



Remembering Hobie

"Pretty much my entire professional surfing career was spent riding Hobie Surfboards, working in the Hobie shop in Dana Point and running the Hobie Surf Team. During that time I became lifetime friends with not only Hobie himself but also his entire family. I used to take Hobie Jr. surfing at Cottons Point and skiing at Snow Valley when he was 10 years old. The one thing that really sticks out to all of us who worked for the Hobie brand, and I am sure all ten zillion of the other ones will agree, was the tremendous amount of pure stoke that was prevalent in all aspects of everything that was Hobie. He treated us all very well and was as straightforward and honest as anybody I have ever met. Nobody ever had a bad thing to say about him because there just wasn't any bad stuff, he was a great guy and we all loved him.

- Corky Carroll

Wayne Schafer, Honorary Chairman

Wayne Schafer met Hobie in 1950 when his friends at San Onofre told him to have Hobie cut his oversized surfboard down. "Sano" was a whole sub-culture in the 1950's; Hobie, Phil Edwards, Grubby Clark, and Renny Yater were a core group of young people who lived for surfing; going as far as devising ways of illegally sneaking past the MP's onto government property, all for good waves. Getting out of the water was a bit more challenging with the MP's on shore ready to nab them. "I never got caught because I'd paddle up to Cotton's Point," said Schafer.

Schafer was a music major at USC in 1953, living in the last house on the south end of Beach Road. Accomplished at the piano and trumpet, he entertained at the USO during World War II, but saw more of a future as a high school coach. When he entered USC with an AA in physical education, however, he was swayed by his coaches to find a more lucrative career.

Born in Long Beach, Schafer's father, Wayne Marston Penn, who was half Osage Indian, passed away from pneumonia before turning 30. His mother, Mabel "Betty" Fitzgerald remarried Whitey Schafer and moved to Toluca Lake. A "Valley Cowboy" at heart, Schafer didn't get interested in surfing until his senior year in high school when he saw guys surfing and thought, "Boy that looks like fun," and started driving down to "Sano" with his friends. (Cont. on Page 4)



Hobie at his surf shop.

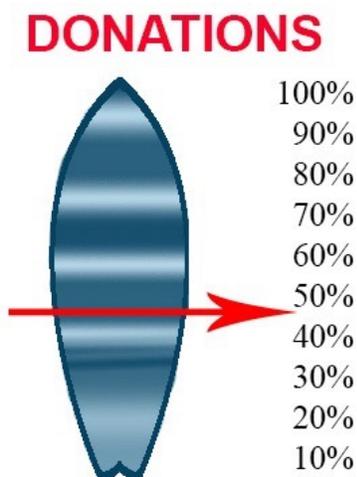
Photo Credit: Bruce Davidson

2016 Donations

Thanks to the generosity of our donors, we are on our way to making the dream of the Hobie Alter Memorial a reality.

So far, the Hobie Memorial Foundation has received 47% of the donations, pledges, and commitments needed to build the life-size bronze sculpture.

As excited as we are to receive these gifts, we still need more, however, to reach our goal. So please go to www.hobiememorial.com today to donate to this worthy cause.



Hexagon’s “3D” Donation

Hexagon Metrology in Lake Forest, CA, went above and beyond the norm on Monday, January 18, 2016, when they performed a 3D scan of a Hobie 14 Catamaran and a model representing Hobie Alter, for the Hobie Memorial Foundation, then they donated their entire fee.

“We realized at the start that it was advantageous to have a 3D image of the Hobie Cat so that we could plan how to fabricate the sail and the trampoline,” said artist Lance Jost.

It also gave Jost the ability to have an illustration from a number of vantage points for a rendering, as well as it was the only practical way to utilize a model. Otherwise, someone would have to sit for hours while Jost sculpted; posed in a cantilevered position, sitting on a rail with his feet pushing down into the trampoline.

Following the advice of 3D printer, Pacific Composites in San Clemente, Jost and Foundation President, Robbie Roberson attended an open house at Hexagon. Perusing scanners on display, the two men learned that they also offered their scanning services.

