

SANTA CRUZ LONGBOARD UNION



*** INDICATOR *
JANUARY 2011**



HAPPY NEW YEAR

SCLU FEATURE STORY

Shaping the sport of surfing: Santa Cruz Native Johnny Rice, 72, inducted into International Surfboard Builders Hall of Fame

By [Isaiah Guzman](#) Posted: 12/29/2010 03:37:16 PM PS



Santa Cruz native Johnny Rice runs his hands over the lines of his latest board an 8-foot Elite Quadra Piglet in his shaping room next to his Westside home. (Dan Coyro/Sentinel)

Johnny Rice has shaped world-class surfboards for more than 50 years, but to say that's all he's shaped would be like saying that riding a wave is fun.

The man, like the sport he's done all his life, cannot be summed up so simply. With his shaping and surfing, Rice helped pioneer an era when surfers liked to "hotdog" with maneuvers like the Hang 10 and Cheater Five. He joined the craft when boards were made of redwood and balsa and was among the first shapers to carve the foam boards used today.

For his contributions, the 72-year-old Rice was recently inducted by his peers into the International Surfboard Builders Hall of Fame in Huntington Beach. Opened in 2000, the hall honors shapers from all over the world who transformed surfing during the 1940s-60s. In a group so far dominated by Southern California shapers, Rice is the first Northern California inductee.

"It was a great honor," he said.

Rice, whose silver ponytail hints at his Prairie Band Potawatomi lineage, still makes his living shaping a board per day in the back yard of his two-bedroom Columbia Street surf cabin. And he does so by hand, though he's slowed his pace after several open-heart surgeries to clear congested arteries.

"His boards, they've got that little magic to them," Dan Young of the Santa Cruz Surfing Club Preservation Society said of Rice. "He's recognized around the world for doing that, for his longevity. There's not that many 72-year-old shapers around."

A native of Santa Cruz, Rice moved with his family to Southern California when he was a teen and spent much of his youth surfing and living around the world before returning to the area for good in 1986.

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"Strangely enough," his wife Rosemari said, "his people were canoe makers."

He served seven years with the Coast Guard, lived in Florida and Hawaii and worked with the Merchant Marines. At one point, he had an 18-employee shaping business in Brazil.

In recent years, Rice has traveled to South Dakota to participate in rain dances with the Sioux of Iowa.

Dream catchers and a feather-decorated bison skull join surfboards and Rosemari's paintings in his living room.

Though he never learned to make canoes, Rice picked up his craft in 1954 from fellow hall of famer, Dale Velzy, who is considered one of the forefathers of the trade. Rice, a kid at the time, would sweep Velzy's Venice shop in exchange for lessons.

While in Southern California, Rice met Rosemari, perhaps as much a pioneer as her husband. She was one of few women surfers in her day and was in fact the first team rider for Dewey Weber, a well-known shaper and surfing star in the 1950s-60s.

For her contributions, the 71-year-old Rosemari in 2007 was given a spot on her native Hermosa Beach Surfers Walk of Fame.

"When we started surfing," she said, "I would be the only woman out there. It was like that until the early '90s."



Rice and Rosemari dated in high school but eventually married other people. They both later divorced, crossed paths again and were married in 1989 in the water at Cowell Beach, complete with a white wetsuit for Rosemari.

Both have taught scores of people how to surf, people who are now old enough to be grandparents.



Rice talks of when everybody surfed either side of town, no matter where they grew up. Though he lives on the Westside, he has photos of himself with friends leaning against a car near Pleasure Point where Jack O'Neill's house now stands. Rice has a ukulele in hand.

"Everything is separated now," he said. "The Westside, the Eastside, the red color, the blue. Come on. Snap out of it."

And he remembers when the surf culture of today was little more than a wave forming near the horizon, when he was helping shape it.

Today, "it's all machines man," he said. "It's all machines."



