

santa cruz ukulele club

santa cruz ukulele club has become a vibrant hub for ukulele enthusiasts in California, drawing both beginners and seasoned players alike. Whether you're looking to improve your skills, connect with fellow musicians, or simply enjoy the charming sounds of the ukulele, this club offers a welcoming environment to nurture your musical passion. In this comprehensive guide, we will explore the history, activities, benefits, and how to get involved with the Santa Cruz Ukulele Club, making it your ultimate resource for everything related to this lively community.

History and Origins of the Santa Cruz Ukulele Club

The Santa Cruz Ukulele Club was founded in the early 2010s by a group of local musicians and music lovers eager to celebrate and promote ukulele music in the Santa Cruz area. The club emerged from a shared love for the instrument, which has roots in Hawaiian music but has gained worldwide popularity due to its portability, cheerful sound, and accessibility.

Over the years, the club has grown from informal jam sessions to a structured organization that hosts regular meetings, performances, workshops, and community events. Its mission is to foster a supportive environment where people of all ages and skill levels can learn, share, and enjoy ukulele music.

Activities and Events Offered by the Santa Cruz Ukulele Club

The Santa Cruz Ukulele Club provides a variety of activities designed to engage members and promote musical growth. Here's a detailed overview:

Weekly Jam Sessions

- Held at local community centers, cafes, or parks
- Open to all skill levels; beginners encouraged
- Focus on playing popular songs, improvisation, and ensemble playing
- Opportunity for members to showcase their progress

Monthly Workshops and Classes

- Cover topics such as strumming techniques, fingerpicking, song arrangement, and maintenance
- Led by experienced instructors and guest artists
- Suitable for different skill levels, from beginner to advanced

Annual Concerts and Performances

- Opportunities for members to perform publicly
- Collaborative concerts with other local musicians or community groups
- Promotes community engagement and raises funds for local causes

Special Events and Festivals

- Participation in regional music festivals
- Ukulele competitions and themed jam nights
- Community outreach programs in local schools and senior centers

Benefits of Joining the Santa Cruz Ukulele Club

Becoming a member of the Santa Cruz Ukulele Club offers numerous advantages:

- **Skill Development:** Regular practice and instruction help improve playing techniques and musical understanding.
- **Community Connection:** Connect with fellow music enthusiasts, make new friends, and share your passion.
- **Performance Opportunities:** Gain confidence and stage experience through club performances.
- **Access to Resources:** Receive sheet music, tutorials, and advice from experienced players.
- **Fun and Inspiration:** Participate in lively events, discover new music, and stay motivated.

How to Get Involved with the Santa Cruz Ukulele Club

Getting involved with the Santa Cruz Ukulele Club is straightforward and welcoming to newcomers. Here's a step-by-step guide:

1. **Visit the Official Website or Social Media Pages:** Stay updated on upcoming events, registration details, and news.
2. **Attend a Meeting or Event:** Drop in to a weekly jam session or workshop to experience the community firsthand.
3. **Become a Member:** Sign up through the club's membership platform, often available online or at events.

4. **Participate Actively:** Join practice groups, volunteer for event organization, or contribute your talents.
5. **Practice Regularly:** Dedicate time to improve your skills and prepare for performances.

Resources and Learning Materials Provided by the Santa Cruz Ukulele Club

To support its members, the club offers a variety of resources:

- **Sheet Music and Chord Charts:** Curated selections suitable for different skill levels.
- **Video Tutorials:** Recorded lessons and tips from experienced players.
- **Play-Along Tracks:** Backing tracks for practice and performance preparation.
- **Newsletter and Tips:** Regular updates with practice tips, upcoming events, and member highlights.

Community Impact and Outreach

The Santa Cruz Ukulele Club is not only a musical organization but also a vital part of the local community. Its outreach programs aim to:

- Introduce ukulele music to children and seniors
- Promote cultural exchange through music events
- Support local charities through benefit concerts
- Inspire new generations to explore music as a hobby or profession

These initiatives help foster a sense of belonging and promote the arts within Santa Cruz.

