



The News *Drogher*

Autumn 2022

Founders Day Program Features Surfer Joyce Hoffman on Wednesday, October 12

On Wednesday, October 12, the Dana Point Historical Society will hold its annual Founders Day event honoring Joyce Hoffman, iconic Dana Point surfer and internationally recognized trailblazer of women's surfing.



The evening will begin at 7:00 p.m. with a presentation about Joyce Hoffman in the Dana Point City Hall Council Chambers. Joyce will answer questions from the audience at the conclusion of the presentation. *Photo courtesy of Ellis at Surfer Magazine.*

A "Toast to Joyce" reception will follow the program and will be held in the Society's Museum, located at Suite 104 of Dana Point City Hall.

In January 2022, the city of Dana Point unveiled a life-size bronze statue of Hoffman at Watermen's Park Plaza alongside those of other local surf legends Hobie Alter, John Severson, Phil Edwards and Bruce Brown. The city pointed out that the statue is the first life-size statue in the United States to honor a female surfer.

In January of this year, *Orange Coast Magazine* detailed Joyce's history, saying that her "numerous accolades in surfing led to international fame and notoriety." It went on to say that "she dominated surfing competitions during the 1960s, achieving victories in the United States Surfing Championships three years in a row from '65 to '67, the Makaha International in '64 and '66, and the Laguna Masters in '65 and '67." The article also mentioned "Her influence on the sport was far-reaching and led to her being featured in *Sports Illustrated* and on the front cover of *Life* magazine. Hoffman was also the first surfer to be named *Los Angeles Times*' Woman of the Year in 1965."

Please join us for this very special evening.

Founders Day, Scholarships and Upcoming Events



We hope you will be able to attend our October 12th Founders Day meeting when we are privileged to feature Joyce Hoffman as our 2022 Founders Day Honoree. Joyce moved to Capistrano Beach with her family when she was 13 and has said she is a product of Dana Point. Joyce would win multiple national and international surfing championships starting in 1964 and continuing throughout the decade. She was the first professional surfer to cross over to mainstream product endorsements outside the surfing industry and the first surfer to be named the Los Angeles Times's 1965 Woman of the Year. Joyce is also the first woman surfer to be honored by the City of Dana Point with a statue in Waterman's Plaza, the first life-size statue in the United States to honor a female surfer. You may have heard her speak at that occasion last January. Our Founders Day meeting will be an opportunity to learn how she was motivated to achieve so many "firsts" on the way to becoming an icon among the surfing greats.

The "Wine & Tastes of Italy" event the Historical Society co-sponsored with the Dana Point Sister Cities International Association (DPSSA) was a great success. Over 50 people gathered at Brio Tuscany Grill on June 27th to raise funds for the new Dana Point Sister Cities Association and our Historical Society scholarships. Guests enjoyed wine, listened to Italian arias by Lyric Opera of Orange County soloists and sampled a tasty buffet. DPSCA President Bob Zasa was very pleased with their first event. The new organization's focus is on the education of youth as well as the exchange of cultural values and experiences with individuals from its sister cities of Sorrento, Italy, and Thessaloniki, Greece.

My sincere thank you to each of our members who have contributed to our scholarship fund this year. Combined with \$1,000 from the Dana Family, donations from our members and \$1,100 from the June 27th event, we had funds for the two \$1000 scholarships awarded this year and we are getting close to having the funds for our two 2023 scholarships.

Our Board of Directors joins me in thanking Mike Choate, Randy Roberts and Jeff Huston for the beautiful new Baby Beach Tile Wall installation at the west end of Baby Beach. As the Tile Wall Chair, Jeff organized the June 15th event after receiving approval from OC Parks. Mike and Randy installed the new commemorative tiles and repaired some of the broken blue border trim. The wall does require ongoing maintenance due to damage from skateboards and other beach equipment. Jeff has retired from his position and we are pleased to welcome Randy Roberts as our new Baby Beach Tile Wall Chair.

