

**National Surf Schools and Instructors Association**  
**Fall 2009 Newsletter**  
**For and About NSSIA Certified Instructors and Coaches**

From the NSSIA Chairman, Bruce Gabrielson – Here is our fall newsletter. As you know, semi-annual reporting is part of our continuing recertification process with all members required to submit information on their related activities. Below are the inputs received.

Another fairly successful summer season is about to end for us northern hemisphere surf schools. Even in our down economy, and with most schools reporting less business, the NSSIA has been busy. In July we conducted another successful West Coast instructor certification training class in Huntington Beach. Our thanks to Gary Sahagan and the International Surfing Museum for letting us use the museum to host the class. By the way, those instructors who attended and showed up a little early were treated to a short personal performance in the museum parking lot by none other than Surf Guitar legend Dick Dale (in the picture with my grandson Mason).



Our organization continues to grow with the next training class scheduled for Kill Devil Hills in North Carolina in October. It will be the first time our newly updated instructor's manual will be featured. All instructors will receive this manual when they renew their memberships in January. One trend to note in those who are becoming certified, we are starting to get many top ranked professional surfers applying for certification. The word is definitely out.

Thanks to Director Skip Savage, we finalized our formal product endorsement criteria, and then completed a successful product endorsement review of soft top boards provided by Global Surf Industries. This endorsement partnership has resulted in not only giving GSI a serious report on their product from a number of recognized surf school industry leaders, but the NSSIA can now enjoy discounts when purchasing these boards that are not available to other schools and organizations. We have also been approached for endorsement by Paddle Air about a vest they make that could be useful for schools, and also by Cornerstone Research Group about their super strong nose bumper and repair material. These products will be evaluated in the spring.

Besides my Ocean City, Maryland surf school, my personal activities included two trips to Huntington Beach, one to help build the 58 ft surfboard float for HB International Surfing Museum's entry in the July 4<sup>th</sup> parade. I rode next to David Nuuhiwa and Director Jericho Popplar, plus local legends Peter Towsand (PT) and Buddy Lamas. Also on the float was the Surf Band the Chantay's playing many of their famous hits.



On another note, I had the chance to judge a surf dog competition while in HB. These competitions attract a huge following and seem to be growing by leaps and bounds. The finals featured a close match-up between two of the worlds top dogs, with the reigning World Champ Buddy (left) taking a close title. I had a chance to visit with Buddy, a great little competitor. NSSIA instructor Jill Nakano also had an entry that made the finals in one of the several categories competed.

I'm currently setting up a surf trip in February to the Morro Negro Surf Camp, located on a remote island off the coast of Panama with tremendous waves and no crowds. Several NSSIA instructors have already indicated they want to go.

NSSIA Instructor Certification Director Kim Hamrock of Huntington Beach, California, reports that she worked in Central America this past summer and taught both advanced and beginner lessons. She was able to observe the teaching techniques and surf programs of the surf schools there. "On the whole, I was absolutely appalled by the schools," she said. "There was no regard for safety and on many occasions the students would get a five minute beach lesson and then taken out in the water and left alone, while the instructors surfed around them. When the instructors did stay with their students, they would push them into waves directly in front of other people. These beginners were not taught any surf etiquette and would go out on their own and try to surf right in front of others in the water."



Kim (left) noted that there were sometimes groups of up to 17 beginners with only 2 instructors in the water. She felt that these schools just wanted to push out as many lessons as fast as possible with little regard to the conditions. When she approached several school owners about the possibility of getting trained and certified by the NSSIA, she was met with the cold shoulder. "The sad part is that I have witnessed the same type of

stuff in Newport Beach, California, where the same poor surf lesson techniques are also applied. The times when a student hops me I ask him if his instructor taught him wave etiquette. The reply is almost always a no. The difference between Newport Beach and

Central America is that the city is allowing this and is not interested when I offered to certify the surf schools teaching in their city.”

NSSIA International Director Ruben Cota of Baja, California reports that he has contacted the local university and is in the process of developing a surfing program there, which will introduce both the history of surfing and the basic techniques of the sport. He hopes to have the school make it a permanent course.

