard Union, a surfers' group, donated a competition paddleboard to Capitola Junior Lifeguards from money raised during a surfing meet on Memorial Day Weekend. Union members said they hope to make the Santa Cruz contest an annual affair. This year's event drew 120 contestants.

**Very Early Times....** The photo to the left is from just after the very first Memorial Day Club Event in 1985. Club Members Dave Dye, and Dennis Taku are shown with Steve Fudge from O'Neill's and Dornie Stallings of the Junior lifeguards. SCLU has maintained a tradition of donating money raised during the contest to support local organizations. After the 2022 Memorial Day event, the club elected to make donations to Santa Cruz Scholastic Surf League; Santa Cruz World Surf Preserve; Santa Cruz Museum of Natural History, and; the Seymour Marine Discovery Center.

## WHAT'S COMING UP?

## EVENTS

April 5th - SCLU Club Meeting at the Palomar  
 Apr 22-23 Tribes @ Church  
 Apr 29-30 LogJam @ The Point  
 May 27-28 SCLU Invitational @ The Lane  
 Aug 12-13 Oceanside Beachtest @ Oceanside pier  
 Sep 9-10 MSA Classic @ Malibu  
 Oct 7-8 Tourmaline Challenge @ Pacific Beach  
 Oct tbd Return to the Reef @ Cardiff  
 Nov 11-12 WSC Challenge @ Shores

**Note: All Club Meetings Take Place the  
 1st Wednesday of the Month at the Palomar**

CAPTAIN'S  
CORNER

**I have the pleasure of announcing that registration is now open for the first event of the 2023 Coalition of Surfing Clubs longboard season: the Gathering of the Tribes at Church (April 22-23). Cost is \$140 per surfer which includes entry fee, goody bag, and lunch on the beach Saturday. Event organizers have indicated that the GOTT will run at only one break this year, so the event will be smaller and the number of entries limited. So get it on your calendar and let me know asap. We'll see you at Church!**

**Mike Watson  
 SCLU Team Captain  
 831/ 239-1493**

## Surf Trivia

answers on last page

- 1). In Bodyboarding, what does the move ARS stand for?
- 2). Where is the longest break in the world and what is it called?
- 3). Who won the first ever Pipe Masters Event ?
- 4). Where was the first place surfed in Mainland USA?
- 5). Which '23 rookie female CT surfer's Father has Santa Cruz ties?
- 6). Who is the surfer in this photo?



# DINO'S DEN By Kim Stoner

## O'Neill Surfshop Historical Blue Plaque Installation 11/30/22



**Don and Kim on the ground marking O'Neill Blue Plaque with Bob Pearson showing up.**



**Drilling Holes for the Historical Plaque**



**Don and Kim mounting the Historical Plaque.**



**Kim, Pat O'Neill and Don in front of Plaque**



**Left Photo: Conner (Tim's son), Jack Jr, and Tim O'Neill with Don's 9'6" classic O'Neill board.**



**Right Photo: Don, Kim, Rowland, Bob, and Barney**



**Group Photo - Tim O, Kim, Conner O, Jack Jr. O, Pat O, Rowland, and Don.**



**Brothers Pat and Tim O'Neill in front of Don's Classic 1959 VW bus with 9'6" O'Neill surfboard.**



## **O'Neill Surfshop: A short history by Don**

**Jack O'Neil started the first surf shop in his San Francisco garage in 1952. He expanded to a shop near the Great Highway where he sold balsa surfboards and began creating neoprene wetsuit vests inspired by the neoprene foam that was used for flooring of DC-3 passenger planes. Jack was the first to coin the phrase, "surfshop".**

**In 1959, Jack moved his family to Santa Cruz and opened a tiny shop just above Cowell's Beach, where there were more surfers and better waves than in San Francisco. It was his first retail store in Santa Cruz and offered surfboard rentals and wetsuits. His shop became a gathering place and hangout for Santa Cruz surfers of all ages.**

**In 1962, Jack opened his second Santa Cruz location at 1071 41st Avenue. after purchasing the property. The location was utilized for board and wetsuit manufacturing as well as retail sales. The location was a destination for surfers headed to the beach and a magnet for the thriving, but fledgling, surf culture. Many iconic Santa Cruz shapers and glassers started their careers or honed their craft at O'Neil's, including Mike Winterburn, George Olson, Don Hansen, Jim Foley, Rich Novak, Doug Haut, Joe Woods, Jim Phillips, and many others.**

**In the 1960's, wetsuits became the shop's defining product and O'Neill quickly became the industry leader. The wetsuit dramatically changed surfers' ability to stay out in the water for longer amounts of time. In 1964, Jack organized the O'Neill Surf Team, providing the most talented surfers in Santa Cruz with new surfboards and wetsuits, and they would in turn provide feedback.**