Why Choose the Santa Cruz Ukulele Club?

Compared to other musical groups, the Santa Cruz Ukulele Club stands out because of its inclusive atmosphere, diverse activities, and commitment to community enrichment. Whether you're a beginner eager to learn or an experienced player looking to connect, the club provides a supportive environment to grow musically and socially.

Conclusion

The **santa cruz ukulele club** is more than just a gathering of music lovers; it's a community dedicated to celebrating the joyful sound of the ukulele. With its rich history, engaging activities, and welcoming atmosphere, it offers a perfect space for musicians of all levels to learn, perform, and connect. If you're in Santa Cruz and have a passion for music or simply want to try something new, joining the Santa Cruz Ukulele Club could be a rewarding experience that enriches your life with melody, friendship, and fun.

For more information, upcoming events, and membership details, visit the club's official website or follow their social media pages. Get your ukulele ready and become part of a thriving musical community today!

Frequently Asked Questions

What is the Santa Cruz Ukulele Club?

The Santa Cruz Ukulele Club is a community group based in Santa Cruz, California, dedicated to bringing ukulele enthusiasts together for playing, learning, and sharing music.

How can I join the Santa Cruz Ukulele Club?

You can join the Santa Cruz Ukulele Club by visiting their official website or social media pages to find membership details and upcoming meeting information.

Does the Santa Cruz Ukulele Club offer beginner classes?

Yes, the club regularly hosts beginner-friendly workshops and classes to help new players learn the basics of ukulele playing.

Are there regular meetings or events hosted by the Santa Cruz Ukulele Club?

Yes, the club holds weekly or monthly gatherings, jam sessions, and special events to promote community engagement and musical fun.

Can I perform or showcase my ukulele skills at Santa Cruz Ukulele Club events?

Absolutely! The club encourages members to perform, share their progress, and participate in community performances.

Is the Santa Cruz Ukulele Club involved in local charity

events?

Yes, the club often participates in or organizes charity events to support local causes and bring music to the community.

What resources does the Santa Cruz Ukulele Club provide for members?

Members have access to group tutorials, song sheets, instrument discounts, and a supportive community to enhance their ukulele journey.

Additional Resources

Santa Cruz Ukulele Club: A Vibrant Community Celebrating the Joy of Ukulele

The Santa Cruz Ukulele Club stands out as a cornerstone for ukulele enthusiasts in California's scenic coastal city. Known for its warm community, engaging performances, and dedication to musical growth, the club offers a rich experience for both beginners and seasoned players alike. Whether you're looking to learn, perform, or simply enjoy the camaraderie of fellow ukulele lovers, Santa Cruz's vibrant scene makes it an ideal destination. In this comprehensive review, we'll explore every facet of the Santa Cruz Ukulele Club, from its origins and membership to its activities, educational offerings, and community impact.

Origins and Mission of the Santa Cruz Ukulele Club

Historical Background

The Santa Cruz Ukulele Club was established in the early 2000s, emerging from a local desire to bring together ukulele enthusiasts of all ages and skill levels. Initially a small gathering in community spaces, the club quickly grew in popularity due to its inclusive atmosphere and infectious enthusiasm for the ukulele. Over the years, it has evolved into a well-organized organization with regular meetings, performances, and workshops.

Core Mission and Vision

The club's mission centers on:

- Promoting the ukulele as a versatile and accessible instrument
- Fostering a welcoming environment for learning and sharing
- Supporting local musicians and community events
- Inspiring creativity and musical expression among members

The vision is to cultivate a vibrant local scene where music and community intersect, making the ukulele a unifying force in Santa Cruz.

Membership and Community Engagement

Who Can Join?