According to Scott Zanio, Sales Engineer, “Hexagon jumped at the opportunity to provide the measurement services to the Hobie Foundation in the creation of the memorial for the late Hobie Alter. To honor an individual with such a significant and creative impact to the water sports community was personally gratifying because growing up in Southern California, Hobie and his products were so well known, and will be around for my children to enjoy as well.”

“Thanks to Hexagon’s generosity, it is now possible to make the armature correctly in the right position,” said Jost, “so that I can skin it with clay and concentrate on the fine details of the sculpture instead of worrying about its likeness.”

Letter of Support from Bill Brough, Assemblyman, 73rd District

On January 20, 2016, a letter of support for the Hobie Alter Memorial was sent by William B. Brough, Assemblyman, 73rd District for the State of California, to City of Dana Point, Mayor John Tomlinson.

In the letter, Assemblyman Brough states, “I would like to lend my strong support of the Hobie Alter Memorial item on the Dana Point Arts & Culture Commission hearing on January 20, 2016.

As you know, Hobie Alter is an iconic figure, who created the modern surfing industry out of his Dana Point surf shop. Not since Richard Henry Dana has one individual contributed as much to our community identity than Hobie. Therefore, his lasting memory should be immortalized with the statue proposed by the Hobie Memorial Committee.”

Mike Smith, Model Boat Builder

One key in forming a successful board of directors is to attract the right people, each with a desired expertise. When forming our foundation, we were lucky to find a sharp legal mind, board members with years of experience in civic affairs, a few immersed in the history of Dana Point, and a boat builder who worked alongside Hobie Alter for decades. Add one organizer and voila! You have the Hobie Memorial Foundation.

Coming up with ways to raise funds for the Hobie Memorial, we were fortunate to add to our stable of experts, Mike Smith, Professional Model Boat Builder, who is creating a 3-foot replica of a Hobie Cat 14.

Residing in Roton Point, Connecticut, Smith lives just across Long Island Sound from the Hamptons; even though it's 2,852 miles from Dana Point where winters are more severe, the two cities share a similar small seaside community flavor.

Smith began life in Port Elizabeth, South Africa, or PE as the locals call it. Growing up on the beach in the "Windy City," he surfed nearby Hobie Beach in Nelson Mandela Bay. Not sure when it got its name, Smith said, "Hobie Beach was only for surfers back then. Very few people had sailboats on the Coast because the ocean is very inhospitable." Nowadays it has a ramp and a road where cars can drive down and launch their boats in the water.



*Hobie 17 Model;
Photo Credit: Mike Smith*

Smith restored his first boat when he was a teenager living on the mouth of the Gamtoos River. Located between PE & Cape St. Francis, where The Endless Summer crew found the "perfect wave," Smith bought and fixed up a rundown sprog yacht, a 14-foot, 2-sail dinghy, which was a popular sailboat in the 1960's.

Moving to Connecticut in 1983, Smith joined the Roton Point Sailing Association (RPSA) in Rowayton. Holding various positions on the RPSA board, including Commodore, he also belongs to the Norwalk Yacht Club, and sails a 21' wooden Gaff Cutter he built himself, as well as a 33' Nonsuch sailboat.

In 2004, the RPSA hosted the Alter Cup at Roton Point, sailing Hobie 16's, with Hobie Alter, Jr. as one of its competitors. In October of the following year, he was the Pin Boat Officer for the Hobie 16 World Championships, held at Hobie Beach in Port Elizabeth. Unfortunately, the bay full of migrating whales, and the unpredictable winds made it into a nightmare for the Race Committee.

Thirty years ago, Smith built his first model ship from a kit, but soon turned to scratch-building, using measurements taken from actual boats. Very quickly, he realized he couldn't be compensated for his time spent, and decided to build them mainly for friends. Among the models he built are the Hobie 14, 16, and 17, the C-Class "Patient Lady 3," and some Nacras. Smith is also the Norwalk Yacht Club's in-house "Commodore's Half Hull" model builder, one of which was a half-hull of a Farrier Trimaran.

Recently retired, Smith is very excited about building the model for the Hobie Memorial Foundation. "I think Hobie Alter is a legend everywhere in America," he said. "He was inducted into the National Sailing Hall of Fame its very first year for his Hobie 16, earning the respect of many, including myself."

