



**Your Surf Authority
 Across Sports Authority
 Expert Advice With a Friendly Staff
 Beginner To Advanced - For All Your Needs**



**Hawaiian South Shore
 320 Ward Ave
 Honolulu HI 96814**



Free Movie Night
Bustin Down the Door
March 14th
7PM HSS
Mauka Parking Lot
Family Friendly
Bring Own Chair & Cooler

During the winter of 1975 in Hawaii, surfing was shaken to its core. A group of young surfers from Australia and South Africa sacrificed everything and put it all on the line to create a sport, a culture and an industry that is today worth billions of dollars and has captured the imagination of the world. With a radical new approach and a brash colonial attitude, these surfers crashed headlong into a culture that was not ready for revolution.

"A breakout film. Bustin' Down the Door shows what happens during the most critical period in our sport's history when ego and historical problems clash."
 - Kelly Slater

"An eye opener to a new generation" Ben Marcus, Surfer Magazine

"Bustin' Down the Door entertainingly captures surfing's last great hoorah of no-holds-barred radicalism"
 -Robert Abele, LA TIMES



"YOUR SURF AUTHORITY"
EXPERT ADVICE & FRIENDLY STAFF

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NEWSLETTER March 2009 VOLUME 1 ISSUE 13

Aloha!!!!

Man, I cant believe how cold it was in the water during February...I wore a top the whole time...we sold tons of Joel Tudor wetsuits. The Joel Tudor suits are made from Yamamoto Rubber, the same rubber that Matusse uses. We still have some in stock...actually we brought the rest of the stock in from our rep in California... We were the manufacturer and distributor for the suits here in the US, but Joel had a falling out with the person who owns the trade mark, so we are blowing out the inventory. The Suits are very high quality: 2mm, front zip, retro style, Japanese rubber... The suits are a big hit with the guys that have bought them.....only Large and XL in stock at \$50 (reg. \$120). Well, hope to see you in the water and in the store...any question or comments about our newsletter, let us know, we are all ears.—David

Aloha All,
 Spring is here already. The surf has been ok for most of last month with waves coming in on all shores. Surfed some really fun Mokes and got some good days on the south east side.
 —Keith

HAPPY BIRTHDAY DAVE!!!





Sale!!!
Globe Board shorts
30% OFF
Expires March 31st





PRESENT THIS COUPON TO RECEIVE A **FREE TACO**
 ENJOY THE TASTE OF OUR SIGNATURE FISH TACO (OR YOUR CHOICE OF CHICKEN, PORK, OR VEGGIE)
Expires March 31st 2009
 Wahoo's



**DVD
REVIEW
Stand up
Paddle Surfing
Hawaiian
Style Vol. 2**



The Ultimate HOW-TO Stand Up Paddle series. Get ready to master the art of Stand Up Paddle Surfing! Strap in for over 60 minutes of insane paddle surfing as Hawaii's top watermen take you step-by-step from basic wave riding techniques to advanced maneuvers. Plus, pro tips, racing techniques, exotic travel and tons of insane action in-between!

This DVD came out a while back but I just recently watched it. I thought it was pretty good for a sup DVD. I didn't think it could possibly be that exciting, I mean c'mon, watching guys with oversized boards trying to be radical while carrying a paddle isn't my idea of entertaining or radical. But I was shocked to see those guys ripping on their sup's especially in the Maldives. All the techniques they've developed are really interesting to watch and learn. I would definitely recommend this DVD to anybody that's into sup because there's a lot of good tips, tricks, and good footage that shows what's possible with a sup board.

-Keith

Customer Profile

James Lee



How long have you been surfing?

Started out boogie boarding when I was little and then started surfing in high school freshman year.

What boards are you riding currently?

Currently riding a bunch of boards depending on the waves by Wade Tokoro, Jon Pyzel, and Al Merrick. My new current fav is the Nitro by JS...the board just flies in the smallest waves it's insane.

What do you enjoy most about surfing?

Surfing is the best when the waves are good and your friends are out. That's what makes surfing fun to me. Going to the Mentawais was probably the best experience I've ever had in my life and I think everyone should go at least once.

What do you do for a living?

I manage properties here in Hawaii and Los Angeles and then I also do some day trading on the stock market.

What do you do when you're not surfing or working?

