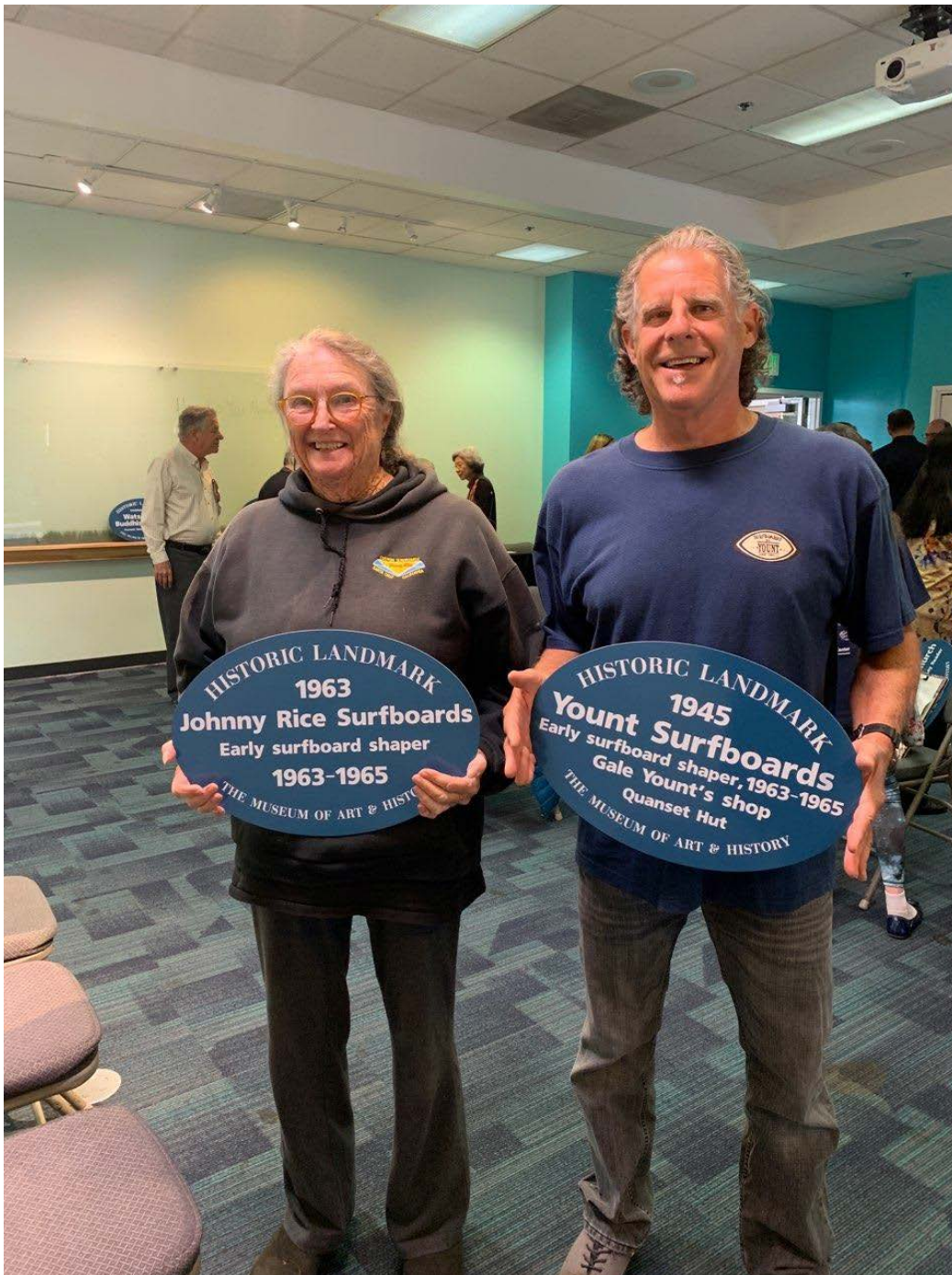


Johnny Rice Surf Shop Blue Plaque Recognition at the MAH
(Museum of Art and History) on 05/11/2019