Be sure to read our featured article by author Joe Dunn, who discusses the origin of the name "Poche Beach" and the research he used. Joe's book, *A Pocket of Paradise: The Story of Beach Road*, is available in the museum.

Congratulations to the Moulton Museum for its Grand Opening on Labor Day weekend. Its "1874: Into The West" exhibit honors the pioneer spirit in Orange County through an extensive collection of Moulton family artifacts. Our Society has been invited to have a guided tour at the Moulton Museum. Stay tuned for a tour date to be announced this fall.

I look forward to seeing you the evening of October 12 when we declare Joyce Hoffman a Founders Day Honoree for her contributions to Dana Point's history and join in a toast to Joyce and her surfing legacy.

Barbara Force Johannes

DPHS Awards Scholarships to Local High School Students

The Dana Point Historical Society's Scholarship Committee (Heidi Hyde, Chair, and Judy Brandmeier, Judy Henderson, Susan Hinman and Fay Kristjanson) chose two graduating high school seniors to receive \$1,000 scholarships in June. This year the committee awarded a special scholarship funded by the relatives of Richard Dana (an early ancestor of Richard Henry Dana Jr.), who visited Dana Point in 2021. The second scholarship is the Doris I. Walker scholarship, which the Society awards every year.



The recipient of the Thomas Wolcott and Dorothy Rickleffs Dana Memorial Scholarship 2022 is Zachary Voss.

"I was admitted to the Honors College at the University of Alabama for Business. The Honors College helps students reach their potential as thinkers, citizens and community leaders. I look forward to studying business and finding an area to continue on and potentially pursue my Master's Degree. I'm also excited about participating in the Club Golf team and plan on rushing a fraternity."

The recipient of the Doris I. Walker Scholarship 2022 is Sophie Shapero.

"In the next 5 years, I plan to get my education at Cal Poly Humbolt, majoring in Environmental Science, while leaning into my hobbies and helping in the community. I plan to volunteer and take classes related to environmental conservation and restoration. Once I graduate, I hope to get a job with the National Park Service."



Pictured left is Sophie Shapero with DPHS President Barbara Johannes at the Dana Point High School Senior Awards ceremony. Unfortunately, Zachary was not able to attend that event due to illness. *Photo by Vickie McMurchie.*

The Society would like to thank the donors who contributed to our scholarship fund this year: The Dana Family, Elizabeth and Bill Bamattre, Jack Saunderson/El Patio Café, Mary Crowl, Regina Barnes and the Niguel Shores Men's Club. Additionally, we thank all of those who attended our joint fundraiser with the Dana Point Sister Cities International Association at Brio restaurant, which raised another \$1,100 toward our scholarship program.

POCHE

At last, I've discovered the definition of the meaning of the "Poche" sign that stood during the first half of the 20th century along the Santa Fe right-of-way between Pacific Coast Highway and the Pacific Ocean on the Capistrano Beach–San Clemente city boundary.

On May 7, 2022, I met Karen Acevedo, sales manager of the Tuvalu store in San Clemente, and as we chatted a little about local history, she said she had been told by direct descendants of Don Juan Forster, owner of 200,000 acres of coastal ranchland from Oceanside to Mission Viejo, that the Santa Fe railroad posted a sign with the letters P O C H E because it was an abbreviation for Pacific Ocean Coast Highway Exchange. Others in the past have testified there was a railroad track siding at that location, and therefore it would have been logical to identify the siding with names of the most prominent physical entities in that area.

"Poche" (pronounced POH-chee) has long been a word of unknown origin on an obscure railroad sign that disappeared long before the Dana Point/Capistrano/San Clemente communities gained their post-Korean War population. It had morphed into the popular lexicon in the 1950s and '60s because surfers used it to identify the surf break caused by several reefs that lay offshore from the last 25 or so homes at the southerly end of Beach Road in Capistrano Beach. The locals who gave us the Poche label—people like Wayne Shafer, Walter, Joyce, and Flippy Hoffman, Hobie Alter, and Gordon Clark—had lived and surfed there since the 1950s and became key image makers in California's surf culture. They also referred to the ocean portion of Poche as "the Garden," due to the abundant kelp beds that provided a home for fish, lobster, and abalone.