When I'm not surfing or working I'm hanging out with my girlfriend and my dog.

How long have you been shopping at Hawaiian South Shore?

Been shopping at HSS for a long time. I like that they carry a wide range of boards like JS and Simon Anderson. They are pretty unique compared to lots of other shops and I trust Keith with what he says about boards.

Any last words?

Pray for surf!

Surfing Rules

This Month's Thou shalt learn to take turns

I just want everyone to know just like I said last month this is not rules that "I think" are rules but I am getting advice from the experts "Transworld Surf" & "Surflife".

Hey, let's face it: Surfers are greedy creatures. We all want it for ourselves. But we're not alone on this planet, which means sharing the wave-catching opportunities during any given surf session.

The etiquette of break-sharing can be seen at almost any surf spot ridden by two or more people at a time, and depends very much on the nature of the spot and the skills and attitude of the riders.

At a reefbreak with a consistent set-wave takeoff zone, the ideal situation is for everyone to simply take turns. This is most easily accomplished when the lineup is largely composed of surfers who know each other, but can be achieved at any spot under reasonable crowd conditions. In the classic turn-taking model, an informal "line" of surfers springs into being, with the surfer whose turn it is sitting deepest and in the logical takeoff spot for the wave he or she wants to ride.

Etiquette permits some leeway here. For instance, the best surfer's skills may earn him or her an occasional extra wave, or a wider opportunity to choose the precise wave he or she wants. If surfers are taking turns with set waves and Surfer A drifts down the line out of the primary takeoff zone, the other surfers may choose to allow A to catch some of the smaller waves, but in doing so A will lose rights to really good set waves that break further outside. Remember, in a taking-turns surf environment, it's your responsibility to be in a good position to catch the wave when it's your turn.

At a pointbreak with two or three sections, groups will form at the beginning of each section and take turns as at a reef, with one proviso: if a surfer is riding down from a section up the line and looks likely to make the wave, other surfers should make every effort to permit him or her a clean shot. The most common breach of etiquette here is pre-emptive paddling: Surfer A is hurtling down the line from a long way back, and Surfer B - figuring A won't make the section - begins to paddle into the wave. As A approaches, B pulls back, but his paddling efforts cause the wave to crumble and break down in front of A. Result: A wipes out or is caught behind, and the wave peels off unriden. Bad move, B.

Point and reef break etiquette can begin to break down if one or more surfers are taking off too deep and out of position, thus wasting the sections and forcing other surfers who are waiting in line to watch wave go unriden. This almost always leads to dropping in, and at the least it'll lead to pre-emptive paddling, as surfers begin to anticipate each other's failures and chase each other's waves from the shoulder.

Beachbreaks tend to feature a shifting wave environment. The takeoff zones - plural, not singular - are spread out, with more waves for everyone. This can break a beach up into several different mini-spots, each with its own turn-taking routine in place. If you're surfing one mini-spot at a beachbreak, keep in mind that if you move to another mini-spot on the same beach, you're entering another mini-society, and should be prepared to go to the end of the wave-sharing line.

Beachbreaks, along with some reef breaks, also lead to the need for peak etiquette. If you are in position for a really good two-way peak with another surfer, you should choose to split the peak - that is, you go one way off the peak, he or she goes the other. In splitting the peak, communication is the key. You might both prefer to go the opposite way, or one of you might want to be sure he or she isn't about to commit a drop-in. The only way you'll find out is to ask each other - and then make the choice quickly!

Backdoor entry: Surf spots of all three types can sometimes feature a method of lineup entry - jumping off rocks, perhaps, or paddling from behind a point - that provides immediate access to the inside takeoff position. In such cases, you should NOT use that artificial inside positioning to jump the turn-taking rotation. Doing this is bad etiquette and will lead to bad feeling among your fellow surfers. Instead, either let the surfers already sitting and waiting to take the waves they want until the lineup's clear, or paddle wide to the outside and move into position along with everyone else.

Sometimes there are just too many people in the lineup, without enough waves for everyone. In such cases, even with all the goodwill in the world, turn-taking can fall apart, the lineup tends to become a free-for-all, and the drop-in rule is just about the last thing left standing. In that situation, be prepared to adjust your attitude to what's happening. If you can't, it might be best to find another spot.



