

SANTA CRUZ LONGBOARD UNION



INDICATOR
MAY 2011



27TH ANNUAL MEMORIAL DAY CONTEST

SCLU FEATURE STORY

Bob Pearson: The Man Behind Pearson Arrow shapes boards and lives By Isaiah Guzman Santa Cruz Sentinel

SANTA CRUZ -- Over the past 34 years, Bob Pearson has worked his way to the front of the local board shapers lineup.

Whether you live on the Eastside or West, surf or don't, you've likely seen his Pearson Arrow Surfboards sweatshirts with their almost Star Trek badge-looking arrowhead graphic.

But what many people don't know is that Pearson has become one of the top shapers in the world.

"It wasn't on purpose," said the Santa Cruz resident. "It just kind of ended up that way."

The leading manufacturer in Northern California, Pearson makes about 2,000 boards per year and sells as far away as China. He makes everything from shortboards and longboards to sailboards, standup boards, towboards and more.

Some of surfing's biggest names ride his boards, most notably Laird Hamilton, the king of big wave riding and crossover water board sports.

"We do a bigger variety of boards, I think, than anyone in the world," Pearson said.

Pearson's life has revolved around surfing since the 1960s, when his older brother, Doug, got him started. From there, Pearson taught himself how to make boards without a mentor or manual.

"My first board took me two weeks to shape, about six hours a day," he said. "I just slowly achieved what I wanted."

But Pearson does more than surf and shape.

Before starting his business, he taught high school in Australia, where he became someone who would listen to students' problems.

That ability to listen has made him a father and older brother figure to many a troubled local surfer. It also helps him shape.

"When you get a board from him," said longtime friend and local surf author Thomas Hickenbottom, "you can be sure you're going to get exactly what you want because he spends a lot of time with you."

And though he works seven days a week, Pearson also coaches girls water polo and surfing at Santa Cruz High School, where his daughter, Kaila, a senior, plays both sports.

"He's one of the most positive and energetic guys I've ever met," Hickenbottom said. "He can go out there, run his business, shape six or seven boards a day, find time to surf and still go home and be a great father and husband."

Getting to know Bob Pearson:

Bob Pearson

Born: Aug. 1, 1948, in Albany

Previous occupations: Pro surfer during the 1970s. Pearson, who was on the circuit eight years, was once rated the No. 2 surfer in the mainland U.S. 'I made barely enough money to get to the next contest,' he said. Before turning pro, Pearson was a high school teacher in Australia. 'I took my kids surfing for P.E.'

Laird Hamilton and Pearson: Pearson and surf icon Laird Hamilton hooked up six years ago when Hamilton wanted to get into standup paddle surfing. Together they've licensed Surftech to mass produce six models and likely four or five more in the future. 'That's growing into the biggest sport in the world,' Pearson said. 'And Laird is No. 1 in the world, everybody knows it, so our phones are ringing off the hook,' Pearson also made Hamilton a 14-foot board Hamilton wants to use on 100-foot waves. Said Pearson: 'And he will.'

Bet you didn't know Kenny G surfs A Pearson Arrow: Actors Adam Sandler and Charlize Theron, musician Kenny G, former Raiders linebacker Bill Romanowski and West Coast Choppers owner and reality TV personality Jesse James have all bought custom Pearson boards. 'Adam's board,' Pearson said, 'I put a picture of his dog on it.'

