



Remembering Hobie

I grew up in the small town of Dana Point, where surfing was part of being a kid. We had Bruce Brown, John Severson, and, oh yeah, a guy called Hobie.

Hobie's surfboard shop was where all us little gremmies hung out after school, looking at magazines and of course, surfboards. We could also buy resin, catalyst, and fiberglass to repair the dings on our boards.

One time Hobie raffled off a new board. A friend, Bob Hoyt, won and it was the most awesome board I had ever seen. With two orange pin stripes on either side of the stringer from the nose, and spreading out to big fans of orange at the tail, it was every kid's dream.

Sure, there were other board manufacturers, but Hobie was the first and at the forefront. To this day, resin is still my favorite smell, which we grew up with at Hobie's!!
 - Kelly Ware

The Hobie Cat Family

There have been a lot of changes over the years at Hobie Cat Company. They have had a handful of owners, the licenses of Hobie Cat Europe and Australasia were bought, then there's the growth of the International Hobie Class Associations (IHCA). Founded in 1991 to promote Hobie racing globally, including associations in 16 countries for the Hobie 14, 16, 17, 18, the Tiger, the Wild Cat, and the Dragon.

With all of these changes, it's uncommon for people to stay long term; but not at Hobie Cat Company. Twelve % of their employees have been at the facility in Oceanside, California 20 years or more. "But I think it's safe to say," says Ruth Triglia, VP of Sales, "that this percentage had been quite a bit higher until we did so much hiring over the past 18 months! Lots of newbies!"



Hobie Cat Company, Oceanside, CA

So what has made employees stick around so long at this global company? The answer given by most; the people.



*Hobie at his surf shop.
Photo Credit: Bruce Davidson*

2016 Donations

THE HOBIE MEMORIAL FOUNDATION RECEIVES 501 (c) (3) STATUS

Contributions to the Hobie Memorial Foundation are now tax deductible.

On February 23, 2016, the Hobie Memorial Foundation received an exclusion letter from the IRS, which recognizes it as a legal 501(c)(3) tax exempt charitable organization, with effect retroactive to September 17, 2015.

For more information or to make a tax deductible contribution to the Foundation, go to www.hobiememorial.com or send an email to us at hobiememorial@gmail.com.



*Coast Catamaran Co. factory on
Calle Perfecto, SJC*

I found out very quickly how evident community is at HCC as I walked through the large wooden doors into a courtyard and passed a handful of employees taking their daily planking class on the grass. I learned it didn't stop there. Major perks also include a personal trainer that comes in two days a week.

Hobie Cat, the brand, is known globally for stellar, innovative, and high quality products. But I'd like to introduce you to a few of the lifers at Hobie Cat Company, which will give you an idea of the passion and dedication that Hobie Alter instilled in his company and his employees and still exists today.

Ruth Triglia, Vice President of Sales

43 Years

According to Ruth Triglia, the atmosphere at Hobie Cat Company didn't just happen. It was imparted from the get-go by Hobie Alter in 1968 when the first Hobie 14 was produced, and has evolved into the modern, progressive company that exists today. "Hobie was of course, interested in the products; his name was on them," says Triglia. "But the spirit he infused in his company 48 years ago has endured. It's always been about the people. Because of that, we want to preserve the legacy of Hobie and his products."

Ruth Triglia was hired at Coast Catamaran Company in San Juan Capistrano as a temp in 1973 for a one-day assignment in accounting when she was just 16 years old. "My friend, Cheryl Liberino and I each took a job that day in the summer, then I went on vacation with my parents," recalls Triglia. "When I returned home, Cheryl called to tell me they wanted me back." That was 43 years ago.

Triglia herself has moved around within the company's infrastructure in Southern California. Working only three weeks in San Juan before the facility opened in Irvine, Hobie Cat Company moved to Oceanside in 1979, where she has worked her way up from the one-day temp job to Vice President of Sales in 1995.

