

The Cocoa Beach Surf Museum's Quarterly Newsletter

Wave Lengths

Volume 4 - Issue 1

Spring 2011

Puerto Rico holiday

By Dan Mahoney

Flying into Puerto Rico was nice and easy. It was a short flight to a small airport and, from there, a short ride to Coast Guard Air Station Borinquen, where Lisa Wakely, Melody DeCarlo and I stayed. Nothing fancy, but we had a nice house - all the amenities of home, even a yard - on a property overlooking Surfer's Beach, a secluded spot, but not secret by any means. Across the road from the house was an open field with a steep, long and winding staircase all the way to the beach below. We arrived in the dark and could see lines and whitewater, but the sunrise revealed they weren't exactly the quality waves for which we had hoped.



Jobo's, about 20 minutes away, had what we were looking for. Small, clean and glassy waves, knee to thigh high. Nothing epic, but only a few wave riders were out so we unloaded our boards. With a very easy paddle out, we found crystal clear water and fun little waves. A good way to start after a night of travel and a short time in bed. Riding down the line on our funshapes and longboards was deceptively challenging though. We often had to look behind us to make sure where we were on the nearly invisible waves.

Along the curving road to Jobo's, there's a little food stand where someone is always at the window. It reminds me of a county fair booth where you might get an elephant ear. I hoped the food would be better than the mofongo we had tried on a previous trip and we were determined to satisfy our curiosity. Whatever they had, whatever you wanted, it was in pastry and deep-fried, and everything tasted the same. Lisa said everything needed hot sauce. It was tasty, though, and finger-lickin' good.

By the next day, the wind had picked up a bit and there were waves at Surfer's Beach that had a little size. Wilderness was lined up even better, though, with head-high waves. Melody didn't really want to paddle out and have to deal with the larger waves, the current, and going in and out via the "keyhole," about a 6-foot wide sandy bottom break in the reef. Actually, going out isn't bad. It's trying to find the keyhole coming in with breaking waves and the current. Miss it, and you're up on the reef. Decide you are going to miss the opening and you are in for a paddle back out and around to try again. Either that or some sore feet trying to come in over the reef further down. Melody and Lisa encouraged me to paddle out, and Lisa also got out for a couple waves. I got mostly rights, but I picked off a few nice lefts, too.

Continued on page 3





The programs of the Cocoa Beach Surf Museum are supported in part through a grant sponsored by the Brevard County Board of County Commissioners and managed by the Brevard Cultural Alliance.



THE COCOA BEACH SURF MUSEUM
www.cocoabeachsurfmuseum.org

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Wave Lengths

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Please advise when additions or corrections are in order

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Enjoy the Ride

By the time you read this, we hope you will already be planning to attend the Ron Jon Easter Surf Festival. On Saturday, April 23, this year's Florida State Paddleboard Championship, which we sponsor, will be the biggest yet as it is now a WPA-sanctioned event. Check our website for times, registration forms and a course map.

That evening, our annual Easter Extravaganza will feature the opening of *Kelly* . . . the exhibit. Any surf museum could do a Kelly Slater exhibit, but it could never be simply *Kelly*, or mean what it means to us here in Cocoa Beach. Florida Today is our sponsor for the exhibit and has provided news articles spanning 20 years. Sean O'Hare and Bruce Reynolds added the historic and artistic elements, which include Tasha Drazic's prototype statue, home movies of a young Kelly, and the Islander Hut installation that will make you long for a cup of hot chocolate and a pinball game. As always, it took many volunteers to make it all come together, and we thank them all.

In June we will celebrate our 10th(!) annual Waterman's Challenge. We give you something new every year, but what we never change is our family-friendly vibe – kicked-back tunes, respect for the environment and the kind of fun that brings out the kid in everyone. We look forward to the special elements that will commemorate this special decade anniversary. The Waterman's Challenge Luau will be held on Saturday night, appropriately enough, right back where it all started - at the Cocoa Beach Pool Pavilion.

