

FEB 9 1969

Sorrell Chosen Czar of Surfers

The new International Professional Surfers Association (IPSA) has selected Honolulu stock broker Ron Sorrell as its first commissioner.

Announcement of Sorrell's appointment was made by Fred Van Dyke, Punahou School instructor who earlier was named president of the first pro surfers' group.

The IPSA grew out of a meeting in a Waikiki hotel room late in December.

Van Dyke, who has been busy with organizational and contract plans for the surfing organization, said Sorrell is the best of many persons with potential he sent feelers to.

"Sorrell is a highly competitive sportsman," Van Dyke said, "a lot more than the general public is aware."

Sorrell was an outstanding surfer and water sports activist from 1939 to 1961, when his business career curtailed his surfing. He has judged the Makaha International Championships, paddled in many of the big canoe races, and also was a member of Hawaii's surf life saving team.

His many sports contributions won him the "Winged O" from the Outrigger Canoe Club. Only 10 persons have earned the "Winged O." He played on, and has coached, many of the championship Outrigger volleyball teams.

"With Ron Sorrell's past



RON SORRELL

experience, knowledge, enthusiasm, and ideas, I am sure that he can further the needs of the IPSA to its fullest extent," Van Dyke said.

Van Dyke also named two advisors to the new commissioner—Robert Wilson and Dick Cleveland.

Sorrell and Cleveland are currently talking with Mark McCormick, who manages the affairs of Arnold Palmer, Jack Nicklaus, Gary Player and other big name sports participants. Discussions involve establishment of retirement plans, sponsorships, personal appearances and endorsements for top pro surfers.

FEB. 1 81969

Surfer Heads For Peru Meet

Mike Holmes of Honolulu is the first surfing team member from Hawaii to leave for the Peruvian Invitational at Lima, which begins this Saturday. He left yesterday.

Other Hawaii surfing team members who will be leaving throughout the week are Fred Hemmings Jr., the world champion; Joey Cabel, the Makaha International champ; Clyde Aikau, Ben Aipa, Butch van Artsdalen and Reno Abillero.

FEB. 18 1969

Peru surfing meet

Mike Holmes left yesterday for Lima, Peru, where he will participate in the Peru Invitational Surfing Championships, slated to start Saturday. He will compete as guest of the Outrigger Canoe Club.

Other Hawaiian surfers invited to compete are: Fred Hemmings and Joey Cabell, both former Peruvian meet champions; Ben Aipa, Clyde Aikau, Reno Abellira, Butch Van Artsdalen and George Downing.

Russ Takaki is expected to make the trip as a judge.

FEB. 19 1969

Hemmings Quits Peru Surf Trip

World surfing champion Fred Hemmings said yesterday he would be unable to make the trip to Peru for the championships there, as announced yesterday.

"I've just recently gotten married," explained Hemmings, "and I have other

business commitments so I won't be able to make the trip."

Hemmings currently represents a New York surfboard manufacturing firm.

In his place will go Eddie Aikua, who has made the finals at Makaha for the past two years.

FEB. 20 1969

Hemmings Will Surf in Peru Championships

Fred Hemmings Jr., the world surfing champion, will join the Hawaii surfing team at the Lima, Peru, Invitational Championships, which begin Saturday.

Earlier, Hemmings had announced business commitments would prevent him from making the trip.

The team representing Hawaii — Mike Holmes, Joey Cabell, Clyde Aikau, Ben Aipa, Butch Van Artsdalen and Reno Abillero.

FEB. 22 1969



Jim Becker on Sports

A grand goal

What's your guess for a good time for the 1,000-mile run?

Anything under a year turns out to be a pretty fast pace. Bill Brooks, for instance, plans to complete 1,000 miles long before Christmas, which may give him the Hawaiian record for the distance.

At any rate, it will be an Outrigger Canoe Club mark, unless some of the other runners over there beat him to it. Dr. Frederick Giles, for instance, is in reasonably hot pursuit.

And Dr. Giles is old enough to be a grandfather. "I know he's a grandfather," Brooks says, "because his granddaughter smashed her car into my car last week."

Brooks, a Lahaina boy who is over here in Honolulu trying to make enough money so he can move back to Maui some day, is the guiding spirit behind the "1,000-mile campaign" at the Outrigger, and he has several dozen members out on the trail in pursuit of that distance.

The running started Jan. 1, and at least some members are expected to finish 1,000 miles in less than a year, which is a good clip. The others may take a few months longer.