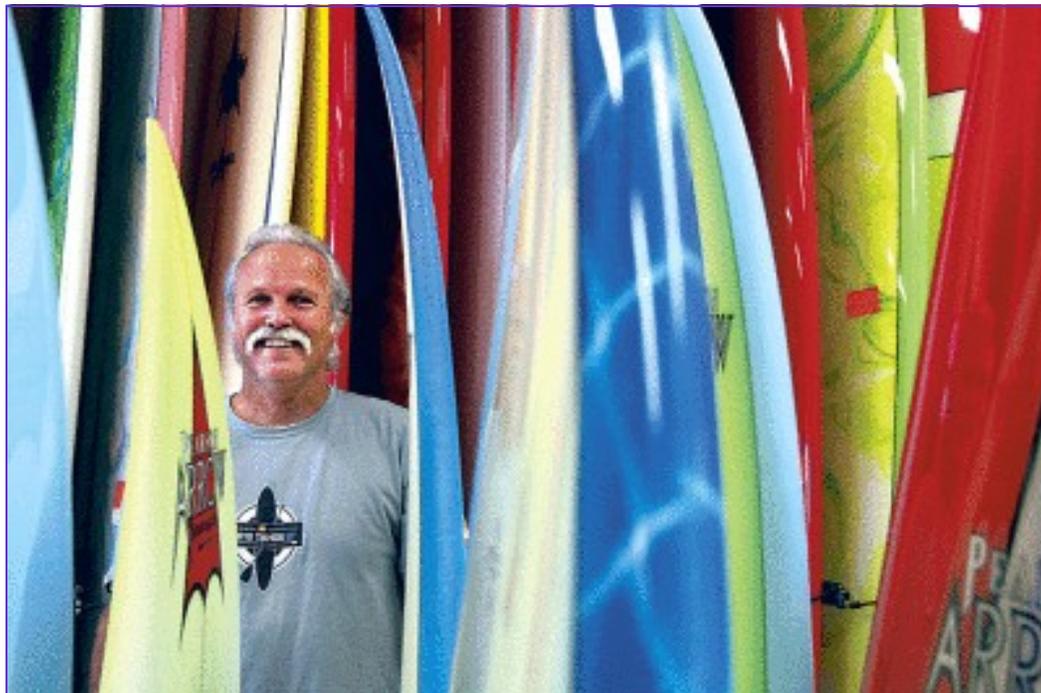
Family: Wife Kathy, daughter Kaila

Over the years: Pearson Arrow has manufactured 70,000 boards.

The point of the arrow: While living in Hawaii, Pearson had friends who were making boards with a big lightning bolt logo that could be seen at 100 yards. Pearson thought it was a good marketing idea, so he created the arrow. 'Direction and power,' he said.

At one point: Pearson had Australia's top five surfers riding for his team, including Barton Lynch, the 1988 world champion.

To the point: www.arrowsurfshop.com



Message from The President

Fellow Longboardians,

Greetings one and all. Hope that April was a great month for everybody. Just returned from Disneyland. Eight days, I am still not convinced it is the "happiest place on earth". But spending that many days with just my wife and my 5 year old daughter is sure good for the soul. Speaking of soul, we took one day off and saw the movie Soul Surfer. I highly recommend that everyone sees it. It was so weird, we were the only ones in the entire theatre. Towards the end of the movie, my daughter began to explore the theatre and when they were showing Bethany surfing, my daughter ran to the front of the screen, tucked one of her arms inside her shirt, and pretended that she was surfing with Bethany. A feeling that can be only be explained with tears flowing down your face. I guess it is time to have a surf contest. Thanks to everyone who has really put in the time and effort to make this thing happen. I am really looking forward to it. I am going to have my ears drilled soon so I might not be able to surf during the contest. Sorry Carl, I know you were counting on that first place from me.

See you all soon, Scotty



* CLUB NEWS *



Dues are now being collected **\$35 INDIVIDUAL \$50 FAMILY** Please mail your checks to:

SCLU PO BOX 7495 Santa Cruz, CA 95061

If you have a lost, stolen board or want to sell your board please send details to:

iramsey@lawson-hawks.com

If you are an SCLU Member that is not on our email database please send your contact information to:

santacruzlongboardunion@gmail.com!