If you are interested in volunteering for the FSPBC or the Waterman's Challenge events, we welcome your participation. In addition to our monthly meetings, the most immediate information about volunteer opportunities is posted on our Facebook page, so "Like" us and you'll always be in the know. (At least that's what this dinosaur is told.)

See you in the water, *Tony*



Hoping to find clean glassy waves that everyone would enjoy, we headed for Maria's and Dome's, and we found exactly what we were looking for at Maria's.

Throughout the trip we settled into the rhythm of eating, sleeping, wave checking, and surfing. We enjoyed seeing friends we had made on previous trips and catching up with ex-Floridians like Becky Taylor Grieger and her husband, Kurt.

It was another nice surf journey. After a California trip in late summer, a PR trip in the late fall might help catch us up. If we can ever catch up. What do you think? Aloha ■



Photos: Page 1 Melody DeCarlo and Lisa Wakely. Page 3 Dan Mahoney, Lisa Wakely, Melody DeCarlo (Photos: Dan Mahoney and Melody DeCarlo)

Paddle with purpose

By John Hughes

Anyone up for a paddle? I mean a really, really long paddle? I was fortunate enough to meet two young guys who were up to the challenge. Rhode Island natives Mike Simpson and Will Reed were in Brevard County recently after paddling their custom 17 ft. Bark SUPs from Key West on their way up the East Coast to Maine. Several museum members and others assisted them with local knowledge of our waterways as well as places to stay overnight, plus food and beer.

Will and Mike are on the adventure of a lifetime. They are also raising funds for a worthy cause, Wounded Warriors, a national organization that supports our service men and women returning from overseas duty. Learn more about their journey at www.supthecoast.com/.

Local Brevardians pitching in included Bill and Debbie Tweedie, John and Marie Hughes, Adam and Allie Compton and Wyatt Werneth. Mike and Will welcome support from anyone along the way. Be sure to contact them on their website if you would like to contribute. ■



Above: Mike and Will leaving Cocoa, headed North (Photo: John Hughes)

Left – L-R: John Hughes, Will Reed, Girrard Middleton, Mike Simpson, Wyatt Werneth, and Adam Compton (Photo: Allie Compton)

It happened this way . . .

By John Hughes

Most museum members are aware by now that an important component of the museum's mission is the promotion of the Waterman Ethic within the surf community. This philosophy espouses the belief that surfers should expand their horizons beyond the confines of surfing and become knowledgeable about all aspects of ocean pursuits such as sailing, paddleboarding, diving (both SCUBA and free diving) fishing, spear fishing and so on.

This produces an individual who feels at home in the ocean, an individual who can be counted on to respond appropriately to any situation that the sea can muster. There is no degree given or certificate awarded, just the satisfaction that you are recognized as a true Waterman by your peers.

Paddleboarding has been a part of CBSM activities since the idea of a museum dedicated to East Coast surf history first formed on the boardwalk of 13th Street South around 1998. Prior to that, paddleboard racing had been dormant for many years.

Paddleboard races were very popular at surf contests in the 60s. Generally, on the East Coast, these were relatively short races using the same surfboard that the competitor used for the surfing events. Longer distance events using specialized equipment just for racing was well-established in California, including the legendary Catalina Classic event that covered 32 miles from Catalina Island to Manhattan Beach. This never got much of a toe-hold on the East Coast for a number of reasons, but the main reason was the short board revolution, which simultaneously made long surfboards and contests uncool. By the early 70s, paddleboarding had largely disappeared from the surfing scene. *Continued on page 8*



L-R: Matt Mullen, Matty Neilson, Jeff Kennedy



L-R Foreground: Unidentified, Sean O, Rob, Logan Strickland, Matty Neilson, John Hughes, Newt Broome, Jason Tavenier

Join the Cocoa Beach Surf Museum and help preserve surfing history.
 Members receive a quarterly newsletter and special invitations to museum events.
 New memberships include a museum T-shirt.