Rosemari Rice with Johnny Rice Blue Plaque and Kim Stoner with Yount Surfboards Blue Plaque

5/10/2019

Coast Lines

SANTA CRUZ

Blue Plaque awards set for Saturday

Join friends, family, local history buffs and neighbors to celebrate the 2019 Blue Plaque Awardees from 11 a.m. to 12:30 p.m. Saturday at the Museum of Art & History, 705 Front St. Blue Plaques are awarded to structures in Santa Cruz County that are at least 50 years old and hold historic significance. From banks to iconic Victorian-era houses there's always more to discover around every corner. Hear about the interesting research and personal stories related to the Blue Plaque recipients. In addition to Watsonville's Buddhist Temple, the year's highlights include two early surf shops: Yount Surfboards and Johnny Rice Surfboards. A certificate of appreciation will be presented to the Beach Flats Community Garden for preserving history and culture. The Santa Cruz Historic Preservation Commission will also recognize four individuals for exceptional stewardship of historically unique homes.

Santa Cruz Sentinel notice of Blue Plaque event



On 12/04/2010 Johnny Rice was inducted into the Shapers Hall of Fame



Front of old former Johnny Rice Surf Shop location in Aptos



Blue Plaque mounted on left edge of front door



Close up of Blue Plaque mounted on building



Johnny Rice Surfboards sticker

JOHNNY RICE TALKING POINTS – MAH PRESENTATION – 5/11/2019

- Growing up as a kid in Santa Cruz, California, Johnny surfed waves practically his whole life.
- In 1949, at age 11, he bought his first surfboard, "The Octopus," from big wave rider, Fred Van Dyke.
- He learned about the science of waves and wave riding through his experience while traveling in the Coast Guard. His personal travels as a surfboard shaper, brought him to Florida, Brazil, and Hawaii. Johnny worked as a "Beach Boy" in Waikiki, during the late 1950's and early 1960's.
- Chasing waves and living a self-proclaimed gypsy lifestyle, Johnny was blessed to be able to surf some of the finest waves around the world.
- Johnny was a pioneer surfer and one of the first to bring hot-dogging to Northern California.
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- As a master shaper, he designed and shaped surfboards for over 50 years.
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- Johnny was first taught how to shape boards by his friend, mentor, and legendary fellow surfer, Dale Velzy. He credits Velzy with passing on his vast shaping knowledge, when Johnny worked for him on the Southern California beaches of Venice, back in 1954.
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- After learning from Velzy, Johnny moved back up the coast, to his original hometown of Santa Cruz, where he shaped surfboards at the first Surf Shop in Santa Cruz on Center St. that was owned by the Mitchell Brothers.
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- He joined the Coast Guard in 1956 and found himself stationed on the East Coast. There he worked up and down the Atlantic coast from New Jersey to Florida. Johnny continued to surf and shape boards while doing his eight years in the Guard.
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- Johnny returned to Santa Cruz and opened up his first surf shop in Aptos from 1963 thru 1965.
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- In 1970 he packed up again and landed in South America.
- After spending five plus years in a small surfing town near São Paulo, Brazil, he moved back to the United States and settled in Ventura, California.
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- In Ventura, Johnny worked as a Master, for the Merchant Marines, on a 3000 gross ton ship. When back on shore, he continued to shape his surfboards.
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- In 1986, Johnny finally returned home to Santa Cruz to set up shop. He continued surfing and shaping boards under his own label, and supporting his own Surf Team, that included Kim Stoner, Don Iglesias, Lee Thoma, Chuck Reed, Miranda and Pam Pitts, Rosemari Reimers-Rice, and others as members.
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- His master craftsmanship earned him an induction into the Shapers Hall of Fame in 2010.
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- In 1989 he married his high school sweetheart, Rosemari Reimers-Rice in the waters off Cowell's Beach, and they lived on the west side of Santa Cruz until his passing in 2015.
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- Johnny Rice was a member of the Santa Cruz Longboard Union and the Santa Cruz Surfing Club Preservation Society. He donated many of his surfboards and supported the Santa Cruz Surfing Museum and the annual Santa Cruz Longboard Union Memorial Day Contest
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- Johnny was a legend and friend to many of us. We are honored to recognize his early work, his contributions to our community, and his first Surf Shop location.
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- We want to thank Gerry Van Dyke, the owner of the property at 6193 Soquel Drive, in Aptos, for allowing his building, the former site of Johnny Rice Surfboards from 1963 to 1965, to become an historic landmark.