Kali Montero, NSSIA Director of School Accreditation and owner of the Big Kahuna Surf School reported that business increased all summer while maintaining his current rates and margins at his south Florida location. The school was recently featured on a Comcast cable show regarding surfing in the sunshine state. Kali received a prestigious award from the Polynesian community for furthering the Hawaiian art of surfing in the state of Florida.



Besides winning events all over the world, NSSIA instructor and champion professional longboarder Tony Silvagni had a tremendous season with his Carolina Beach, NC surf school. One of the highlights this season was his teaching a legally blind girl with heart condition how to surf (pictured below).

According to NSSIA instructor Puddy Albright, his former surf school students are in the news this month. Celina Meador has placed in several surfing contests this past summer and was recently honored in an exhibit at the Texas Surf Museum entitled “Texas Women, Texas Waves.” She is currently testing out a new surf leash that will not tangle for possible use in surf schools nationwide.



Another former Albright student, Mary Walton of Connecticut (left) took two second places at a recent New England ESA surfing contest and won the Women’s surfing title at the 2009 New England Open Stand-up Paddleboard Championships held this past summer.

NSSIA Media Director Peter Pan of Narragansett, Rhode Island reports that despite the poor economy in New

England, the surf school was busy. He said that the school worked with both large groups and private lessons. “We saw quite a few students drive from Massachusetts and Connecticut for private lessons,” said Pan. “We also did some larger stand-up paddle board group lessons, although it still really hasn’t taken off in our area.” The school is now working with both college and high school groups for some fall semester surf clinics.

NSSIA instructor and coach Herman Hall spent last winter in Australia working for the Broulee Surf School in the south coast of New South Wales. He said that he got a great

chance to learn from other instructors as well as surf some great point breaks and finally get to Bali on the way back to the USA. While in Bali, he surfed at Uluwatu, Impossible's, Bingin, Belangan, and G-Land. Herman returned to the USA in May and began his 3<sup>rd</sup> season with the Kitty Hawk Kayak and Surf School lesson program, which has just concluded.



Jill Nakano, a Southern California NSSIA instructor reports that last month, Mariko and Hiromi, employees of the law firm Quinn and Emanuel, participated in their first surf clinic at Bolsa Chica State Beach in Los Angeles. "Conditions were a bit rough, with the tide and winds up, and the water was cold," Jill explained. "Despite the tough conditions, both were quick learners and were standing up and riding the whitewater that morning. They participated in a follow-up session and both students worked hard and rode lots of white water. Mariko

was even ready to try the next step, paddling out to the line-up, sitting on the board, turning and paddling into a wave." On another note, Jill (above) has been entering her pet in dog surfing competitions.

NSSIA instructor Pedro Matos of the Lisboa Surf School said that he brought several of his school athletes on a surf boat trip to the Maldives this past summer and caught some awesome surf. "Amazing place, amazing quality waves, and the perfect place to improve surfing techniques and group union," said Pedro. "It is very consistent in terms of swell, and we can find a spot with favorable winds. At some times we were screaming because the happiness was too big to be kept inside us."

The Wahine Kai Women's Surf Club (right), led by NSSIA instructor, Cathy Young, teamed up last month with Paddle Air, to test out the new PaddleWear rash guard. This new technology works with an effective air chamber in the rash guard that allows the surfer to relax the back muscles and conserve energy. Cathy reported that; "We combined our annual End of the Summer Surf Session at San Onofre with a NSSIA surf clinic and had a great session of peaky 3-6 foot waves on a perfect summer day."



NSSIA instructor Joe Matera reported that the summer was fantastic with decent surf for the NSSIA Fellowship of Christian Athletes (FCA) Surf Camps that took place in Ocean City, New Jersey, Assateague Island, Maryland, and Lost Angeles, California. All three camps were successful with over 275 surfers participating.



NSSIA instructor Matt Cole had a great summer with his Pacific Beach CA based University of Surfing School. He noted that his surf school now offers a full range of school logo clothing which includes hoodies, hats, and tee shirts. He also said that the school is now offering SUP lessons as well as surfing lessons. Matt also is doing a bit of tow in surfing (left).