(Check One)

- STUDENT** **25.00** _____
- SURFER** **30.00** _____
- STOKED** **50.00** _____
- OHANA (FAMILY)** **60.00** _____
- KAHUNA** **100.00** _____
- PATRON** **500.00** _____
- CORPORATE** **1,000.00** _____

Name _____

Street _____

City/State/Zip _____

Phone () _____

Email _____



T-Shirt size (Circle One): S M L XL XXL (new memberships only)

Please mail your membership form and check to:

The Cocoa Beach Surf Museum
 P.O. BOX 321453
 COCOA BEACH, FL 32932-1453

Would you like to join Surfrider Foundation at a discount?
(First-time members only)



Check One:

Regular (\$15.00) _____

Student (\$10.00) _____

Family (\$35.00) _____

Unless you indicate otherwise, you will be a member of the Cocoa Beach Chapter

EVENTS

First Wednesdays, 7 pm

Cocoa Beach Surf Museum Volunteer Meetings

Join us at to see how you can be involved in exhibits, archiving, special projects and events.

Note: Planning meeting for Waterman's Challenge: Sat., April 16, Noon, at the Library.

Note: Special volunteer meeting for Florida State Paddleboard Championship: Sat., April 16, 1 pm, at the Library.



Third Tuesdays, 6 pm

Surfrider Foundation Meetings

Meetings at Café Surfinista.



April 22-24, 2011

47th Annual Ron Jon Easter Surfing Festival

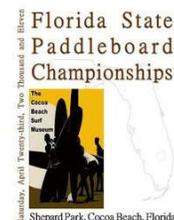
Events at Sheppard Park and the Pier. The second-oldest event of its type is at our doorstep. (Photo of Dick Catri, surfing legend and co-founder of the event, is from the event website.)



Saturday, April 23, 2011, Registration 7:30 am, Race start 8:30 am

Florida State Paddleboard Championship

Registration forms, course maps and all the information you need to know for this WPA-sanctioned event are available at our website. Click on the FSPBC icon. You can print forms and get further information about the event and our great sponsors.



April 23, 2011 – 7-10 pm

Opening of New Exhibit: Kelly

Kelly . . . the exhibit will be the first of 2011 and the first in our renovated space. Don't miss the music of Honey Miller and The Aquanuts, as well as food and all the fun of Easter Surf Festival Weekend in Cocoa Beach.

Admission: \$25/person. *Admission for Museum members: Free.*

Memberships are available for purchase at the door at the following support levels: Student \$25, Surfer \$30, Stoked \$50, Ohana (Family) \$60, Kahuna \$100, Patron \$500, Corporate \$1,000.



June 11-12, 2011

10th Waterman's Challenge Surf Contest and Luau

Mark your calendar for a low-key weekend full of reunions, friendly but challenging (Waterman's *Challenge* – ahem) competition, food, music, and fun in the summer sun. All your favorite events, including Surfrider team challenge. Again at the International Palms Resort, featuring a great break and a wonderful snack/lunch bar at Mambos on the deck. Luau will be at the Cocoa Beach Pool Pavilion. More information to come on our website and Facebook.



Follow us on Facebook and at www.cocoa beachesurfmuseum.org

Continued from page 5

The sport re-emerged in California in the early 80s with the revival of the Catalina Classic. Within a few years there were numerous races with hundreds of competitors racing high-tech, light-weight paddleboards. However, this phenomenon went mostly unnoticed on the East Coast. A lack of paddleboard manufacturers and generally less favorable ocean conditions for paddling kept the sport from catching on as it had on the West Coast.

By the mid 80s pockets of paddleboarding activity in Florida began to form around United States Lifeguard Association races that included short distance competitions on 10'6" rescue paddleboards. This eventually generated interest in racing longer distances. One of the first was what is now known the Key West Classic. This is a 12-mile race around the island that began in 1997 and has become one of Florida's most popular race venues.