One of the defining features of the Santa Cruz Ukulele Club is its inclusivity. Membership is open to:

- Absolute beginners with no prior experience
- Intermediate players looking to improve
- Professional musicians seeking collaboration
- Youth, seniors, and everyone in between

There are no age restrictions, making it a family-friendly environment that encourages intergenerational interaction.

Membership Benefits

Members enjoy numerous perks, including:

- Access to weekly or bi-weekly meetings
- Invitations to special events and performances
- Discounts on ukulele-related merchandise and lessons
- Opportunities to participate in community outreach
- A supportive network of like-minded individuals

Community Outreach and Collaborations

The club actively partners with local schools, senior centers, and nonprofits to bring the joy of ukulele music to wider audiences. Initiatives include:

- Ukulele workshops for students
- Concerts at community centers
- Fundraising events supporting local charities
- Public performances at festivals and city events

This outreach not only broadens the club's impact but also enriches the community fabric of Santa Cruz.

Meetings, Events, and Performance Opportunities

Regular Meetings

The backbone of the Santa Cruz Ukulele Club is its regular gatherings, typically held weekly at accessible venues such as community halls, music stores, or outdoor spaces during favorable weather. These meetings often feature:

- Group sing-alongs
- Jam sessions
- Sharing of new songs and techniques
- Member-led mini-workshops

The friendly atmosphere encourages members to ask questions, experiment, and hone their skills.

Special Events and Festivals

Throughout the year, the club hosts or participates in various special events, including:

- Ukulele festivals
- Holiday concerts
- Themed jam nights (e.g., Hawaiian luau, 1920s jazz)
- Open mic nights

These events serve as platforms for members to showcase their talents, gain confidence, and connect with the broader music community.

Performance Opportunities

For those interested in performing, the club provides numerous avenues:

- Participation in local festivals
- Guest spots at community gatherings
- Organized concerts at venues around Santa Cruz
- Collaborative performances with other local music groups

Performing not only boosts confidence but also helps members develop stage presence and performance skills.

Educational Offerings and Skill Development

Workshops and Classes

A key aspect of the Santa Cruz Ukulele Club is its commitment to education. Regular workshops cover:

- Basic chord structures and strumming patterns
- Advanced fingerpicking techniques
- Music theory tailored to ukulele players
- Song arrangement and songwriting

- Maintenance and care of ukuleles

These workshops are led by experienced musicians, including club members and guest instructors from the wider music community.

Online Resources and Tutorials

The club also maintains an online presence with:

- Video tutorials
- Song sheets and practice guides
- Forums for member discussions
- Live-streamed sessions for remote members

This digital component ensures continuous learning and engagement beyond physical meetings.

Mentorship and Peer Learning

Mentorship programs pair experienced players with newcomers, fostering personalized growth. Peer learning is encouraged through:

- Group practice sessions
- Collaborative projects
- Sharing of personal tips and tricks

This nurturing environment accelerates skill acquisition and nurtures lifelong musical friendships.

Instrument Focus and Gear

Ukulele Types and Brands

Members typically favor:

- Soprano, concert, tenor, and baritone ukuleles
- Well-known brands like Kala, Lanikai, Cordoba, and Oscar Schmidt
- Custom and vintage instruments for enthusiasts

Accessories and Gear

The club emphasizes the importance of quality accessories, including:

- Tuning devices
- Capos
- Amplifiers for larger performances
- Ukulele cases and straps

Participants often exchange tips on gear selection to enhance their playing experience.

Community Impact and Cultural Significance

Promoting Cultural Appreciation

While the ukulele is often associated with Hawaiian music, the Santa Cruz Ukulele Club celebrates its versatility across genres, including:

- Jazz
- Folk
- Pop
- Classical arrangements

This diversity fosters cultural appreciation and broadens members' musical horizons.

Supporting Local Art and Culture

The club actively contributes to Santa Cruz's vibrant arts scene by:

- Collaborating with local artists
- Hosting themed concerts
- Participating in city festivals

The presence of the club enriches the city's cultural landscape, making music accessible and enjoyable for all residents and visitors.

