



## **Background Information**

The Groundswell Society is a 501(c)(3) non-profit public benefit organization founded in 2001 by Jericho Poppler, Matt Meyerson, and Glenn Hening to establish a values-based influence on the world of riding waves.

The Society's Federal Tax Id No. is 77-0577448. The Society is currently in good standing with both the IRS and the State of California.

The founders of the Society, and the current Board of Directors, believe that one of the most important responsibilities of veteran surfers is to create a positive legacy of stewardship for future generations.

To that end, the Society has conducted numerous public events since 2001, including the Rincon Clean Water Classic, an event organized to resolve the pollution issues threatening one of the world's best waves. Over the 10 year history of the event, we raised almost \$100,000 towards the eventual approval of a septic-to-sewers project that we believe will help clean up the surf zone at Rincon. In fact, in 2006 we were able to conclude the Clean Water Classic as a fundraising event given the approval of the project which is now under construction.

We then took on a new project at Rincon that is not about surfers getting sick from the ocean so much as it is about surfers getting sick of each other.

Of course, crowding in surfing is not new, and indeed it affects surfers just as much as pollution does. However, the way to solve the problem is simple: sharing waves in a true spirit of the original meaning of the word "aloha": give away everything you don't need. This ancient Polynesian precept has found ready acceptance by many surfers and a number of organizations who are going out of their way to share surfing with many who are not fortunate enough to be out there getting great waves all the time or who can't compete with the crowds in many surfing areas.

Thus was born the Rincon Invitational and for the past six years we have had a full schedule of 20 teams riding some great waves at Rincon. As a fundraising event, we have raised almost \$20,000 for the Rincon Scholarships, which are awarded to high school seniors with outstanding public service records through the Scholarship Foundation of Santa Barbara. And this year we are initiating the Rincon Enhancement Project to improve the trail and provide handicap access to the beach, along with a new bathroom hooked up to the sewer system and improvements to the parking lot and landscaping.

The Society has also organized the only conference of its kind in the world of surfing, the annual Surfing Arts, Science, and Issues Conference, now in its 12th year. The conference has been held at various universities in Southern California, including UCSB and the Scripps Institution of Oceanography, with themes that have included Family Surfing (2004), The Great Southern Ocean (2007), and Surfing's New Aloha (2011).

The Society has been called "the voice of conscience for modern surfing" (Longboard Magazine, 2003), and operates solely with income from the surfing event and the conference.