Several years ago, when I was writing *Pocket of Paradise*, the history of Beach Road, I tried to unearth the meaning of Poche. It is not an official word in the English language. Some had long assumed it was Spanish, but I could not identify it in Spanish dictionaries—although a Mexican American friend identified it as slang for "dirty." There was a well-known restaurant in San Gabriel called El Poche, and its owner claimed it meant "peasant." In *Pocket of Paradise*, there are many references to the beach and surf at Poche, and I theorized that the Poche sign had been named after a member of a French-Belgian family in the area—but they pronounced it "po-SHAY." In French, *poche* (pronounced "poshe") means "pocket," hence the name of my book. All false conjecture.

The local governments have adopted the word and officially named the spot Poche Beach. They have also renamed the creek that meanders down through the Shorecliffs golf course into the ocean at the south end of Beach Road as Poche Creek. (It was previously known as Prima Deshecha Canada Creek—another swipe of a romantic Spanish-Californio name.) The numerous social media surf reports, which are replete with obscure names for surf breaks that only the surfers know, also identify the Capistrano surf break as Poche.

I'm buying Karen's explanation.

Joe Dunn May 2022



June Tile Wall Installation

On June 15, Tile Wall Chair Jeff Huston met with volunteers Mike Choate and Randy Roberts to install new tiles at Baby Beach. They were joined by interested grandmothers and grandchildren who came to see their own tiles. Lead volunteer Mike Choate had fun letting some assist with placing the tiles.



Young assistants above, and below, DPHS member Karin Schnell (left) with visiting friends and family pointing to their tiles.



Jeff Huston and Randy Roberts pictured behind Mike Choate, sitting.



The Spirit of Dana Point Returns

After extensive maintenance, the Spirit of Dana Point, pictured left, returned to our harbor in August.

During the last year, the Spirit, a replica of a 1770s privateer schooner, was in San Diego undergoing maintenance. The ship's crew overhauled and refurbished her rigging while the ship was gone, and here you see the installation of the second mast, which occurred in late August, just a week before the Ocean Institute's Maritime Festival. *Photo by Keith Johannes.*

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Upcoming events:

October 12 Founders Day Event at City Hall

December Holiday Party TBA

Membership

Welcome new members **Jordan Ashbach, The Patricia & Arthur Staudenbaur Family and the Kelly Finn Family!**

As a reminder, the annual dues are due every January. The membership categories are:

Individual	\$25 annual
Family	\$30 annual
Business	\$50 annual
Patron	\$100 annual
Life	\$500 lifetime

All contributions are tax deductible as the Historical Society is a nonprofit 501(c)(3) organization.

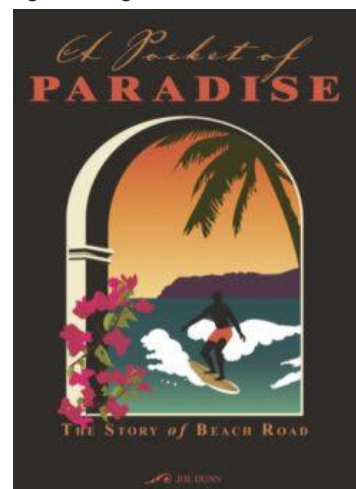
Thank you again for your support of the Dana Point Historical Society --- active since 1987!

Questions? Contact me at rmlarusso@msn.com

Marsha LaRusso

Holiday Plans

The holidays will soon be upon us and it's not too soon to consider Historical Society merchandise for your gift-giving. Aside from our holiday ornament and newly designed afghan, we also have a variety of books. This



includes Joe Dunn's earlier mentioned book "A Pocket of Paradise" which can be purchased in the museum. Consider stopping in to peruse our goods --- remember, Society T shirts, caps and mugs are also great gifts for new neighbors and those new to Dana Point!