Remembering Hobie

by Ruth Triglia

As a young 16-year-old roaming the halls, my interaction with Hobie in the three years he owned the company, was limited to kind, warm exchanges in the hall. I was always flattered that he knew my name and reached out. He had the gift of making people feel special. As the years progressed and I started sailing, I got to know him better; less in the context of 'Owner of the Company'.

His sincerity, his warmth & his humility are what stand out for me. I saw him receive many awards throughout the years and he was always surprised that his efforts to share something with others that gave them such enjoyment, merited any recognition. Yet legions of people credit him with changing their lives.

The spirit of Hobie Alter extends to regattas as well. During the America's Cup two years ago, understanding what drew them to Hobie Cat, employees gathered in the modern conference room to watch it on the large-screen television as the U.S. came back. Over the years, they were even encouraged to attend regattas around the world. "We paid our own way and used our vacation time," says Triglia, but they bent over backwards to make sure we could go. They have always had total appreciation for their employees."

The biggest change, according to Triglia, was when Coleman bought Hobie Cat or Coast Catamaran as it was called in 1976. "It was always very casual and loose when Hobie owned it," says Triglia. "Then Coleman came along and it was a whole different world. A lot had to do with scrutiny by its stockholders. They were a very professional and structured entity."

"A lot of us were really nervous about how the company would change," recalls Triglia. "Luckily, Coleman hired a president who was a perfect fit. "Doug Campbell completely embraced the culture that existed," says Triglia. "He had a pretty stern look at first, but soon became a father figure. We learned very quickly that he was a gregarious guy who loved to have a good time, but, very good at his job. I learned to manage people from Doug, not positions. It was an easy buffer between Hobie Cat and Coleman. They sent us the best gift in the world."



Ruth Triglia accepts a Hobie glass etching, designed by artist Lance Jost, for donating along with Jim Stewart; presented by Donna Jost of the Hobie Memorial Foundation.



*Coast Catamaran Company factory on Calle Perfecto, SJC;
Photo Credit: Ruth Triglia, Hobie Cat Company*

Bill Baldwin, Vice President of Finance, Credit Manager 43 Years

Although hired as Quality Control, Bill Baldwin started out driving a truck for Hobie, back and forth between San Juan Capistrano and Irvine where the new and bigger facility was being built.

Acquiring a few skills of the trade before he was hired in 1973 to work in Quality Control at Coast Catamaran Company, Baldwin taught people how to sail, he shaped surfboards, he was a manager of a knee-board operation, and worked in a sail loft in Newport Beach, sewing sails, it

was Baldwin's wife, Lauren's job at Southern California First National Bank in Dana Point's La Plaza, that led him to Hobie. "Many of Hobie's employees would come in on payday," says Baldwin. "Jim Black, who worked for Sandy Banks, came in one day and mentioned that Hobie was looking to hire someone for Quality Control. I finally got the opportunity to be around both sailing and surfing."

After that first trade show where Hobie and Wayne Schafer previewed Dick Barrymore's film about the Hobie Cat 14, orders came pouring in so fast that Hobie had to hire every surfer he knew to keep up with demand. In 1973, he expanded again, this time to house his new operation for vacuum forming Hobie

Monocats, a technique he didn't invent, but saw the opportunity to use it on sailboats. Vacuum forming involves warming up a sheet of plastic in an oven. A vacuum is then applied to the plastic, which conforms it to the mold and sets it almost instantly. The size of the machines employed to operate Hobie's new technique alone were the size of small house trailers; one machine produced the hulls, another the decks, one added styrofoam to the hulls, another added styrofoam to the decks.

Boats were mostly shipped by rail car in 1973, so the factory, which also served as a warehouse, had rail car siding—a short stretch of railroad track used to store rolling stock—so that scheduled trains could then pick up the shipment.

“By 1976, the Monocat project turned out to be problematic,” says Baldwin. “It was such a large challenge, Hobie thought it was time to sell the company when Coleman came along with an offer.”