Wayne Schafer (Cont. from Page 1)

In 1951, Schafer's stepfather was on a sailboat on Washington's Puget Sound when it unexpectedly blew up. This left Betty Penn twice widowed with a life insurance policy worth \$35,000. By that time Schafer had decided he wanted to live at the beach — Redondo, Hermosa maybe, anywhere near the ocean. This caught his mother completely off guard, so it was a surprise to Schafer when she called him while he was on duty at the Naval Reserves in Los Alamitos. "I just bought a house on the beach!" she announced.

"She had no means of support," Schafer laughed. "But she spent \$27,500 on a beach house. With that kind of money, she could live off of it for two years or so. I understood, though, when I walked through the door the first time, looked out the windows, and saw the waves breaking off the reefs. I felt at home."

When the opportunity came up to buy the lot next door for another \$5,500, Schafer was fortunate to have been left a \$55,000 trust fund by his birth father. Realizing investing in property could be the "lucrative" career his coaches were suggesting, Schafer got his real estate license two years later and bought land in the Palisades above Beach Road and a couple of commercial lots in what is now the Dana Point Plaza.



Surveying Dana Point Plaza lots in 1963;. Photo Credit: Wayne Schafer Private Collection

Hanging out down at his house on Poche Beach in 1957, Phil Edwards designed and constructed a one-sail, 16-foot outrigger. "Catamarans were around at the time, but pretty raw; not built commercially," said Schafer. "Phil's cat was a tremendous amount of fun. It was great to have around on the beach when it was blown out. Just hoist the sail and head out. This led us to incorporate sailing and surfing."

Taking Edwards' 16-foot outrigger out one day with sandwiches and surfboards in case they got in trouble, he and Schafer sailed north to watch the start of the Newport to Ensenada Yacht Race, then follow it until they reached Wayne's house. By the time they got to Poche, the sun was out, the wind was blowing, and the two friends decided to head down to Oceanside, then turn around. "We kept going and going and before we knew it," said Schafer, "we ended up in San Diego in the dark with no wind and surrounded by the boats in the race. The next morning, we were near hypothermic, but sailed on anyway and ended up one of the first five boats to reach the finish line in Ensenada."

In 1960 Carter Pyle came out with the Pacific Cat. "It was pretty sophisticated, and a nice design, but it weighed 450 pounds, and had dagger boards and a hard deck, which limited beach landings," Schafer recalled.

The following year, the Aqua Cat came on the market; a 12-foot long vessel with two flat-bottomed, foam-filled, fiberglass hulls, which sold for



Phil Edwards & Malibu Outrigger;. Photo Credit: Patrick McNulty

\$600. They weighed only 160 pounds, which allowed two people to carry them. “Cats at that time were user-friendly,” said Schafer, “but flimsily built and hard to hold together.”

Edwards then designed “El Gato,” a 20-foot long beach cat, half the size of those on Waikiki Beach. “Unfortunately,” said Schafer, “for every hour we sailed one, it took three hours to fix. That’s how I ended up with every kind of catamaran on the sand next to my house. At one point, I looked around and thought, “How can I get rid of all these boats?”

Then in the early 60’s, the surfboard industry took a dive. Grubby and Hobie split up when foam came out. Kids bought blanks and shaped their own boards. Long boards also peaked out, and the industry went from lucrative to nothing.”



*Phil & Mary Edwards & El Gato.
Photo Credit: Wayne Schafer*

THE BIRTH OF THE HOBIE CAT 14

In Wayne Schafer's Words

It was a Wednesday around noon. I was on my beach contemplating all the different sailing craft that were scattered around in disrepair. The local beach guys that hung out there had acquired a variety of craft, none of which were designed for launching off and returning to the beach. Then Hobie drove up and got out of his car with a pencil behind his ear, a clipboard, a tape measure, and calipers. I asked what brought him to Poche in the middle of the week (he was usually busy at his surf shop), and he replied, “I’m going to design that beach cat we always talked about.” That’s how it began.

We spent the rest of the day checking out all the sailing craft sequestered at Poche; their dimensions, the rigging, sail plans, weight, ease of handling on and off the beach, and sketching hull shapes. There were no blueprints, just a drawing in the sand and a lot of paper napkins. Hobie’s only requirements were that whatever he made, it had to be fun and user-friendly. Then he left.