Equipment Review

JS
 Sonic
 Sizes come in
 5'6" x 19 3/4" x 2 3/8"
 5'8" x 20" x 2 1/2"
 5'10" x 20 1/4" x 2 1/2"
 6'0" x 20 1/2" x 2 3/8"
 6'2" x 20 3/4" x 2 3/4"
 6'4" x 21" x 2 3/4"
 6'6" x 22" x 3"
 Swallow Tail
 Concave:
 Reverse, deep double

Wave size up to 3feet



JS Surfboards

Model: Sonic

Size: 5'6 X 19 1/4" x 2 1/4"

Fins: Futures TP1 sides F3 center

After enduring weeks of small waves in town I looked to a type of board that I thought I would never ride. The fish, egg, hybrid, or whatever you call it, its just a small wave board with a rounded nose and a wide center point.

I got to try out a JS Sonic and I was very surprised how it rode. It turned almost as quick as my performance short board with less effort. It took a few waves to get the feel of this board but once I figured out where to stand and how to push it, the board just took off. I rode it in tiny knee high waves and the Sonic would just plane over any flat sections on a wave with no effort. Places where I knew my short board would be slowing down the Sonic seemed to just keep its speed through every turn. In chest to head high waves though, the board felt to small and stubby. I felt like I would rather have the longer rail bottom turning on a head high wave. The only thing that the Sonic didn't have is the projection up the face on a slightly bigger wave.

My overall thoughts on the JS Sonic is that it's a solid design for waves chest high and under, especially in slower moving waves this board is hard to beat. If you normally ride a short board, I would definitely recommend this board for those smaller days. Just go about 4 inches smaller than your normal short board and about an inch wider. —Keith

Surf Travel By Keith

Summer is right around the corner and many of you will be either taking or thinking of taking a surf trip.

I've traveled thousands of miles and surfed in many different countries in the last 10 years, so I know what it's like preparing for your big trip. Here are some things that I do to help reduce the stress of packing for a surf trip.

Make a list of the essentials you will need at least 2 weeks before you leave. I mean really sit down and think about it. Essentials to me, are the things you will need to help you get in the surf. If you don't need it don't pack it, you'll be fine without it.

Here's my list of essentials:

Passport

Air Tickets

Surfboards

Board shorts (2)

Leashes (2)

Fins and Fin Key

Sunscreen

Polarized Sunglasses

Rash Guard or Surf Shirt

Hat or Cap

Insect Repellant

Basic First Aid Kit

Camera

MP3 Player

Candy

This list usually stays the same for me but can vary a little depending on the location I am heading to.

So get out there and explore... "there's lots of perfect waves out there, you just need to go out and look for them." Occy

Yoga

Last issue we learned how to expand your respiratory capacity, to maximize that exercise you can try a more advanced breathing pattern, rhythm 1-4-2-1. For example, let's say you inhale in 4 seconds, that means you'll hold your breath 16 seconds, (4 times as much), exhale in 8 seconds (twice as much time), and hold your breath on an empty breath 4 seconds again.

1 = 4 seconds (or as long as it takes for you to inhale);

4 = 16 seconds (4 times longer than you inhaled);

2 = 8 seconds (twice as long as you inhaled);

1 = 4 seconds (same time as you inhaled).



Let's also learn how to warm up without compromising your joints and muscles. You probably seen or heard about abdominal contractions, (as in the latest Hulk movie, or as some of the Gracie brothers practice).

For this one you'll have to stand up and keep your feet apart and parallel about two hand spans. Then slightly flex your knees and place your hands over your thighs, close to your hips and lean forward. Inhale expanding your abdomen and exhale contracting as deep as possible holding your breath for as long as you can. Repeat that same motion, but now **still holding your breath on an empty breath (no air whatsoever)**, expand and contract your abdominal muscles several times massaging your internal organs. It might take you a few tries to get this right, however keep trying your best. Start off with a small number of contractions, let's say 3 to 5, and keep adding at least one more every time you repeat. Our actual goal is to get to 108 contractions per cycle, but for now try to get to 20 and keep going up to 20 until you finish this exercise. Five minutes a day every morning before breakfast (it works better on an empty stomach), or before surfing, will make a big difference in the way you feel.



I taught Egan Inoue how to this and he loves it. He came up to me one day and said: "Every time before I surf, I practice my abdominal contractions and I feel a lot more energized when I paddle out".