Environmental and Social Initiatives

Aligned with Santa Cruz's environmentally conscious ethos, the club encourages:

- Recycled and sustainable instrument materials
- Community cleanup events with musical performances
- Promoting music education in underserved communities

This holistic approach underscores the club's commitment to social responsibility.

Member Testimonials and Personal Stories

Many members describe the Santa Cruz Ukulele Club as a transformational experience. Common themes include:

- Building lifelong friendships through shared musical passions
- Gaining confidence in performing publicly
- Discovering new musical styles and techniques
- Developing a deeper appreciation for diverse musical traditions

Testimonials highlight how the club's welcoming environment fosters personal growth and community bonding.

Conclusion: Why Join Santa Cruz Ukulele Club?

The Santa Cruz Ukulele Club exemplifies a thriving, inclusive, and passionate community centered around the joy of music. Its rich blend of educational programs, performance opportunities, community outreach, and social activities makes it a standout organization for ukulele enthusiasts in California and beyond. Whether you're a beginner eager to learn or an experienced musician looking to connect, the Santa Cruz Ukulele Club offers a nurturing space to grow, perform, and share your love of the ukulele.

As Santa Cruz continues to embody a spirit of creativity and community, the ukulele club remains a vital part of its cultural fabric. If you're in the area or interested in joining a lively musical community, exploring what the Santa Cruz Ukulele Club has to offer could be your next step into a world of musical discovery and friendship.

[Santa Cruz Ukulele Club](#)

santa cruz ukulele club: Ukulele Daniel Dixon, Jayne McKay, 2014-07-30 These days the ukulele is experiencing a revolution—both as a valid instrument that can sweetly transform pop music and rock and roll, and as the focus of dozens of clubs springing up across the world. *Ukulele!* brings the uke world to light, exposing its colorful history, quirky characters, and irresistible charm. Dozens of colorful photos and ephemera make *Ukulele!* as fun to look at as it is to read. Celebrate the history of the ukulele and the unique culture that surrounds it in *Ukulele* by Daniel Dixon with Dixie Dixon and Jayne McKay. *Ukulele* explores the spiritual quality that brings people together by discussing the colorful characters that have been drawn to the instrument over the years. Daniel Dixon traces its origins in Hawaii and illustrates how it traveled to the mainland U.S. and became such a popular instrument. *Ukulele* also showcases the best of the early players such as Cliff Edwards as well as the most popular contemporary uke players like Israel Kamakawiwo'ole and Jake Shimabukuro.

santa cruz ukulele club: UKetopia! Jim Beloff, 2021-12-10 When Billboard Associate Publisher Jim Beloff purchased his first ukulele at the Rose Bowl Flea Market in 1992, there were no ukulele songbook collections on the market—none—just a few vintage instructional books. As an already-accomplished guitarist, this frustrated Jim, who had fallen in love instantly with this little instrument. Sensing that there might be an opportunity to fill this void, he and his graphic-artist wife, Liz, created Flea Market Music, Inc., which, for thirty years, has published more than three dozen song and instructional books, totaling over one million copies in print. They have also grown the ukulele market through their influential fleaarketmusic.com website, the creation of the popular UKetopia concert series, marketing and promoting their family's line of ukuleles, consulting on two major museum shows, and a continuous performing schedule. At the same time, Jim (aka Jumpin' Jim) wrote the first complete full-color history book on the ukulele, recorded and produced nearly a dozen CDs, made three instructional DVDs, composed two ukulele concertos for symphony orchestra, penned numerous articles for ukulele and trade magazines, and continues to lead

workshops at uke festivals throughout the world. Today, Jim and Liz are recognized as having played a major role in the current third wave of ukulele popularity. They've also accumulated a lot of wonderful stories and photographs in their almost three decades of ukulele adventures that are included in UKETopia! Jim also recounts some stories of memorable experiences trading licks and working with celebrities such as George Harrison, Bette Midler, William H. Macy, Eddie Vedder and, yes, Tiny Tim.

