

RICHARD SCHMIDT



surf school inc.

LEARN WITH THE BEST

Voted
"Best of
Santa Cruz"



SINCE  1978



► Santa Cruz's Original Surf School For Over 30 Years



► 40 Years Surfing Experience



► 15 Years Beach Lifeguard



► Internationally Renowned Big Wave Rider

Surf & Stand Up Paddleboard/S.U.P. Lessons



Richard Schmidt Surf School

www.richardschmidt.com

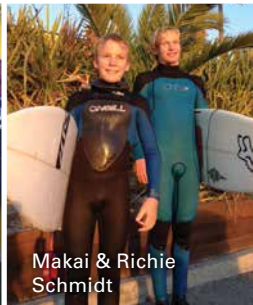


Dropping into some of the most famous big wave spots.

HIS EXPLOITS IN HUGE SURF HAVE BECOME NEAR LEGENDARY



"Eddie Aikau" Ceremony



Makai & Richie Schmidt

Richard Schmidt was born and raised in the town of Santa Cruz, a short walk from the world famous Steamer Lane and some of the most well known surf breaks in Northern California. At the young age of 18, he began his annual pilgrimage to the fabled waves on Oahu's North Shore in Hawaii.

Richard's hard charging style in 20-30 foot surf resulted in the surf media crowning him as California's top big wave rider. In Hawaii during

the 1989-1990 competition season, he achieved the best contest results of any Californian in history with two 1st and two 3rd place finishes. His peers voted him the #4 surfer at Sunset Beach, and one of the top 10 surfers at Waimea Bay. In February of 1999 he placed second in the inaugural *Quiksilver 'Men Who Ride Mountains'* surf contest event held at Mavericks.

Richard has been featured in numerous surf books, magazine articles, posters, videos and

movies. Stunning images of Richard dropping into some of the heaviest waves at places like Waimea Bay, Sunset Beach and Mavericks are some of the most recognized images in surfing. He enjoys a respect within the vast surfing community that is given to only a handful of the world's top surfers.

Nowadays, Richard has slowed down more in the huge surf — but is still out there everyday teaching or having fun surfing with his two sons

TOGETHER WITH HIS FAMILY, RICHARD NOW COMMITS HIS TIME TO THEIR SURF SCHOOL



Cooking in the Surf Camp kitchen.



and wife Marisa. He thoroughly enjoys sharing his extensive ocean knowledge and passion for surfing to his students through his lessons and Santa Cruz and Costa Rica surf camps.

Since the beginning Richard's wife Marisa has been a big part of the Surf Camps. She holds a BFA in Dance, and has been certified as an Interdisciplinary Yoga Instructor with the Nosara Yoga Institute of Costa Rica.

Marisa has developed and encouraged the Yoga and stretching portion of the Surf Camps. Daily Yoga classes are given to help ensure that every surfer can perform to their full potential. In addition, she has designed the menu at the Surf Camps, always ensuring healthy and delicious meals. 🌱

For more information about the Richard Schmidt Surf School, it's Surf Camps, Surfing & S.U.P. Lessons, or DVDs, we can be reached at:

831-423-0928
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www.richardschmidt.com



Photo Sequence: Dave "Nelly" Nelson



"THE SCHMIDT GUARANTEE"

As featured in *Surfer* magazine:

Young Northern California groms start right in the Richard Schmidt Surf School. **The Schmidt Guarantee** is uprightness on the first go-out — if necessary, beginners will wear a Schmidt-invented harness, which positions a handgrip at their lower back. As the groms prone shoreward on a Cowell's beach roller, hands clenched

tightly around a soft-foam rail, Richard rides parallel, controlling their edge with one hand and pulling them vertical with the other. By the end of the day, students are riding the greenwater to the beach very stoked. Richard spends his entire summers now teaching kids and elders the basics of water safety and wave selection. 🏄‍♂️



SUMMER SURF CAMPS

SANTA CRUZ, CALIFORNIA

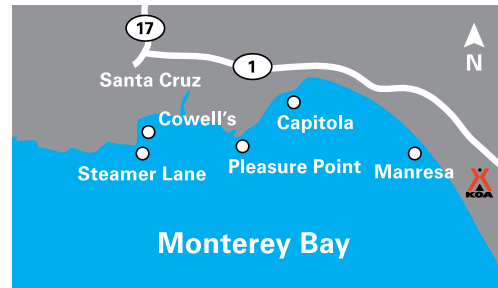
Since 1990 Richard and his family have been running weeklong, overnight surf camps in Santa Cruz during the summer months. There are all adult weeks as well as kids weeks. Goals for the week are safety, fun and pushing each individual's surfing skills to the next level whether beginner, intermediate or advanced.