Now try it yourself and let me know how it went! (If you ever have any questions about these techniques, shoot me an e-mail at info@derosehawaii.com, or stop by for a class when you can).

I'll leave you guys with a little quote by Prof. DeRose:
"Overcome thyself, before you overcome your brother."
See you in the water or on the mat!

Gui.

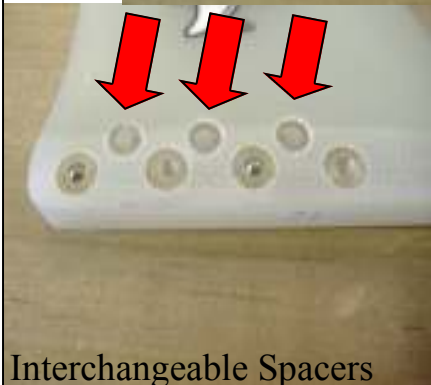
www.derosehawaii.com

Ratio fins

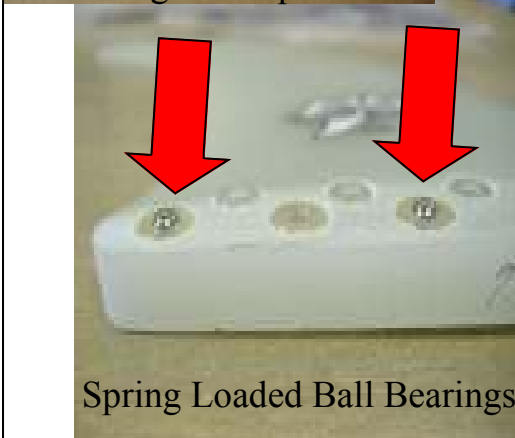
Ratio Fins has a fin system called Effect Systems. This new fin system works with your standard long board box, has no screws but instead uses spring loaded ball bearings to keep the fin in place. You slide the fin into your box the same way but instead of trying to line up the screw to the plate and screwing it in, you simply push down on the fin and it locks into place. You can now easily adjust your fin while surfing without the fear of losing your Wonderbolt. Every fin comes with spare spacers so you can adjust the fit for different boxes.

This is the first fin system that we've seen that really works, and makes interchanging fins between boards super quick and easy. This is the future of long board fins.

These fins are available at Hawaiian South Shore.



Interchangeable Spacers



Spring Loaded Ball Bearings





A Brief History of the Hawaii Military Surfing Organization (HMSO)

The Hawaii Military Surfing Organization (www.hmso.org) was founded in 1969 by a group of military surfers stationed on Oahu. The club gave members returning from the Vietnam War an outlet to band together as surfers and heals their minds, bodies, and souls. The club has been resurrected and is now being led by Chaz Bowser, an Army Ranger stationed at Schofield Barracks. While the wars and times may have changed – the results of war have not making the purpose of the club timeless in its aim – to bring military surfers together to surf! Membership is open to all Active Duty, Reserve, National Guard, Retired, ROTC, Coast Guard, and Civil Service.

Club membership offers many perks to military surfers. They can compete in a summer “Expression Session” and a winter “Expression Session” and are eligible to go on surf trips that are planned each year. This year’s trip will be to Salini Surf Resort in Samoa!

The HMSO main community service is in its “Wounded Warrior Program” which takes military veterans who were wounded in combat, and gives them access to the water to surf with other members of the club. As only a surfer knows, the best medicine in the world is free from Mother Ocean & she alone has the unique ability to heal the mind, soul, and body. The club also does something that is desperately needed in our surf line-ups. We teach our member-body proper surf etiquette in the water and hold them to a standard of fair play in the line-up.

So if you see someone with a Hawaii Military Surfing Organization T-Shirt or sporting the familiar red, white, and blue logo sticker on a car (has a surfer catching a wave – a wave that is a giant American Flag) – give them a pat on the back or just say thanks to show appreciation for their sacrifices which allow all of us to do what we love – to surf freely when and where we want.

The Hawaiian South Shore Surf Club is proud to be partnering with the HMSO in 2009. We at the HSSSC look forward to hosting joint events with the HMSO in the near future. For more information or to become a member go to the websites listed below.

www.hmso.org

www.myspace.com/hsssurfclub