Next Meeting 05/04/11
7:00 PM BOGG'S



* THE DINOSAUR DEN *



Question of the month by Kim Stoner

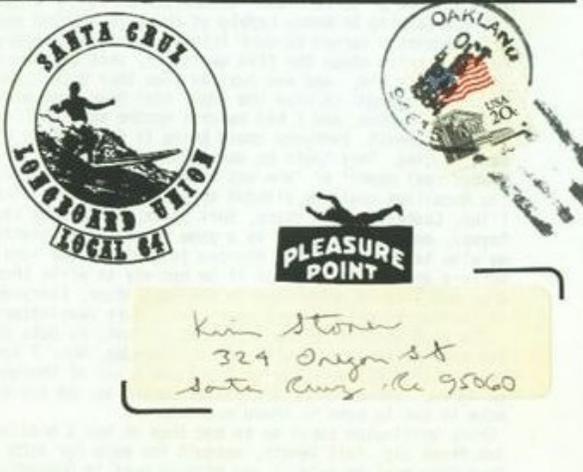
Nov. 1994

Below is a list of surfboards and manufacturers from the year 1967. Let's see how many of them you can match up.

- | | |
|--------------------|-------------------|
| A. The Contender | 1. Rick |
| B. The Annihilator | 2. Con |
| C. The Invader | 3. Glass Research |
| D. The 360 | 4. Austin-Baird |
| E. The Ego Builder | 5. Windansea |
| F. Shape '47' | 6. Carbonell |
| G. Wing Nose | 7. Blaker |
| H. Royal Hawaiian | 8. Dave Sweet |
| I. Mako | 9. Olympic |
| J. Liquidator | 10. Del Cannon |
| K. Radical One | 11. Bunger |
| L. The Improviser | 12. Brandon |
| M. Da Dog | 13. Dextra |
| N. Tip Rider | 14. Greek |
| O. Hustler | 15. Roberts |
| P. The Invincible | 16. South Coast |



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SANTA CRUZ LONGBOARD UNION Longboard News



Last Dino's Answers :

- 1) Who are these 2 old surf dogs?
Johnny Rice and Jimmy Philips
- 2) What are they each separately famous for?
Johnny—Shaping Boards Jimmy—Art
- 3) What is the truck type/year?
1931 Ford Model A 4 speed pickup



Contest Corner

Aloha SCLU club members:

Our 27th annual contest is quickly approaching. I wanted to thank all SCLU members that participated in our sponsorship campaign. The response that we received from the community has been huge, and as a result we have enough gold sponsors to fill all available both space. Kevin and Scotty, along with the professionals in the surf community, are working on an impressive selection of boards for the raffle.

I would also like to thank the committee heads that have been there to support my rookie year as contest coordinator. A special thanks to Leigh for her tireless efforts to keep the process moving forward.

Last I would like to remind all SCLU members that this contest represents an opportunity to support two wonderful organizations, Jacobs Heart and Ride A Wave. This is everyone's opportunity to volunteer and support the cause.

Mahalo,

David Christian

Contest Coordinator

NEXT MEETING

DATE: Wed. May 4, 2011

TIME: 6pm social, 7pm meeting

LOCATION: BOCCI'S

Questions, comments, suggestions, submissions?

Please contact Laura Ramsey via e-mail at

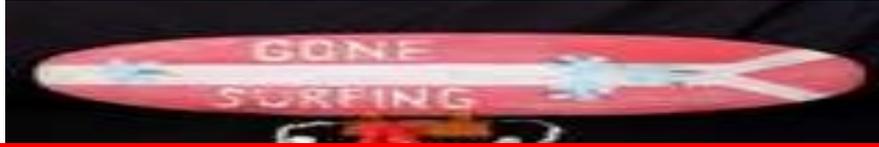
Lramsey@lawson-hawks.com.

The website is being updated frequently, so check it out!

THANK YOU LEIGH!!!

<http://www.santa-cruz-longboard-union.com/>





May 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4 MEETING	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27 Rick Graziani BDAY	28
29	30	31				

June 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 MEETING	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18 KIM STONER BDAY
19	20	21	22	23	24	25
26	27	28	29	30 DOC SCOTT' BDAY		