Experience the tranquility of one of California's

most preserved coastlines with a world renowned reputation for having a consistent, wide variety of surf year round. Summer surf camp offers five days of intensive training for beginners through advanced surfers. Surfing fundamentals will be combined with video coaching and developing awareness of changing ocean conditions. Surfers must be at least 10 years of age.



CHOOSE YOUR ADVENTURE





WINTER SURF CAMPS



COSTA RICA

Since 2001 Richard and his family head south for the winter in the months of January and February to run weeklong surf clinics in Costa Rica. During this time it is warm and sunny with offshore winds and waves every day to surf.

This is a great opportunity to shed your wetsuit and immerse yourself in the warm tropical waters while receiving first-rate instruction.



LEARN WITH THE BEST



Experience the exotic beauty of Costa Rica's "Nicoya Gold Coast" where a five minute walk from your accommodations is a 5 kilometer stretch of beach with endless peaks. Winter surfari offers seven days of intensive training for beginners through advanced surfers. Surfing fundamentals will be combined with video coaching. Surfers under the age of 18 must be accompanied by a parent or guardian.



SURF & S.U.P. LESSONS
OFFERED YEAR ROUND

We offer **group lessons, follow-up group lessons, private lessons, and semi-private lessons** — for all ages and ability levels. Gear and equipment is included for all lessons.

Call or visit our website for full pricing and lesson details.



Surfing was once the sport of Polynesian Kings who were drawn to the challenge of the ocean and the pleasure of free-falling down a moving wall of water. That pleasure and challenge is still found by thousands of surfers around the world. But surfing is much more than a sport. Through surfing you can develop a unique love and knowledge of the ocean and nature that relatively few get to experience. While surfing increases strength and athletic ability, it also teaches patience and belief in yourself that can be applied to all aspects of life.

The Richard Schmidt Surf School offers people a way to learn under the guidance of some of the world's best surfers. All instructors have a genuine interest in helping you acquire the necessary skills to pursue surfing on your own.

All are CPR and first-aid certified and have been trained by Richard. Not only will you learn basic fundamentals of the sport, but also etiquette and how to deal with potential hazards.

ff Since 1978, I've introduced people to surfing from ages three to 70. I've found that, with the teaching techniques I've developed, the only prerequisite for learning to surf is knowing how to swim! I guarantee it... Don't hold back, let me or one of my qualified instructors introduce you to the sport of kings." — Aloha, Richard 🏄



► Look for Richard's ***Learn to Surf & Ocean Safety*** DVD at your local surf shop. Or send us your name, mailing address, and phone number, along with a check or money order for \$30 to the address on the brochure.



Richard Schmidt Surf School, Inc.
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www.richardschmidt.com



View of the iconic Santa Cruz Lighthouse and west cliffs overlooking *Steamer Lane*. Photo: Nate Tanemori



▼ Photos of our surf camps and lessons going back to the 80's and 90's.

▼ The Richard Schmidt Surf School offers lessons and surf camps in Costa Rica and Santa Cruz, CA.

▼ Over 30 years of teaching people of all ages and physical abilities the joy of riding waves!

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Richard dropping in at Waimea Bay, Hawai'i.



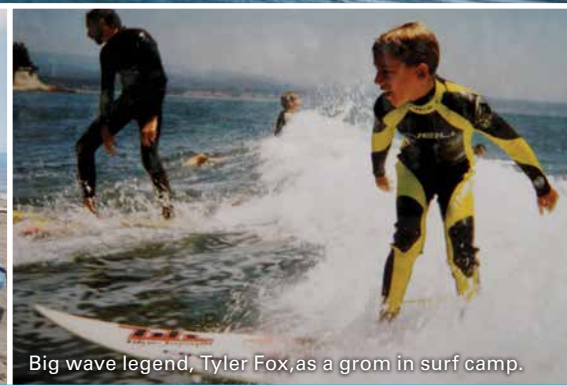
Richie going off the lip.
Photo: Erik Colasanti Photography



The Schmidt family surfing
in beautiful Costa Rica.



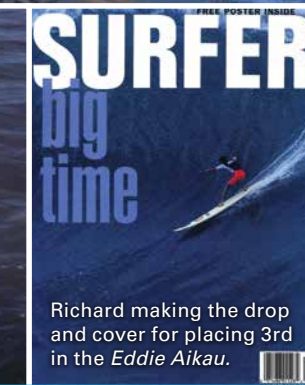
K.C. Schmidt (now an instructor) and Matt Lopez
(Ocean Beach charger) at surf camp in the early 90's.



SINCE  1978



Richie and Makai (Richard's sons) riding tandem.



Richard making the drop
and cover for placing 3rd
in the Eddie Aikau.



Richard working with wounded military
amputees through Operation Surf.



NON-PRINTING AREA. Trim 1/8 in. from edge



SHARING THE STROKE SINCE '78

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