santa cruz ukulele club: *100 Things to Do in Santa Cruz Before You Die* Leslie Chavez, Dede Harrington, 2019-10-15 Santa Cruz, with its gentle ocean waves crashing against pristine shores, is a West Coast beach town unlike any other. Just seventy-five miles south of San Francisco, this laid-back community has been a popular vacation destination for more than a century. With 100 Things to Do in Santa Cruz Before You Die, you'll find all the recommendations you need to explore this splendid oasis. Whether you're coming for the surf, the family-friendly Santa Cruz Beach Boardwalk—one of the oldest seaside amusement parks in California—the magnificent redwood forests, or the up-and-coming beer and wine scene, you're in for an unforgettable experience. After you've checked off all of the usual tourist stops, you'll be wanting more! Beyond the popular beaches and downtown's Pacific Ave., there are tons of burgeoning neighborhoods to be explored. Eat and drink like a local at one of the many innovative restaurants, bars, pubs, and lounges around town. Get down at quirky music venues and chill dive bars. Be inspired at the eclectic mix of galleries and boutiques selling one-of-a-kind pieces. Whatever you do in Santa Cruz, it's all about slowing down, relaxing, and going with the flow. Four local authors combined their years of experience in the area to create this indispensable resource for the best Santa Cruz experiences, activities, and events year-round. Their carefully curated itineraries and insights make for an awe-inspiring beach getaway like you've never had before.

santa cruz ukulele club: *Letters From Lotusland* Ian Whitcomb, 2010-02 Ian Whitcomb, One Hit Wonder British Invader of the 1960s and teen heart-throb, never went home. Instead he tried to settle down in Los Angeles County where, over the years, he produced a Grammy-winning CD, wrote songs for movies, auditioned for butler roles in TV commercials, had and lost dogs, married successfully, and continued to play his ukulele as the ship went down. Now the entire soap opera (1996--2008), roped together in hard copy with appropriate photos, can be relished as a roller coaster of self-pity, vaunting and failed ambition, jealousy, bathos and pathos, culminating in a Big Dream. In other words, this is a comedy book. Mainline Show Biz may have passed Whitcomb by but here in these precious pages he creates his own world of heroes and villains with himself as King in order to get sweet revenge through the twisted lingo of his India rubber sword.

santa cruz ukulele club: *The Blue and Gold* , 1922

santa cruz ukulele club: *Ian Whitcomb Songbook* Ian Whitcomb, 2011-08-18 The first publication dedicated to songs written and composed by Ian over the last 40 years, starting with his 1965 smash hit, You Turn Me On. the book includes his many styles ranging from Nashville country numbers (Hands) and British comedy songs (Wurzel Fudge, written for Benny Hill) to personal ballads Old Friends, and his latest batch of songs-from waltz to rumba - reflecting his life as an expatriate Englishman living in Southern California. Ian plays piano, accordion and ukulele as well as singing. the book provides top line melodies plus chord symbols for keyboard, guitar and ukulele. The audio download is a treasure trove of commercial recordings of all the songs, including releases on Capitol Records and Warner Bros. Records. Other vocals are by Debbie Dawn, Corky Mayberry, and Regina Whitcomb. There's also a full description of how these songs came to be written, as well as an essay about Ian's famous uncle who wrote such evergreens as Lady of Spain and Let's All Sing Like the Birdies Sing. This book takes the player inside the eclectic musical world of this Renaissance Man who has risen from Teen Idol to Grammy Award winner, respected musicologist and author.