NSSIA Delaware instructor Jack Powell is planning to launch Big Jake's Surf School in Delaware next spring. Jack is also an active

competitor in marathons. His son, NSSIA instructor Aaron Powell spent time this summer in Delaware shaping Alaia surfboards.

NSSIA instructor and surf pro William Sue-A-Quan (right) reports that his Wow surfing school in Puerto Rico was recently honored as the Best Excursion of the Year by the Puerto Rico Tourism Council. This is the first time ever that a surfing business has been such honored. Chino also noted that he got some nice product support from companies such as Kellog's, (below) and Alpine Stars Monster Energy Drink. He did a big



benefit surf class with the Puerto Rico Children's Hospital which was a big hit. One last item is that Chino has some land for sale in Costa Rica in Pavones, with water electricity, permits title.

Missy Diamond, a traveling NSSIA instructor from Florida in the summers and normally Costa Rica most winters, worked all summer this year at the Chicabrava,

an all- girl's surf camp in San Juan del Sur, Nicaragua. She is now teaching at Mango Rosa, a luxury resort in the same town. Missy reports that she has had a busy year there, and is also working hard on a new book about surfing and traveling. "I must say that I feel very blessed to have gotten some sweet waves while in Nicaragua this past summer and

also scored some when I traveled to El Salvador. I even got to surf the legendary Punta Roca.”

According to NSSIA instructor Taylor Gibbs of Huntington Beach, this was a great season for students learning to surf. The sun was hot, the waves were small, but rideable, the water was warm, well not so much, but that's the So-Cal Pacific for you. Overall a good season for surf groms and instructors alike.

The surf instruction season was a little slower than usual for NSSIA's Bonnie Preziosi but her art work is getting wide reviews. She is the featured artist at the Step Above Gallery in Berlin, Maryland for October and November. She is painting a lot and will be going to Colorado in January again to ski.

NSSIA instructor Krissy Montgomery from the Surf Sister Surf School (right) in Tofino, British Columbia reported that despite the drop of business from the tourist trade this past summer, the surf school did quite well. Krissy noted that; “It really helped that the summer weather was so warm. That kept the lessons coming.”



According to NSSIA instructor Jimmy Johnson of Houston, TX, it's been a year and a month since Hurricane Ike rolled over the Texas Gulf Coast. The coast itself has been changed along with many surf spots.



Our North Shore Surf Club (left) has continued working with Surfrider and Galveston Bay Foundation doing cleanups along the coast and in other areas 15 miles across the bay and a mile inland where the storm surge pushed in houses and debris.

As far as good days of surf to brag on, they have been far and few between. This has allowed us to pursue other projects. We are also working with Surf-Aid International. They really

need everyone's help at this time. Send whatever you can. Every penny helps!

NSSIA instructor Lydia Fonvielle writes she had a great time teaching surfing at Holden Beach in southeastern NC this summer. This was her first year as a surf instructor, and she

thinks she may have learned as much as her students. The ocean has much to teach us if we're just willing to listen.



Maine NSSIA instructor and surf school owner Tom Saulnier said that despite a very soggy summer, business was brisk. He was recently featured in a big two-page story in the Jay Peak Magazine (picture left), showing Tom doing some big moves on the slopes. Snow is already falling and he is looking forward to another great season at the ski area.

Waikiki NSSIA instructor Al Mahoe reports that his surf school business has been very slow this summer with the weak economy. He has had to work part time with his brother to pay bills. He suggests that schools add other tours such as Skimboarding, body boarding, body surfing or surf spot tours like taking people to see all different beaches as a way to help improving business.

NSSIA instructors Lance Tompkins and Jen Steffener from Coastline Adventures Surfing School in Normandy Beach, New Jersey say their summer went by with great waves. They had an amazing summer teaching student of all ages. Their new little surfers classes were fun, working with some the surfing foundations surf days was very rewarding for their school



Pacific Northwest NSSIA instructor Sonny Owens reports he is on call for the Nelscott Tow and Paddle Contest for Judging, but he hopes it doesn't go off while he is in Huntington Beach on vacation. He also reports it's starting to look like fall up in the N.W. / OR, WA.

