

THE SURFER'S JOURNAL

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To whom it may concern:

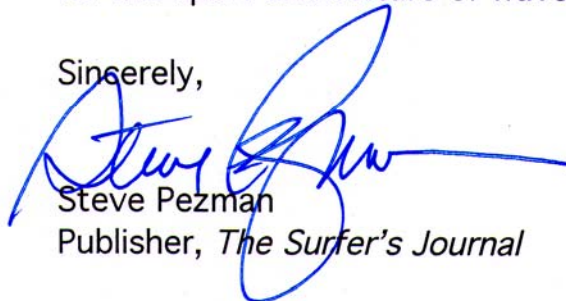
Bob Purvey has been involved in the sport and industry of surfing since the early 1960s. I met him in the late 1960s. As a prominent '60s "surf star" from one of the sport's main stages, Malibu, Bob was the endorser of a successful surfboard "model" produced by one of the iconic manufacturers of that period, "The Ugly" by Con Surfboards. The Ugly was a significant model amidst a virtual sea of models by dint of it's being a combination of unique functional shape, a parody of the too-cool "Men and Their Model's" era, and an exceptionally ugly looking board. Bob went on to model and act, and more recently, has been involved in protecting the Malibu Surfriders Beach, it's lagoon, wetlands and environs from ruination by pollution and over development.

Since the 1970s, surfing competition and related professionalism has increasingly become a fixture within the action sports scene globally. One problem in it's appeal is that the sport is hard to grasp if you aren't an enthusiast yourself, and televised surfing competition, unless held in huge life-threatening waves, is hard for a general audience to relate to. In normal competition, judging criteria is subjective, much like ice skating, and attempts at using objective judging systems have stymied the sport by converting a flowing dance into a points-per-maneuver style which defeats the esthetic. One successful format was explored but not followed through with in the late 1960s, because, as a result of the counter-culture, peace-love movement, it wasn't cool to win, organize, wear a uniform, or to compete; it was then hip to "do your own thing". Prior to that, the sport's first actual cash prize professional attempt, the Tom Morey Nose Riding Invitational was held. Morey is the futurist "Buckminster Fuller" of the surfing world and his Invitational was his creative brain at work. He later would invent the Boogie board. His invitational was held for two years as an experiment, and it succeeded in stimulating surfboard design and capturing the interest of the sport and it's media...then faded gracefully from sight.

Bob Purvey's proposed revival of that event concept is actually a great idea at the right time. Both the surfing dynamic and event concept are simple, dramatic, relatively cheap and easy to stage, fun to watch, promote interesting innovations, and are inventively subjective which gives them a rare, unique value. California's evenly peeling point breaks are the perfect stage on which to showcase that particular surfing skill. Plus, the waves peel close along the shore from outside to inside, allowing spectators and TV viewers to follow the action. Bob mentioned to me the possibility of providing a legal betting opportunity, never before contemplated because of the objectiveness and mystery of the normal competition structure, and the highly specialized nature of the sport. That feature alone, would add an extremely loud, history making, attention getting dimension to such an event.

My perspective: I started surfing in 1957, becoming a surfboard shaper and surf shop owner in Huntington Beach in the late-1960s. During that period, I got into freelance surf journalism and in 1969 became Associate Editor of Petersen's *International Surfing*, then Associate Editor of *Surfer* magazine, then, in spite of myself, *Surfer* Publisher, a position I held from 1970-1991. In 1992, my wife and I founded *The Surfer's Journal*, now celebrating it's 20th year. I've served on the Founding Advisory Boards of the United States Surfing Association, Surfrider Foundation, the Eastern Surfing Association, the National Scholastic Surfing Association, the Surf Industry Manufacturers Association, and the Surfing Heritage Foundation, served as advisor to the creation of the U.S. Postal Stamp honoring Duke Kahanamoku, and helped write the criteria for a surfing merit badge for the Boy Scouts of America-whew! I've both published and contributed to numerous books and written articles for many surf and non-endemic publications, and served as a spokesperson for the sport and culture of wave riding for over forty-years.

Sincerely,



Steve Pezman
Publisher, *The Surfer's Journal*