Message from The President

Well, Happy Thanksgiving, Merry Christmas, and Happy New Year to everyone! Had a great Thanksgiving in Arizona. I knew I wasn't in California anymore when we got out of the airport and on to the freeway and the first guy we saw on a Harley blew by us doing 100 miles a hour with no helmet and a gun in a gun holster on his hip!! If you have never driven in the Arizona desert with the swarrow cactus, I highly recommend it. It is also nice to vacation with in-laws that you absolutely love. It sounds too good to be true, but I really mean it! I enjoy spending time with my wife's parents! Christmas was awesome here at home with my wife and 4 year old daughter. It is amazing watching someone that young and wondering where the heck we lost it somewhere along the way. It was great surfing with Randy and Jacob Gray a week ago at the Lane. We were only three out in the water. Chest high, sunny and warm, what an awesome day. It was also good seeing Rym today at the Lane, never made it out to first peak though, cuz Indicators was going off and there was only a hand full of us in it. Surfed for 4 hours. Very good day at the office! If you haven't heard, the club dues were reduced to \$35 a year for single and \$50 for families. I know these prices sound too good to be true, and Waylon's phone line is probably going to be jammed with people trying to call in to try and pay their dues at this price. Please be patient and we will get to all of you. This months meeting is back at Palomar. I know a lot of people are still on vaca but hope to see you at the January meeting!



CLUB NEWS



Accepting submissions for artwork for our upcoming 27th Longboard Club Invitational in May. If any one you know is interested, please contact Leigh at: santacruzlongboardunion@gmail.com!

Contest Meeting Sat. Jan15th at Kevin MacArgel's Housedetails see the SCLU web page!

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!



New Year Meeting 01/05/11
7:00 PM EL PALOMAR



* THE DINOSAUR DEN *



Question of the month by Kim Stoner



SURFBOARDS BY YOUNT

324 Pennsylvania Avenue
2701 Soquel Avenue

SANTA CRUZ

- PRICE LIST -

Under 8' 10"	\$ 95
Over 8' 10" to 9' 10"	100
Over 9' 10" to 10' 6"	105
Over 10' 6" to 12'	120

- CONSTRUCTION -

HIGH DENSITY POLYURETHANE FOAM
3/4" REDWOOD STRINGER OR 1" Balsa STRINGER
INSET GLASS, OR WOOD FIN WITH BEAD
CHOICE OF DOUBLE 10 oz. CLOTH
DOUBLE 8½ oz. CLOTH
OR ANY COMBINATION OF THE TWO

- EXTRAS -

COLOR STRIPES	\$1.50/a Stripe
COLOR TAPE OFF	5.00/a Side
STRINGERS REQUIRING EXTRA CUT ...	5.00
STRINGERS NOT REQUIRING EXTRA CUT.	4.00
EXTRA Balsa	2.00/an Inch
REDWOOD TAIL BLOCK	3.00
CLARK FOAM Available	

January's Dino's Den:

- 1) What was this shaper's first name?
- 2) What era was this Yount order form?
- 3) What famous local Santa Cruz band was he in?

Bonus points if you can name the three other local band members and the song they were famous for!

VACATION CORNER

Found this one on Cheapcaribbean.com ...

\$299 -- Puerto Rico: Vacation incl. Air

For \$299 per person, spend four nights on a private beach minutes from Puerto Rico's rainforest. Deal includes roundtrip air and accommodations at the AAA 4-Diamond Wyndham Rio Mar Beach Resort & Spa and is 50% off comparable packages.

Flights vary from different airports. No passport required

As a bonus, guests will receive a VIP Value Card offering 25% off at many of the resort's facilities, including the spa, tennis courts and celebrity-designed golf course.

On 500 lush acres, this resort has six restaurants, a casino, on-site diver and



Mention promocode RIOMAR200

NEXT MEETING

DATE: Wed. January 5, 2011

TIME: 6pm social, 7pm meeting

LOCATION: El Palomar

Questions, comments, suggestions, submissions?

Please contact Laura Ramsey via e-mail at

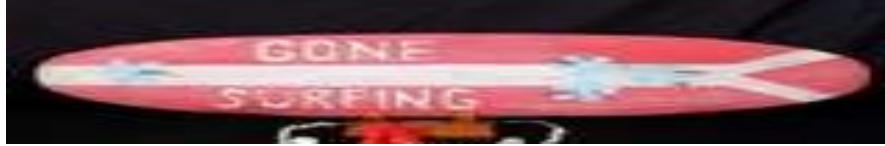
Lramsey@lawson-hawks.com.

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

THANK YOU LEIGH!!!

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





January 2011

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

February 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2 MEETING	3	4	5
6	7	8	9	10	11	12
13	14 Happy Lover's Day	15	16	17	18	19 Laura Neal Bday
20	21	22	23	24	25	26
27 David Skomsvold Bday	28					

