

# KAHUNA CREATIONS

## Kahuna Creations Newsletter

August 2010



### Kahuna Board Riders,

I am so happy you made it to this month's newsletter from Kahuna Creations! This month has been really fun, and we got to know some awesome people. The riding has been great, and a lot of new people are starting to embrace the Kahuna love. We really appreciate all the support from riders like you and hope you like the August newsletter!

### Master Paddleboarders Joining the Ohana

Welcome Chuck Patterson and Rob Rojas

Two champion standup paddlers started Land Paddling this month: Chuck Patterson and Rob Rojas. Both were awesome to get to know, and we loved seeing them transfer their paddle skills to the land.



**Chuck Patterson** is a big-wave surfer, stand-up paddler, and extreme snow skier, but his most recent fame was from a viral video of him finding a great white shark on a paddleboard. If you haven't seen it yet, check it out [here](#). The guy went by himself with a camera on the end of his paddle and captured a great white on video. The video was all over the news and internet. Chuck is an

incredibly friendly guy who loves Land Paddling. He was excited that he found the sport and is now helping to spread his love of riding with the Kahuna Big Stick™.



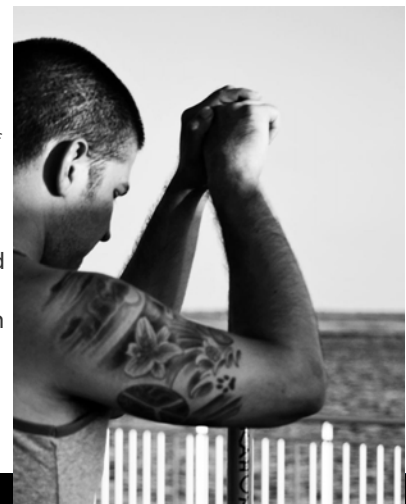
We met **Rob Rojas** the day before he took second at the H2O Overdrive SUP Cup. This guy is insane on a paddleboard and now tears it up with a Land Paddle as well. Rob saw a group of us Land Paddling and ran over having to try it out. He was stoked to see the land version of paddle boarding, and after taking it out for about a mile he couldn't say enough how much he loved Land

### Kahuna Board Rider: Andrew Cattani



Our featured Kahuna Board Rider this month is Andrew Cattani. Andrew first saw Land Paddling in a tabloid with a picture of Matthew McConaughey riding with the Kahuna Big Stick.

"Shortly after seeing that picture I was hooked. I bought one of the first longboards I could get my hands on, and after a short Google search I found the Big Stick and ordered one. I picked it up



Paddling.

### Amputee Coalition of America

Riding with amputees at the 2010 national conference



Kahuna Creations helped out at the Amputee Coalition of America's 2010 National Conference in Irvine, California. The conference was incredible. We met so many amazing people and were able to teach a lot of guys and girls how to Land Paddle that would not otherwise be able to get on a board. Since Land Paddling is primarily an upper-body workout, those that lost one or both legs are able to ride with the aid of the Kahuna Big Stick. It was such a treat to see the Big Stick enable amputees to get outside and ride on a board.

### 100-Mile Ride for Charity

Eric Hafner gives everything he has for juvenile diabetes



Michigan Kahuna Board Rider Eric Hafner Land Paddled 100 miles for charity. Eric completed his 100-mile ride on a bike path around Little Traverse Bay while raising money for Juvenile Diabetes International. Eric is a

rather quickly as both long boarding and Land Paddling were alien to me. I was attracted to it because I had heard that standup paddling was an excellent upper-body workout, but I am not much of a surfer. Since I was four I had been big into team sports, but a number of injuries that I have suffered during my teenage years have kind of left me sidelined, so the Big Stick has filled a pretty big void in my life."

Andrew currently runs in a 7-12 mile extreme obstacle course called the Touch Mudder and



Land Paddles to get in shape for it.

"Using the Big Stick certainly helped me prepare for what was the toughest physical challenge that I put myself through. It is a great work out; the first time I used it I felt as if there was not a muscle group in my body that didn't get some kind of work out from using the Big Stick. It is a great

way to stay in shape, certainly a nice alternative to going to the gym, especially when the weather is nice out."

### Big Stick Tune

Eugene Hamilton makes a song for the Big Stick



Kahuna fan Eugene Hamilton put together a fresh [song](#) about Land Paddling with his 57" Hukilau and Kahuna Big Stick. The video made me so happy I wanted to share it with you all. Check it out!

### Retail Shop of the Month

San Francisco's Skates on Haight

huge advocate of Land Paddling and is out to break as many records as possible. He said of the sport, "I got my first Big Stick at the end of May, and at the end of that day I said 'Wow! Skating will never be the same for me.' It put my whole body into skating; I got stronger, and it increased my confidence. Now I have a lot of control, which means I go a lot faster on downhill. I can slow down or even stop quickly." You can check out Eric's page and even make a donation [here](#).

### Land Paddle / Standup Paddle Biathlon

Riders from both disciplines join for an amazing competition



We threw the first ever Land Paddle / standup paddle biathlon and relay race this month. Racers met at Jordanelle Reservoir and had a blast racing on standup paddleboards and longboards with the Kahuna Big Stick. The event had a great DJ, good food, and intense riding. Teams of two paddleboarders and two Land Paddlers competed for the relay races. Biathlon competitors did the whole track alone. The event was very successful, and we hope for many similar competitions in the near future.

### Saks Fifth Avenue Ad

Spotted decked out model with a Land Paddle

One of our riders pointed out this Saks Fifth Avenue ad found in Harper's Bazaar. We're not sure why they put this model with heels, gloves, and a "pea coat cape" on a longboard, but we love it! It's a bit ridiculous that a Land Paddle showed up in a Saks ad, but I still wanted to show it off!



This month, we are featuring Skates on Haight located in San Francisco. The shop started up in 1979 and has been a key player in the Northern California skate scene ever since. The workers definitely know their stuff. They sell what they ride and are great at helping anyone in need. We have full confidence in the guys at Skates on Haight and recommend them to anyone in the area.

Skates on Haight has been killing it selling Kahuna Big Sticks and longboards. Store manager Kimo Garcia said, "In the world of longboarding Kahuna boards are the absolute luxury model. Their beautiful woodwork and quality construction make them top-notch boards. They leave no detail out, and their premium quality individualized trucks create a ride that cannot be beaten. Riding a Kahuna is truly like riding a wave without the water. Their Big Sticks are a wonderful addition to your riding experience that no one else offers.

Every customer notices and asks about them, and we never run out of great things to say! It is truly a pleasure and honor to have them featured on our wall"

Skates On Haight

1818 Haight St.  
San Francisco, CA 94117  
(415) 752-8375

### Join the Kahuna Family



If you're into the social media scene, be sure to check out Kahuna Creations' social media sites! Become our friend on [Facebook](#), [Myspace](#), and [Twitter](#). Also pay a visit to our [YouTube](#)

and [Vimeo](#) pages to see all the videos we put together.

That wraps it up for August. I hope you enjoyed the newsletter and that you are able to get outside and on your board. We are always looking for new ways to improve, so don't hesitate to email me with any suggestions. Catch you next month and enjoy riding!

Mahalo,

Cory McBride  
Product Marketing Coordinator  
Kahuna Creations

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