All the while, Hobie had built up his business selling licenses for Hobie production around the world. Brazil, Mexico, the Philippines, Australia, New Zealand, and John Whitmore (of The Endless Summer fame) in South Africa all paid a license fee to use Hobie's molds.

Transferring from Quality Control, Baldwin is currently the Vice President of Finance. When asked what has kept Baldwin at Hobie Cat Company for 43 years, his answer was quick and matter-of-fact. “People. I get to be around people that make me happy.”

Remembering Hobie

by Bill Baldwin

A Water Quality Control Inspector came to our Oceanside facility a couple of years ago, and as we were touring the facility he told me that back in the 1960's as a boy of 11 or 12 in Dana Point he and his father went to the Hobie Shop on PCH to look at the boards, but found that it was closed.

When they peered through the front door into the store, the door swung open because it hadn't been locked. They went across the street to Party Time Liquor and were able to find Hobie's home phone number in the phonebook. They called Hobie who came back to the shop to lock it up.

As a thank-you, Hobie gave the lad a skateboard. I can't remember the Inspector's name, but he sure has a great memory of the skateboard he got from Hobie.

Doug Skidmore, President

20 Years

Doug Skidmore started out as sub sales rep in Washington State back in 1986. “I sold catamarans and windsurfers for several years in Washington, Idaho, Missouri, and Oregon.”

In 1996, Skidmore became the President of Hobie Cat Company, managing three facilities; the headquarters in Oceanside, CA, and two additionally wholly owned subsidiaries; Hobie Cat Australasia in Huskisson, NSW, Australia and Hobie Cat Europe, located in Toulon, France. All three facilities manufacture, distribute, and sell Hobie Cat sailboats, and kayaks worldwide.

Skidmore, who is also on the Advisory Council of the International Hobie Class Association, and is a published author, sharing writing credits with Dr. Kenneth Chew on the book, "Mussel Aquaculture in Puget Sound," is proud to work with "our fantastic owners, successful designs, and the people."

He is also equally proud that the family atmosphere extends abroad. In January 1989, the company was divided between U.S. based Hobie Cat Company and Hobie Cat Europe when it was bought by Tony Wilson. Cooperating on certain projects and events, they operated independently for 23 years.

On September 1, 2012, the Hobie Cat Company acquired Hobie Cat's business in Europe, and is now run by Managing Director, Michel Corigliano. Together with Managing Director Steve Fields, at Hobie Cat Australasia, a subsidiary for the past twelve years, coming together unified the brand image, marketing, products, and has fortified Hobie's strong position in the global sailing, kayaking, and fishing markets.

"Last week I visited our factory in France," says Skidmore, "and then went on to our distributor for kayaks in the Netherlands. I work closely with our subsidiaries in Australia and France, as well as our distributors in Holland and Brazil."

Remembering Hobie

by Doug Skidmore

I went to school at the University of Washington, and have a Masters Degree in Aquaculture. After college I started an aquaculture business growing mussels and oysters on Whidbey Island, Washington.

I knew Hobie, who lived on a nearby island, and talking to him one day, I mentioned that I grow oysters. He got very excited and asked how. After a lively discussion, he asked if I could get him some oyster seed. I did, and from there forward he was growing oysters off his dock on Orcas Island. He was so proud to be able to grow his own oysters, and every time I saw him, he wanted to talk more about it.