Another Pacific Northwest NSSIA instructor, Bob Moe, reports he is getting in some surfing in cold water now that the summer season is over. He will again be an instructor this winter at the Morro Negro Surf Camp in Panama, and plans to help with the NSSIA group that will be there in February.



NSSIA instructor Lance Maki of Cocoa Beach reports lessons are down, plus he is super busy at his medical clinic, so he has not provided any for pay surf lessons in some time. He did have a couple of clients but gave them to NSSIA Director Skip Savage. However, he has been doing lots of standup paddle lessons as

well as tandem lessons and has logged well over 30 hours in the last two months.

Lance also reports he and Jaci and I finished 13 overall in the ITSA world Tour. <http://itsatandem.com/>. The picture is from the Cocoa Beach National Kidney Foundation event over Labor Day on the right side of the pier. He was featured on TV big time during the contest.

From NSSIA instructor Rick Walker of Corky Carroll's Surf School in Huntington Beach, CA says that after 14 summers on the beach we report a great summer of weather and swells.....Business was down about 30% but we did have a successful summer....As always we look forward to summer 2010.

NSSIA Director Gerry Kantor (right) had a platoon of British soldiers who had just returned from Afghanistan and were doing a parachuting training in east San Diego County. (35 Engineer Regiment, under the command of Lt. Niall McCracken). They were highly intelligent, and picked up surfing real fast. Another group that did well was some Tanzanians. The Tanzanians were making turns in small waves on their first hour of surfing. Amazing, they did the best he had ever seen anyone do on their first time out. Otherwise the season was about the same as it was last year, except that he had 3 hour camps instead of 4 hour, which worked out a lot better. He also has a You Tube channel in which we have all the surfing video from the entire summer. (search "Leucadia Surf School" on Youtube.)



NSSIA Director Lou Maresca and NSSIA Instructor Lisa Mead's Central Florida Surf School, the longest running surf school on the east coast of the U.S., is proud to celebrate its 25th year. "When the school was founded it was simply called 'Surf School'," said founder, Lou Maresca. Clearly the industry has seen many changes since then, and perhaps the most important change has been "raising the bar" as demonstrated by the growing membership of the NSSIA.

This past September Lou and Lisa spent two weeks "researching" the North Shore for future trips. Lou and Lisa believe that students can confidently excel in these challenging yet rewarding conditions given the right guidance and support.

NSSIA instructor Elliot Zuckerman is back running his Puerto Rico vacations after a long and hard summer running his surf school Surf2live in New York. He is also very happy and proud to announce that his foundation, Surfers Way has been granted a 501c3 status. He held four free surfing outings for kids with special need this summer on Long Island NY. He has been working with kids with special needs for over 15 years and now has a team of 15 instructors that like him donate their time to provide these great outings, there is surfing, food and plenty of stuff for the kids and family to do for the day and all at no charge. For all his work with kids, Eliot is being honored on Nov 1 in the community and will be heading back to PR right after.

Australian NSSIA Instructor Ben Bennink reports there has been a lot of shark activity in Byron Bay this year, plenty of Great Whites around the place. A bit spooky, but it's that time of year the whales are migrating and naturally the big predators follow them hoping for a chance to get an attack down on the juveniles. Apart from that Ben states there's little news, the local crew are starting to get tired of the SUP's that are appearing, but hey what can we do, we try to educate as best we can.



Ben also says the local papers, the Byron News and the Northern Star; both did stories on his website. The site is going well and has clocked over 6.5 million hits since going live in Dec 08. The picture is a whale shot he took recently in the Bay.



NSSIA Southern California instructor, John Sullivan reports Surf Meditation had epic summer camps at both San Onofre and Cardiff. He also reports that Surf Meditatio is starting a new program this year they are calling "Surf Ins", where celebrity guests will be coming down to meditate and surf with the students. Surf Meditation's summer camp went so well this year they are now planning a

winter trip and expect it to be just as amazing.

Just for the record, the Outer Banks Boarding Company hosted an October certification class in Kill Devil Hills, NC. Seven new instructors attended. OBBC is locally owned and has a full commitment to hard goods in surf, skate, skim, snow, and body boarding. The shop was established in 2002 and it expected to become one more important asset in the growing list of fully accredited NSSIA surf schools.