"The idea behind it is to emphasize that the Outrigger is an athletic club," Brooks said. "That phrase is in the first sentence of the club constitution."

"We have the National AAU volleyball championship team, and a great surfing team. We have football and baseball teams. And our outrigger canoe team is the world champion. That is, we are the current State champion, and nobody else has outrigger racing, so we must be the best in the world."

Swimmer, architect, lots of Hemmingses

"We are always looking for new athletic endeavors to stimulate the membership, and the 1,000-mile run seemed to be a good one. We're giving gold medals for those who complete the run, silver medals for 750 miles and bronze for 500."

Members have their choice of courses, a 1.8-mile route around Kapiolani Park, the 2.25-mile model that goes around the zoo, and 4.5 miles, up Monsarrat and around Diamond Head.

"Dr. Giles is going the run around Diamond Head on his birthday on March 19," Brooks said.

Among the other runners in the 1,000-mile race are Dr. Harry Huffaker, the channel swimmer, who is getting in shape for a new water attempt. He became the second man to swim the Molokai Channel last year, and now plans to try the swim between the Big Island and Maui.

(It's about 30 miles, and he expects to take almost that many hours. So far as it is known, it has never been swum before.)

FEB. 21 1969

Surf Spray



by Ron Haworth

Surfers form association

"Sex appeal! That's what professional surfing has to offer color television."

"Imagine a man maybe risking his neck in 20-foot surf for a \$10,000 pot. Wouldn't he take daring chances, make impossible moves, for that type of reward?" asked Ron Sorrell, newly appointed commissioner of the International Professional Surfers Association.

"You bet he would," he said, answering his own question.

"The IPSA is gigantic in size and in scope," continued Sorrell.

"Why, even now, without a penny in the ante, it's like putting together a million dollar corporation."

"And every day we grow an inch."

A firm believer that inches make feet and feet giants, Sorrell has tapped the best minds and business brains available in seeking assistance.

Already working with Sorrell are Bob Wilson, a retired TV executive and hooked surfer, and Dick Cleveland, a champion swimmer of yesteryear.

Preliminary talks are also under way with Mark McCormick, a Mainland attorney who manages the affairs of golfers Arnold Palmer and Jack Nicklaus.

"To be a pro one must receive compensation, and because surfing obviously can't charge admission, this leaves the area of TV, personal appearances and endorsements."

"One television network is coming to Hawaii this march for meetings with the IPSA," Sorrell said.

"But we are not restricted to a single network (as surfing is at present). We'll talk with them all about a 13-week series of top-notch contest from around the world."

"If everything goes smoothly, I conservatively see the initial contest on TV by this time next year."

Based on PGA charter

The basic ideas and framework for the IPSA will stem from the PGA charter which was established by a few in 1916 and has since grown to a membership of over 5,000.

Contentends McCormick: "Any golfer winning the U.S. Open or Masters can parlay his fame into a million dollars."

Where will the IPSA go?

Optimist Sorrell, holds firm that there is no extra charge for thinking big. Let the zeroes fall where they may.

Sorrell adds:

"Those surfers who make the grade will have professional management, a tremendous advantage in attracting prospective sponsors," said Sorrell.

"All applicants will be required to meet a standard of conduct, for their protection as well as IPSA's."

"The IPSA will be strictly run for the surfers. Our aims are to further their bargaining power and develop their potential."

"There just isn't room for borderline behavior."

Some avenues being explored at present are retirement and accident and health plans.

Sorrell doesn't see more than 30 pro surfers at the outset, so obviously qualifications are to be rigid.

"Ability and social acceptance will be the hallmarks of a pro surfer," Sorrell said.

Committed to pro tour

"But he must also have a flexible schedule which will allow him freedom of movement for as long as six months of the year. Once enrolled he is committed to the entire pro tour."

"Those surfers who are engaged in business, and cannot spare the time away from job and family, will, however, have the opportunity to compete in some of the contests held in their areas."

"We have no wish to exclude these deserving individuals."

In June of '66 the second Surf Spray column remarked on professionalism by contrasting basketball's Jerry West with surfing's Mike Doyle in the presence of a surfboard.

Would Doyle bouncing a basketball one day have as much sell and impact?

A chat with Sorrell reveals a promising and lucrative future and leaves no doubt that Doyle had better sharpen his "ballhandling."

Beware Ed Sullivan—the singing-surfing Aikaus are ready. They proved this at Fred Hemmings' wedding when they spelled the hired rock and roll group.