The following week, Hobie returned with two hulls shaped out of foam blocks covered with resin. He also bought lead pipes to form a wing section to hold the hulls together. Thus, the first prototype of the Hobie 14 was about to take place.

With the information gathered, Hobie went to Newport Beach where he acquired aluminum masts, different cut sails, spars; all the parts that he would need to assemble a prototype beach cat. He also spent time with sail makers and aluminum mast extruders to help design a rigging and sail plan.

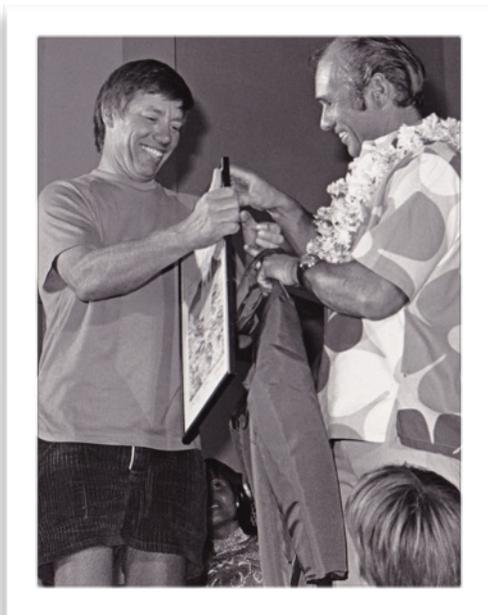
The next step was to make two different small catamarans to compare designs. This process went on for some time before arriving at the design that later would transform the sailing world.

On July 4, 1968, Hobie and Sandy Banks, who was hired to assist with the development of the Hobie Cat, built a mold and the first six Hobie Cats were formed and trucked down to Poche.

Hobie Cat #1 was sawed in two to inspect the molding process, and the remaining five were assembled. We had our inaugural regatta on the beach in front of my house. Sandy won the first Hobie Sailing Trophy, and that night we had a cookout at Poche to celebrate the beginning of the Hobie Cat Era.

It took a while to get going, but in the first year of production, Hobie sold 400 boats just from people seeing them sail and asking where they could get a Hobie 14; no promotion, no advertising. Learning as they went along, Hobie did boat shows for two years, as well as contacted his surfboard dealers around the country. Again, no marketing plan. At the first boat show in Long Beach, their booth was located across from Aqua Cat. Equipped with boxes full of brochures and the Hobie 14 all set up, their competitor had the same, plus the bonus of a tv screen that looped a movie of their product in action. Needless to say, people walked by Hobie's booth, oblivious to what they were doing. "The Hobie 14 was so insignificant compared to all the large boats surrounding us," recalls Schafer.

Dick Barrymore, who made ski films and was a friend of Bruce Brown's, came into their lives shortly thereafter, and offered to make a 20-minute movie of the Hobie Cat 14 in exchange for three boats.



Hobie & Wayne Schafer; Photo Credit: Wayne Schafer's Private Collection

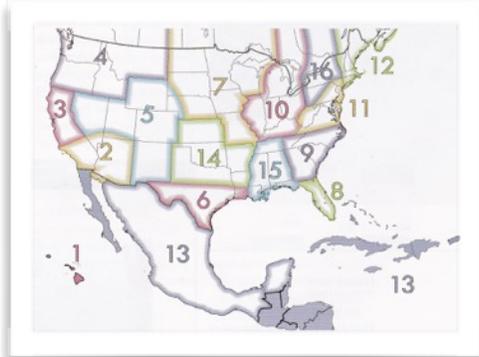
The next year they attended a boat show, this time with a movie with music, directed by Bill Amberg, and narrated by Paul Allen, of "The Endless Summer" fame.

Set up again in a booth directly across from Aqua Cat a year later, this time Hobie was armed with the big guns, only a few people stopped. Hobie and Schafer were scratching their heads, wondering what was up. When all of a sudden, they heard a rumbling coming down the aisles, "You gotta see this movie...you gotta see this movie." People started coming from all different directions and swarmed Hobie's booth. "There was standing room only. We couldn't write orders fast enough," Schafer recalled.