Written by: Don Iglesias and Kim Stoner

Presentation by: Kim Stoner



6193-Soquel Drive

Aptos, California

CUSTOM-SURFBOARD-PRICE-LIST

8'6" to 9'0" _____	115.00	COLORS _____	
9'1" to 9'6" _____	120.00	SINGLE COLOR _____	\$ 10.00
9'7" to 10'0" _____	125.00	TWO COLORS _____	15.00
10'1" to 10'6" _____	130.00	STRIPES _____	2.00
10'7" to 11'0" _____	135.00	BANDS _____	5.00
Model Board _____	140.00	SEE THROUGH _____	15.00

PRICES INCLUDE

CHOICE OF STRINGERS

- 2" Balsa
- Up to 1 inch laminated T-Band
- Single or double 3/4 Redwood

CLARK FOAM AND GLASS FIN

WOOD OR FOAM TAILBLOCK

100% ISOPHTHALIC RESIN

TWO LAYERS 10 oz. FIBERGLASS CLOTH PER SIDE

WE ALSO MAINTAIN SURFBOARD RENTALS, REPAIRS AND SURFING INSTRUCTION

EXTRAS

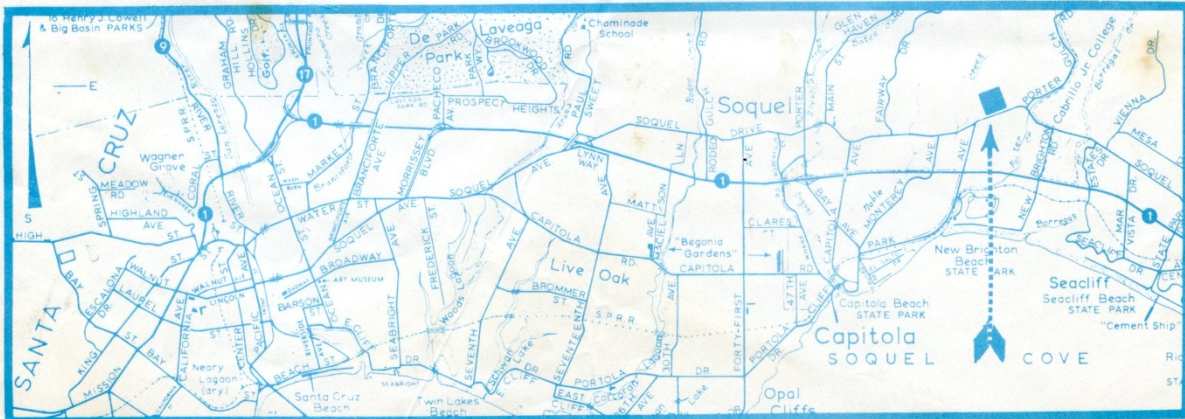
STRINGERS

- Not requiring extra cut \$4.00
- Requiring extra cut 6.00
- Balsa Wood (per inch)..... 4.25

