

Hobie Surf Shop Historical Blue Plaque Installation on 11-15-2022



Charlie Bursey, Barney Langner, Jr., Tom Norton, and Kim Stoner with Blue Plaque



Don Iglesias, Tom Norton, and Kim Stoner with Blue Plaque



Kim and Don mounting Blue Plaque



Don and Kim mounting Blue Plaque



Don, Kim, Tom Norton, Anne Norton (sister), and Siobhan Dingwall (Anne's daughter)



Tom, Siobhan, and Anne under Blue Plaque



Hobie Surf Shop Blue Plaque



Kim and Don under Blue Plaque

Hobie Surf Shop – A Short History by Don Iglesias

The site of the Hobie Santa Cruz Shop was a newly completed commercial building that was built in 1963. It was leased to Hobie Surfboards in early 1964. Dick Metz, who was partners with Hobie Alter of Dana Point, opened the Hobie Surfboards, Santa Cruz Shop at 341 A Ocean Street, Santa Cruz. Hobie and Dick had established over twenty- two Hobie Surf Shops along the west coast, east coast, Florida and Hawaii. Dick owned 100% of the stores and Hobie had given him permission to use his name and open the shops. Hobie was a really creative guy and Dick was the numbers guy.

The first Hobie Shop was in Honolulu, Hawaii, established 1961. One of Dick's friends in Hawaii, was Tommy Lee. Tommy decided to move to Santa Cruz and Dick went with him to scout a location for a new shop. Tommy invested 25% of the shop and Dick invested the other 75%. The Santa Cruz Hobie shop was initially managed by Tommy Lee. Tommy was a classic surfer who would rather be surfing than running the shop. He was famous for doing a cannonball off his board in the face of a massive wave at Waimea Bay. The video was picked up by Wide World of Sports. Tommy was receiving \$400 a month to manage the shop, and subcontracted with one of the Santa Cruz locals to run the shop for \$300, while Tommy went surfing. It was difficult to supervise the shop for Dick Metz, who flew from Oahu to San Francisco or San Jose to come check on the shop. Most of the time, he could not locate Tommy. The last time, Dick found out that Tommy had moved to Lake Tahoe and was working as a bartender.

So, Dick hired Nick Hanlon who was newly married, to manage the Santa Cruz Hobie Shop. Nick's new wife missed Southern California and left for home. Nick soon followed. Fortunately, he had hired several trustworthy locals, including Tom Kienholz and Geoff McCormack.

Dick Metz met with Geoff and offered to sell him the shop, no money down, just a handshake, so Hobie and Metz could use the shop as an outlet for their surfboards. Geoff ran the shop until December, 1966, when Metz and Hobie contacted him to let him know that the Santa Cruz Hobie Shop needed to be shut down and was now out of business. Geoff was only 21 at the time and says that he had great respect for Dick Metz, who taught him a lot about business and had set him up with an accountant to do the books and taught him to run the shop. According to Dick Metz, there was just not enough dollar volume to make the shop worthwhile. He said it was too costly to travel from Hawaii and they were only making \$10 a board, which barely paid the rent of \$100 or \$150. Dick then moved from Honolulu to Southern California to run the Dana Point Hobie Shop.

In early 1967, the surf shop was sold to Valley Joe Norton who already had a surf shop at 3110 Impala Drive, Campbell. Gary Cook managed the Santa Cruz shop for Joe. The shop was called California Surfer. In the late 1960's, Joe's Santa Cruz shop was an exclusive dealer for W.A.V.E. Hollow Surfboards and Aqua Jet honeycombed boards. The shop remained open until 1970, when Valley Joe Norton's wife got cancer and he had to sell everything. Joe passed away in 1996.

Our research included a title search and direct interviews with Dick Metz, the original owner of Hobie Surfboards, Santa Cruz Shop, founded in 1964. Also interviewed, was Geoff McCormack, who was the second owner of the Hobie Shop from 1964-1966. Additional interview with Lester Tanimoto, who worked for Valley Joe Norton for many years. Photos of the shop are courtesy of the Geoff McCormack archives. Additional photos and information were courtesy of Danny Anderson, who was a well-known Santa Cruz Surfer and former Hobie Team Rider.



Danny Anderson with surfboard in 1966 at the Hobie Shop on Ocean St.

Photo credits by Kim Stoner, Don Iglesias, and Barney Langner, Jr.





Hobie Surf Shop interior view with Geoff McCormack



Hobie Surfboards Sticker

SANTA CRUZ SHOP
341 - A Ocean Street, Santa Cruz
PHONE 426-2005
RENTALS — ACCESSORIES



DANNY ANDERSON Team Member

The advertisement features a white background. On the left, the text for "SANTA CRUZ SHOP" is displayed in a bold, black, sans-serif font, including the address "341 - A Ocean Street, Santa Cruz", the phone number "PHONE 426-2005", and the services "RENTALS — ACCESSORIES". On the right, there is a smaller version of the Hobie logo, which includes the word "Hobie" in its signature script and "CUSTOM SURFBOARDS" in a smaller font below it. The central part of the ad is a black and white photograph of a surfer, Danny Anderson, riding a wave. He is wearing a dark wetsuit and is captured in a dynamic pose, leaning forward as he maneuvers the surfboard. The background shows the ocean and a clear sky.

1966 Hobie Surf Shop ad in the 1st Annual Steamer Lane Surf Contest Program showing Danny Anderson riding a left at Middle Peak.



DANA POINT
 Factory & Sales
 34195 COAST HIGHWAY
 PHONE GYpsy 6-5222

SAN DIEGO
 (Pacific Beach)
 Sales
 1551 GRAND AVENUE
 PHONE 274-6014

PRICE LIST

Up to 8'	\$ 95.00	9'7" to 9'9"	112.00
8'1" to 8'6"	100.00	9'10" to 10'4"	115.00
8'7" to 9'	105.00	10'5" to 11'	120.00
9'1" to 9'6"	110.00	11'1" to 12'	140.00

(Subtract \$5.00 for single 10 oz. glass)

THE FOLLOWING IS INCLUDED IN OUR STANDARD PRICE

- *High Density Polyester Based Polyurethane Foam
- *Double Glass: ten-eight-six ounce, or any combination or one layer 20 oz.**
- *1" Balsa or 3/4" Redwood Center Strip
- *Fin—Mahogany, Foam or Glass
- *Clear Finish
- *Custom Shaped to Your Specifications

COLOR DESIGN

	Per Side
Solid Color	\$2.50
Single Stripe	2.50
Two or More Stripes or Designs	4.00
Additional Colors — Per Color	1.00

ADDITIONAL STRIPES

	Each
Without Additional Cuts	\$2.00
Straight	4.00
Curved	5.00
Intersecting	6.00
Wide Balsa Stripes—Over 1"	3.00

(Per Inch)

LAMINATED FINS \$5.00

EXTRA FANCY CUSTOM BOARDS — PRICE ON REQUEST

**ALL LAYERS OF GLASS ARE DOUBLE LAPPED ON RAILS
 "Trade Ins" are valued according to their condition.
 Tax will be added to above prices.