**By 1980, O'Neill's morphed into an international company that offers the best-selling wetsuits in the world. O'Neill's wetsuit business expanded to Japan, Ireland, Europe, South Africa, South America, Australia and New Zealand. In 1980, the O'Neill surfshop moved to its current location at 1115 41st Avenue. O'Neill's former shop at 1071 41st Avenue, is now corporate headquarters for O'Neill Wetsuits, LLC, with Pat O'Neill, Jack's son, the CEO.**

# PHOTOS



pc: T.H



pc: K.S.



pc: K.S.



pc: T.H



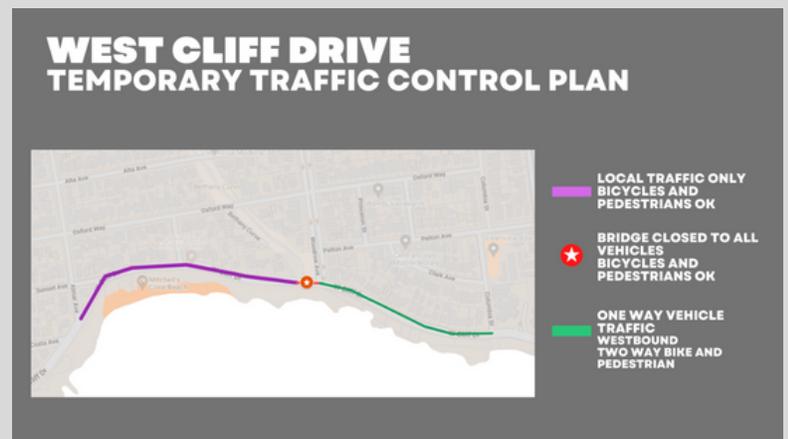
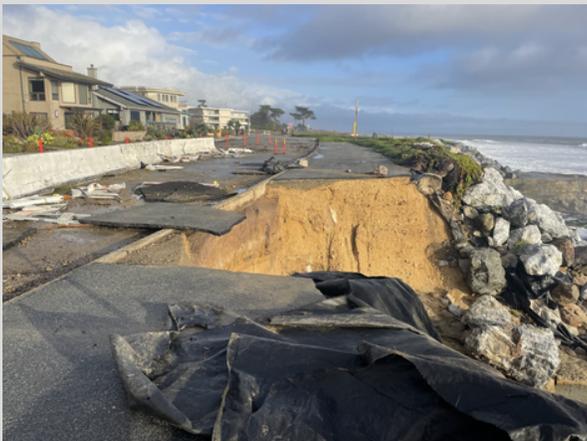
pc: T.H

# LOCAL FLORA AND FAUNA



A large series of fossil's were recently discovered during our last round of king tides in front of Capitola Bluffs. Dustin Mulvaney, a San Jose State professor identified and snapped some photos, including the one above during his last visit to the area in December. For any scientist interested in environmentalism or primordial earth, it's well worth the trek to the Capitola cliffs in particular: "Only that section of bluff has these fossils," Mulvaney added. [Link to full article from SFGATE click here](#)

From the City of Santa Cruz Website: The January 2023 storms caused significant damage to areas of West Cliff Drive. The storm caused pathway failures in multiple locations, as well as significant damage to signage, fencing, and other infrastructure. This damage will take time to fix. In the interim, the City of Santa Cruz is implementing temporary measures to increase safety and maintain access.



After assessing the condition of the roadway, the City of Santa Cruz cleared and reopened West Cliff Drive from Pelton Ave to Columbia Street on January 6, 2023. During this assessment, damage was noted to the bridge at Bethany Curve Park and West Cliff Drive. This damage will require further assessment after the upcoming storm systems and prior to being able to reopen the bridge to vehicles. As of January 6, West Cliff Drive is closed to vehicle traffic between Columbia Street and David Way. Access is maintained for people walking and biking. Upcoming storm events may change the conditions, and sections of roadway may be periodically closed. Please be aware of signage and barricades. Images of the erosion were documented by United States Geological Survey at [this link](#).

# PHOTOS



pc: T.H



pc: J.G.

## EDITORS NOTES

**It's been really fun getting to work with several club members on getting our media updated and renovated. This month you should see roll outs of a new website as well as social media and this newsletter. We'll be running 4 issues a year and if you have surf stories, article/content ideas, or photos, please don't hesitate to submit them to [sclumedia@gmail.com](mailto:sclumedia@gmail.com). For Photos, Please include photo credit and a surfer in photo.**

**We're hoping that you enjoy all the changes and please feel free to reach out to me or anyone else on the media committee (Matt , Annie, Marina, Todd, and myself) if you have ideas, comments or questions.**

**With Gratitude,  
Naka**

## Trivia Answers:

- 1). Air, Roll, Spin**
- 2). Chicama, Peru**
- 3). Jeff Hackman**
- 4). San Lorenzo River Mouth, Santa Cruz**
- 5). Caity Simmers**
- 6). Nat Young**