Accessories

T- SHIRTS _____ \$2.00

DECALS _____ .25



1964 - Johnny Rice price list



Johnny Rice with board at his Aptos Shop



Johnny Rice with board standing on a stool



Johnny Rice at his Aptos shop



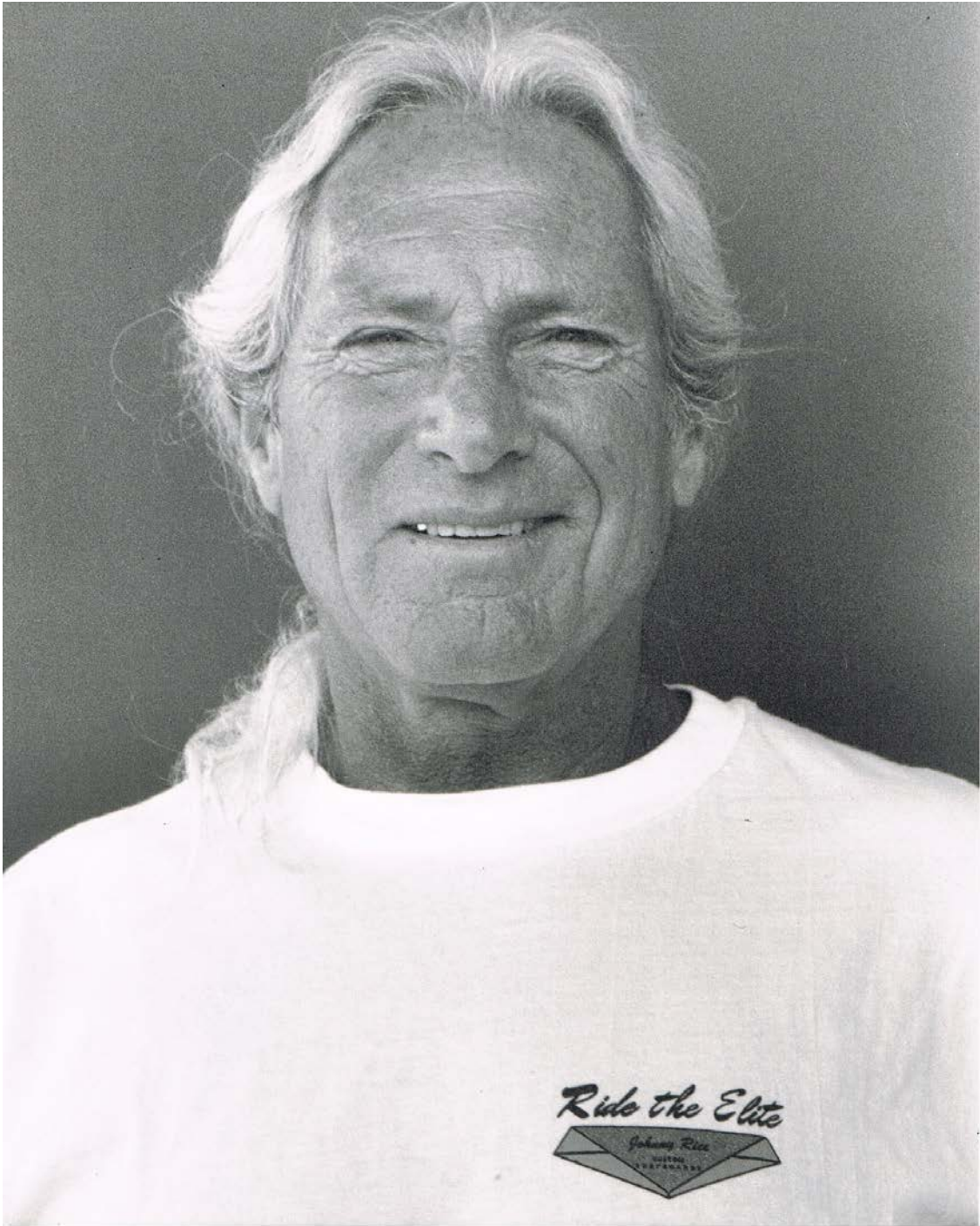
View of the back of his Aptos shop with old truck



1994 - Johnny Rice surfing Middle Peak at Steamer Lane



1949 – Johnny Rice on left and Mike Winterburn with balsa wood surfboards next to wharf.



2001 - Johnny Rice