



Tom and Jane Fetter (he's SDHC board chair), Bill and Suzanne Lawrence (he's SDHC executive director), Debby Cushman Parrish (gala chair), Katherine and Mayor Kevin Faulconer



Ron and Joellyn Zollman (SDHC exhibit curator), Allan and Paula Wasserman, Lynn Schenk, Charles Wax



Dr. Bob Rubenstein and Marie Raftery, John and Margie Warner, Liz and John Morrell

Making history fun

STORY AND PHOTOS BY VINCENT ANDRUNAS • SPECIAL TO THE U-T

SAN DIEGO HISTORY CENTER FUNDRAISER

Great though they may be, San Francisco and Los Angeles, and many other major metropolitan cities cannot boast of having an official history center — but America's Finest City can. Originally established in 1928 as the Historical Society, its founders included George Marston and Melville Klauber, who were themselves rather significant historic figures. To house the new institution, Marston built the Junipero Serra Museum on Presidio Hill. He gifted the museum and adjacent land to the city in 1929. The Society moved its collections to Balboa Park in 1982 and changed its name to the San Diego History Center in 2010.

At its annual fundraising galas, SDHC celebrates individuals, businesses and institutions that have made history in their own time. This year's gala, held last Saturday at the Hyatt Regency La Jolla, honored the Jewish community for its countless contributions throughout our region's history.

After a reception featuring cocktails, canapés and live music from five-piece klezmer group Hot Pstromi, the 300 guests sat for a delicious dinner and an interesting, entertaining program. News8 anchor Dan Cohen emceed, introducing event chair Debra Cushman Parrish, whose antecedents, the Levis, began arriving in San Diego in the 1870s. She announced a Mayor's proclamation naming the

date Jewish Community Day in the city of San Diego. Board chair Tom Fetter praised her efforts, calling this SDHC's biggest and best event ever.

Executive director Bill Lawrence said SDHC preserves our past, connects it to our present and our future, tells the diverse stories of our community, and fosters civic pride. Its collections include 45 million documents, 2.5 million photographs and 1,700 pieces of fine art. It publishes the Journal of San Diego History (each guest received a copy, sponsored by Margie and John Warner), serves about 250,000 museum visitors each year and provides enriching educational experiences for nearly 20,000 San Diego school children annually.

Joellyn Zollman is curator of SDHC's newest exhibition "Celebrate San Diego! The History and Heritage of San Diego's Jewish Community" (running through May, 2018). Articulate and entertaining, her talk gave behind-the-scenes insights into historical research, touching humorously upon seaweed mattresses, an 1850s Jewish teenager's diary, and an attempted cemetery break-in.

Paddle-raise donations approaching \$90,000 will help fund SDHC education programs and the completion of a documentary film, "To the Ends of the Earth: The Jews of San Diego," that will accompany the exhibition.



Joe and Rayma-Lew Craver (he's SDHC board VP), Sandra and Bram Dijkstra, Melissa and Gregory Galicot



Don and Kathryn Vaughn, Dan Cohen (emcee/host), Sue Raffee, Phyllis and Dan Epstein

ONE-ON-ONE WITH CHAD BUTLER

U-T profiles of notable local people

3 loves: Music, surfing, community

BY LISA DEADERICK

The band was flying home from Australia when the idea for the Switchfoot Bro-Am came up. Their favorite place to be was back home in Encinitas, and they wanted to figure out a way to give a little bit back to the city that had given so much to them. The goal was to bring together three of their favorite things: music, surfing and community.

"We wanted to host an event to give back and to use our stage to raise awareness for local youth in need. Every kid deserves a chance to thrive," says Chad Butler, drummer of the Grammy Award-winning rock band and one of the co-founders of the annual surf competition and beachside concert. "Surfing and music were outlets for us while growing up that helped us thrive, and continue to do so. We wanted to give back in a meaningful and fun way."

This year's Bro-Am event is from 7 a.m. to 5 p.m. Saturday at Moonlight Beach in Encinitas, featuring Switchfoot, who will be joined by Lifehouse and Jamtoun along with one local band for the first time in the event's 12-year history. Over the years, they've been able to raise more than \$1 million for children's charities in San Diego County, including VH1 Save the Music initiatives in San Diego, Challenged Athletes Foundation's adaptive surf program, Feeding San Diego, Stand Up for Kids in Oceanside, A Step Beyond and Rob Machado Foundation. (The band is currently on its Looking for Summer tour with Lifehouse, with a show at the San Diego County Fair in Del Mar on Wednesday.)

Butler, 43, still lives in Encinitas with his wife and three children, and took some time to talk about the band's goals for the annual event, why giving to their community is important to them, and whose music he's currently listening to.

Q. What was your goal for Bro-Am when you started in 2005?

A. Our goal was simply to get a few friends together to put on a fun surf contest to raise funds for local youth. Over a decade later, the event has grown incredibly. The community has rallied around this once implausible dream and turned it into something bigger than we could've imagined. Bro-Am now gathers close to 18,000 people from over 10 countries and 35 states. And together we have raised over \$1 million for local kids. Our goal continues to remain the same. We want to host a fun event to bring the community together — celebrate, surf, play music and give back.