santa cruz ukulele club: *Blue and Gold* , 1920

santa cruz ukulele club: *The 'Ukulele* Jim Tranquada, John King, 2012-05-31 Since its introduction to Hawai'i in 1879, the 'ukulele has been many things: a symbol of an island paradise; a

tool of political protest; an instrument central to a rich musical culture; a musical joke; a highly sought-after collectible; a cheap airport souvenir; a lucrative industry; and the product of a remarkable synthesis of western and Pacific cultures. The 'Ukulele: A History explores all of these facets, placing the instrument for the first time in a broad historical, cultural, and musical context. Drawing on a wealth of previously untapped sources, Jim Tranquada and John King tell the surprising story of how an obscure four-string folk guitar from Portugal became the national instrument of Hawai'i, of its subsequent rise and fall from international cultural phenomenon to "the Dangerfield of instruments," and of the resurgence in popularity (and respect) it is currently enjoying among musicians from Thailand to Finland. The book shows how the technologies of successive generations (recorded music, radio, television, the Internet) have played critical roles in popularizing the 'ukulele. Famous composers and entertainers (Queen Liliuokalani, Irving Berlin, Arthur Godfrey, Paul McCartney, SpongeBob SquarePants) and writers (Rudyard Kipling, Jack London, P. G. Wodehouse, Agatha Christie) wind their way through its history—as well as a host of outstanding Hawaiian musicians (Ernest Kaai, George Kia Nahaolelua, Samuel K. Kamakaia, Henry A. Peelua Bishaw). In telling the story of the 'ukulele, Tranquada and King also present a sweeping history of modern Hawaiian music that spans more than two centuries, beginning with the introduction of western melody and harmony by missionaries to the Hawaiian music renaissance of the 1970s and 1980s.

santa cruz ukulele club: *Library Volunteers Welcome!* Carol Smallwood, Lura Sanborn, 2016-09-09 Volunteers are crucial to the daily operation of any library. Finding and retaining the right people, motivating them and matching their skills with projects is challenging. This collection of 30 new essays brings together the experiences of numerous individuals across the U.S., providing ideas, projects and best practices for volunteer recruiting and management. The contributors--among them library board members, heads of special collections, directors of state library associations, outreach coordinators, archivists and researchers--discuss a broad range of topics in five sections: recruitment and retention; policies and process; mentoring and empowering; placement, programs and responsibilities; and outreach.

santa cruz ukulele club: *CMJ New Music Monthly* , 2000-08 CMJ New Music Monthly, the first consumer magazine to include a bound-in CD sampler, is the leading publication for the emerging music enthusiast. NMM is a monthly magazine with interviews, reviews, and special features. Each magazine comes with a CD of 15-24 songs by well-established bands, unsigned bands and everything in between. It is published by CMJ Network, Inc.

santa cruz ukulele club: *Los Angeles Magazine* , 2004-07 Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian.

santa cruz ukulele club: *Santa Clara Sagas* Austen D. Warburton, 1996

santa cruz ukulele club: *The Twenty-Thirdian Magazine, 1930* ,

santa cruz ukulele club: *CMJ New Music Monthly..* , 2000

santa cruz ukulele club: *Futebol Nation* David Goldblatt, 2014-05-01 Futebol Nation by David Goldblatt - a thrilling history of Brazil through its sporting passion From the genius of Pelé to corruption and civil unrest, no nation has so closely aligned its national identity with playing and watching football as Brazil. Football is regarded as a thing of joy, its yellow shirts a delightful amalgam of sport and art, entwined with its cultures of music and religion. This is true, but there is another side to the story too. The corruption of Brazil's football authorities is characteristic of its society as a whole; some of its biggest tournaments have recently been played amidst the largest protests Brazil has ever seen. From the acclaimed author of the classic football history *The Ball is Round*, this book is the whole story: the players, the fans, the corruption, the passion. It will be

enjoyed by readers of I am the Secret Footballer, The Numbers Game, Why England Lose and fans of football around the world. David Goldblatt was born in London in 1965 and is a supporter of Tottenham Hotspurs and Bristol Rovers. He teaches sociology at Bristol University, reviews sports books for the TLS, and for some years wrote the Sporting Life column in Prospect magazine. 'A tour de force of brilliant writing, historical colour and sporting vignette' Observer on The Ball is Round