HOBIE CATHISTORY

YEAR	
1967	HOBIE CAT FOUNDED BY HOBIE ALTER AND ART HENDRICKSON
1968	HOBIE 14 FIRST PRODUCTION
1970	LIFE MAGAZINE ARTICLE LAUNCHES HOBIE CAT / HOBIE 16 INTRODUCED
1971	HOBIE CAT GOES PUBLIC
1973	IRVINE FACILITY OPENED / HOBIE 12 "MONOCAT" INTRODUCED
1974	HOBIE HAWK GLIDER / HOBIE 10 INTRODUCED
1975	HOBIE 11 INTRODUCED
1976	HOBIE CAT IS SOLD TO COLEMAN; DOUG CAMPBELL BECOMES PRESIDENT / HOBIE 18 INTRODUCED
1979	HOBIE CAT MOVES TO OCEANSIDE
1981	HOBIE 33 INTRODUCED / HOBIE 14 TURBO INTRODUCED
1982	HOLDER 12, 14, 17, 17, AND 20 INTRODUCED
1983	HOBIE 18 MAGNUM INTRODUCED
1984	HOBIE POWER SKIFF 15 / HOBIE HAWK / ALPHA SURFBOARDS INTRODUCED
1985	HOBIE 17 INTRODUCED
1986	ALPHA WAVESKI / HOLDER 14 MK II INTRODUCED
1987	SJC MOLD FACILITY MOVED TO OCEANSIDE / HOBIE 21 INTRODUCED
1988	HOBIE 21 NAMED BOAT OF THE YEAR BY SAILING WORLD COLEMAN PUTS HOBIE CAT UP FOR SALE
1989	TONY WILSON BUYS HOBIE CAT / IYRU RECOGNITION FOR H14, 16, 17, & HOBIE SPONSORS STARS & STRIPS IN ENSENADA RACE
1990	IYRU HONORS HOBIE CAT FOR THE COMPTIP PROGRAM
1992	HOBIE 21 SPORT CRUISER INTRODUCED START UP HOBIE CAT AUSTRALIA
1993	21 CRUISER NAMED MULTIHULL OF THE YEAR BY SAILING WORLD MAGAZINE
1994	WAVE 13 INTRODUCED
1995	HOBIE CAT SOLD TO MARK VITTEERT & DICK ROGERS / HOBIE WAVE NAMED IMTEC MOST INNOVATIVE BOAT PRODUCT
1997	TRIFOILER NAMED "BOAT OF THE YEAR"

Donation Levels

GREMMIE: **\$10.00**

LOCAL: **\$25.00**

GOOFY FOOTER: **\$50.00**

HANG TEN: **\$150.00**

IN THE CURL: **\$250.00**

Receive a beautiful glass etching designed by the Hobie Memorial artist, Lance Jost, when you donate \$250 to the Hobie Memorial Foundation.
(6.5" H Glass Etching, Base: 2.25" x 5")

RIPPIN' IT: **\$500.00**

Receive a beautiful glass etching designed by the Hobie Memorial artist, Lance Jost, when you donate \$500 to the Hobie Memorial Foundation.
(8.5" H Glass Etching, Base: 2.25" x 7.5")

OFF THE LIP: **\$1,000.00**

IMPACT ZONE: **\$2,500.00**

Receive a small glass cast relief of Hobie riding a Hobie Cat, designed by Hobie Memorial artist, Lance Jost, when you donate \$2,500 to the Hobie Memorial Foundation.

BOMBIN': **\$5,000.00**

Receive a large glass cast relief of Hobie riding a Hobie Cat, designed by Hobie Memorial artist, Lance Jost, when you donate \$2,500 to the Hobie Memorial Foundation.

DOHENY: **\$10,000.00**

Receive the glass etching and both the small and large glass cast reliefs for a donation of \$10,000 and above.

SHREDDER: **\$50,000.00**

Receive a 3-foot high model of the Hobie 14, built by professional model boat builder, Mike Smith, when you donate \$50,000 to the Hobie Memorial Foundation.

Send Check to: Hobie Memorial Foundation
24056 Avenida Corona
Dana Point, CA 92629
or donate online at www.hobiememorial.com



Large & small glass etchings, designed by Lance Jost, will be given to all who donate \$250 or above.

Festival of the Whales Parade

March 5, 2016



Bruce Beal, Tracey Engelking, Jeff Alter, Wayne Schafer, Lance Jost, and Robbie Roberson in front of the Hobie Shop at the 45th Annual Festival of the Whales Parade in Dana Point, CA; Photo Credit: Donna Jost, Hobie Memorial Foundation