Q. Where did the name "Bro-Am" come from?

A. When we formed the Bro-Am, we wanted to put on a Pro-Am contest where professionals and amateurs compete, but we don't always do things the way other bands or foundations do them. We put on a contest that's more "bro" than pro. We offer 12 spots for corporate teams, including surf industry giants, surf shops, restaurants and even the local firefighters. (They rip, in case you were wondering.) Each team is made up of four surfers: some pros, some bros, guys and girls, all in it to win it. The 25-minute heat begins with two surfers from each team in the water, and when they feel they have scored their top two waves they tag out, giving their teammates the chance to add to the score with their best waves. The twist? Each contestant is scored on one wave ridden regular, and one wave ridden Switchfoot (opposite foot forward) to create an even playing field.

Q. What are you looking for when deciding on which charities to help financially?

A. Our belief is that every kid deserves a chance at a thriving future. We support organizations that directly impact kids by providing the basic means to thrive, like food and shelter. We also partner with organizations that provide outlets for kids that mean something to us personally, like surfing, music and art. We like to maintain close relationships with our partner charities. We don't want to just send a check. We want to share their message, and we look for messages that resonate with what means most to us.

Q. Your focus is on helping homeless youth?

A. For years, our focus was on giving back to homeless youth. As a kid, and then as a touring musician, having a sense of home and belonging is everything. We still give back to homeless youth. Over the years, we've learned more about kids in need and have realized that providing struggling kids with life-giving outlets gives them reason to persevere. We all need that thing that gets us out of bed in the

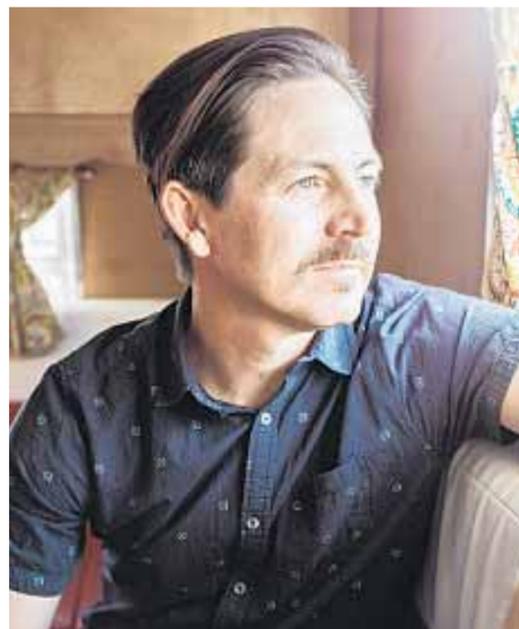
morning and gives us the excitement to get through the hard stuff. We have broadened our grant funding to several organizations that serve the homeless, at-risk and disadvantaged.

Q. People often talk about the concept and practice of "giving back." Why is giving back important to you?

A. We grew up in this incredibly supportive community here in San Diego. We've been given so much, and want to take every opportunity to repay that kindness and invest in the next generation. We enjoy the privilege of shining the spotlight on incredible organizations that are doing great work helping local kids. We get to use the Bro-Am platform to tell those stories, celebrate the community coming together for something bigger than ourselves, and raise awareness and support for kids in need.

Q. The Bro-Am is held at Moonlight Beach each year. What's the significance of that location?

A. Moonlight is a special place right in the heart of Encinitas. We grew up surfing there. There's usually fun surf and enough room for a music festival with thousands of



your closest friends!

Q. Do you feel anything different surfing there versus another beach somewhere else?

A. The sand at Moonlight moves around a lot with the swell, so the waves are constantly changing. One day is only lefts, but the next day can be all rights. It's also a real family-friendly beach. I've spent a lot of time there with my kids growing up on that playground. Very few beaches in North County have fire pits like Moonlight, and there's nothing better than a sunset bonfire and s'mores.

Q. How have surfing and music helped you in your life?

A. Surfing and music kept me out of trouble growing up. Having an outlet that excites you and gets you out of bed helps you get through the tough times. I am thankful for the mentors who took time to teach me how to ride a wave and play songs with my friends.

Q. What do you hope those two things do for the kids you're trying to help through Bro-Am?

A. Conquering your fears is a lifelong goal. Seeing kids embrace the ocean and ride a wave, or learn to express themselves through music and the arts is a tangible step in overcoming fear.

Q. Do you have any Bro-Am success stories you can share?

A. Last year, Bro-Am funded an instrumental music program at a school in Chula Vista that includes over 200 special-needs kids. The music program is uniquely significant and makes an impact there because the kids with special needs are able to participate in a class with the other students, providing opportunities for unity and shared growth. We had the opportunity to visit that school and to see the music program in full swing. We were so inspired by the kids and their love for music.

Q. Shortboard or longboard?

A. Mostly shortboard, but I enjoy a longboard on a small swell and a hot summer day.

Q. Musically, what is Switchfoot currently up to?

A. I am so grateful to make music every day with my best friends. We are on tour this summer across the U.S. (the Looking for Summer tour with Lifehouse, with a show at the San Diego County Fair in Del Mar on Wednesday), then heading to Europe in the fall.

Q. What's been challenging about your work with the Bro-Am event?

A. Falling asleep the night before. I'm like a kid on Christmas Eve — so excited.

Q. Describe your ideal San Diego weekend.

A. Family, beach, Mexican food.

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What I love about Encinitas ...

A small coastal town, a tight-knit community with mutual support for the common good.