santa cruz ukulele club: Blackstock's Collections Gregory L. Blackstock, 2006-08-03
Modern life is an ever-accelerating barrage of people, buildings, vehicles, creatures, and things. How much can a curious mind take in? And what can it do with all the data? Gregory L. Blackstock, a retired Seattle pot washer, draws order out of all the chaos with a pencil, a black marker, and some crayons. Blackstock is autistic and an artistic savant. He creates visual lists of everything from wasps to hats to emergency vehicles to noisemakers. In the spirit of the Outsider art of Henry Darger and Howard Finster, Blackstock makes art that is stirring in its profusion and detail and inspiring in its simple beauty. He has never received formal artistic training, yet his renderings clearly and beguilingly show subtle differences and similarities enabling the viewer to see, for example, the distinctive features of a dolly varden, a Pacific Coast steelhead cutthroat, and fourteen other types of trout. Each collection is lovingly captioned in Blackstock's unique hand with texts that reflect facts from his research as well as his passions and preferences. Blackstock's Collections contains over 100 extraordinary examples of his splendidly original taxonomy, offering a unique look inside the mind of a man making sense of life through art. Monsters of the Deep Major Forestry Pests The Great Cabbage Family The Spatulas The World War II U.S. Bombers The Buoys King Sized Jails Monsters of the Past Classical Clowns Great Italian Roosters Our State Lighthouses The Irish Joys

santa cruz ukulele club: Los Angeles Magazine , 2004-07 Los Angeles magazine is a regional magazine of national stature. Our combination of award-winning feature writing, investigative reporting, service journalism, and design covers the people, lifestyle, culture, entertainment, fashion, art and architecture, and news that define Southern California. Started in the spring of 1961, Los Angeles magazine has been addressing the needs and interests of our region for 48 years. The magazine continues to be the definitive resource for an affluent population that is intensely interested in a lifestyle that is uniquely Southern Californian.

santa cruz ukulele club: Music USA Richie Unterberger, Samb Hicks, 1999 The ideal handbook for every rock-n-roll pilgrim, Music USA tours the musical heritage of America, from New York to Seattle, stopping at all the shrines of sound in between. Coverage includes background on the development of local music styles, with details on clubs and venues, radio stations and record stores nationwide.

santa cruz ukulele club: Salts and Suits Phil Jarratt, 2011-08-01 Salts and Suits is the amazing true story of how a group of young beach bums turned their passion for riding big waves into the world's fastest growing leisure industry, surviving wipe-outs, drug busts, rip-offs, recessions and the constant pressure to act and dress like grown-ups. Still the darlings of Wall Street despite recent downturns, surfing's biggest brands have crossed the billion dollar threshold by thinking big and staying cool ... and that's a hell of a balancing act. Drawing on more than 200 interviews with industry figures and the idiosyncratic founders of the leading brands, Phil Jarratt details the long and bloody battle between the 'salts' and the 'suits' to control the industry as it hit the radar screens of the broader youth market. Tracing the development of surf's biggest brands as they emerged from sleepy beach towns on both sides of the Pacific, he paints a compelling picture of the free-wheeling, hedonistic lifestyle that gave birth to a multi-billion dollar industry almost in spite of itself. Salts and Suits is an inspiring and often hilarious account of surfing's long ride from Beach Boulevard to Wall Street. The beach bum entrepreneurs who started it all - characters like 'Claw' Warbrick, Brian Singer, Duke Boyd, Jeff Hakman, Bob McKnight, Jim Jenks, Alan Green, 'Greasy' Merchant and Jack O'Neill - are still involved, some are mega-millionaires, some just struggling by while others milk their creations. This book tells their stories, but more importantly, it tells the story of how, in business, passion can sometimes trump conventional wisdom, and the heart can overrule the head.

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