The rest is history; Hobie opened the factory in San Juan Capistrano and showed the film at boat shows around the country. Still finding their way, once they figured out the rules of a regatta, they held local informal races every two weeks, with a cookout afterwards. As more and more people showed up, Hobie started getting calls from those wanting to set up their own regattas.

Sandy Banks headed up the new Regatta Department, which evolved into creating Hobie Cat Class Associations around the world. When the workload got too heavy for Hobie, he passed on his traveling duties to Schafer, who became the first President of the Hobie World Class Association and was sent to tropical places like Tahiti & South Africa, teaching people how to set up their own races. Schafer recalls, "Hobie basically made a star out of me at 38 years old."

With the Hobie Hotline, Hobie started bringing on a staff to manage different aspects of the business. What began as a mimeographed newsletter that was given to Hobie Cat buyers, soon grew into a magazine, as did their mailing list; expanding even further when they began sending it out to announce their regatta schedule for the year.



Hobie National Class Assoc. Regions; Hobie Hotline

“We had a number of marketing people come through the door,” explained Schafer. “One guy who was hired coined the phrase, ‘Have a Hobie Day!’ then left.” According to Schafer, though, Paul Collins, more infamously known as Bo Derek’s father, should get credit for branding Hobie’s name with the catamaran.

Growing into the largest catamaran class in the world today, Schafer remembers one of the Nationals held in Florida when they discovered how much people around the country identified with Hobie’s lifestyle; aloha shirts, sun, and surf. “Hobie went around the room,” said Schafer, “and asked people from all over the United States, ‘Why did you buy a Hobie Cat?’” One particular fellow from Chicago answered, “I woke up one winter’s morning, my car was covered with snow, and I opened up my newspaper to see a Hobie Cat on the front page. That’s when I decided to move to Florida.””

It’s been a while since Schafer flew around the globe, even longer since his move to Beach Road, but he traveled the furthest, when he went from music major, to real estate investor, to representing the Hobie World Class Association.

Because of his friendship with Hobie, and contributions to the brand, it seems fitting that we name Wayne Schafer the Hobie Memorial Foundation’s Honorary Chairman.



*Schafer at home on Beach Road;
Photo Credit: Robbie Roberson*

2016

January

- 1/18/16: Hexagon Metrology donated the scan of the Hobie Cat 14, and model.
- 1/20/16: A letter of support for the Hobie Memorial was sent from Assemblyman, Bill Brough to Dana Point Mayor John Tomlinson.
- 1/20/16 The Hobie Memorial Foundation updated the Dana Point Arts & Culture Commission.
- 1/29/16: Wayne Schafer was named Hobie Memorial Foundation’s Honorary Chairman.

February

- 2/05/16: The Hobie Memorial Foundation will tour the Hobie Cat Company in Oceanside, CA.
- 2/10/16: Glass etchings designed by artist, Lance Jost, are available in return for donations.

March

- 3/05/16: The Hobie Memorial Foundation will be in Dana Point’s Festival of the Whales Parade, partnering with Chuck Elliott and the Southern California Woody Club

Glass Etchings

Beautiful glass etchings designed by the Hobie Memorial artist, Lance Jost, are now available when you donate to the Hobie Memorial Foundation.

\$150 DONATIONS receive a 6.5" H Glass Etching (Base: 2.25" x 5")

\$250 DONATIONS receive a 8.5" H Glass Etching (Base: 2.25" x 7.5")

Send Check to:

Hobie Memorial Foundation
24056 Avenida Corona
Dana Point, CA 92629



MARK YOUR CALENDARS!

**The Hobie Memorial Foundation will have an entry in
Dana Point Festival of the Whales Parade
on Saturday, March 5, 2016. We will be partnering with the
Southern California Woody Club.
To show support for the Hobie Memorial,
we'll be gathering in front of the Hobie Surf Shop on PCH,
between the Dana Point Plaza and Golden Lantern by 10:00a.m.**

For more information, or to donate to the Hobie Memorial Foundation, please go to www.hobiememorial.com or email us at hobiememorial@gmail.com.