Around 1998, Sean O'Hare and other 13th Street locals began holding informal paddleboard races of a mile or two using surfboards and old stripped-down windsurfers. Some of the participants were Jeff Kennedy, Wyatt Werneth, Jason Tavenier, Matt Mullen, Matty Neilsen, Charles Ablen and myself. Shortly afterwards noted local shapers Pat O'Hare and Robert Strickland shaped a pair of 12-ft. paddleboards, spurring others to upgrade their equipment.

In 1999, Sean and Matty got together to form the 13th Street Paddleboard Club (notable for their infamous floating turd logo). The club's first event was a one-mile team relay race, which was a huge success. This increased awareness in the local surf community of this long-neglected water sport.



Foreground: Wyatt Werneth, Matt Mullen, Jason Tavenier

In 2000 the club joined forces with paddler Michael O'Shaughnessy to initiate the club's Race series consisting of 6 events and sponsored by the newly inaugurated Cocoa Beach Surf Museum (CBSM). The most important was an 8-mile race organized by O'Shaughnessy, The Florida State Paddleboard Championship. O'Shaughnessy was a veteran paddler who was used to paddling long distances, but for most of us that seemed an impossibly long distance. Nevertheless, nearly 25 paddlers attended and the FSPBC quickly became one of the premier events on the East Coast, drawing competitors from as far as California and Texas. Notable competitors included O'Shaughnessy, Steve Massfeller, Brian Kennedy, John Sedely, Mark and Derek Levy, Cynthia Aguilar, Bruce Bennett, JP Atherholt, Louis Postma and Barrett Phipper.

O'Shaughnessy also introduced us to the first legitimate unlimited paddleboard. Most of us had only seen them in photographs. This encouraged people to start searching for used unlimiteds to buy that had made their way to Florida or to custom order one from California since there were no shapers building them on the East Coast.

By now the CBSM was sponsoring a number of shorter races including the popular Waterman's Challenge, a weekend of surfing competitions, races and an evening luau. Other events started forming around Clearwater, Jacksonville and south Florida.

In 2006, O'Shaughnessy handed over the reins of the FSPBC to the CBSM and my wife Marie and I became the race directors. In 2007, we were fortunate enough to have Quiksilver Edition sponsor 6-time (currently 9-time) Molokai Champion, Jamie Mitchell, to enter our race. Jamie won the event easily despite grueling conditions, giving Florida paddlers a glimpse of what world-class paddling was all about. This event was also notable for having the first SUP division on the East Coast, as a demonstration event. This year the FSPBC is proud to be a World Paddle Association (WPA) sanctioned event. There are only 6 sanctioned events in each region.

Later that year QSE team manager Barrett Tester brought back Jamie and team member Kyle Mokaguchi for the Big Boards Clinic, a day-long intensive training event for prone (traditional) and stand-up racing paddlers. This was a tremendous boost to the Florida paddling community and encouraged many local paddlers to enter international events such as the Catalina Classic and the Molokai Crossing.



Top row L-R: Rob, Unidentified, Rusty Wagner, John Hughes, Unidentified, Steve Massfeller, Unidentified, Unidentified; 2nd row: Melody DeCarlo, Jeff Kennedy, Bubba Bonner, Newt Broome, Unidentified, Unidentified, Michael O'Shaughnessy
Front: Sean O'Hare, Matty Neilson

In 2007, the 22-mile Causeway to Causeway Challenge (C2C) was born. Andy and Kim Kelly, Marie and I were having lunch one Saturday at Juice-N-Java when the discussion turned to the fact that the East Coast had no long-distance equivalent to the West Coast distance events. I brought up my idea of the 22-mile course in the Indian River from the 520 bridge to the Pineda bridge and back. I thought this would be a good way to hold such an event in a more controlled environment, giving local paddlers an introduction to this type of an event. Kim said, "Well let's get started now," and three weeks later we had our first C2C challenge.

We thought we might get 5 or 6 entrants, at most. Instead, we ended up with 23 entrants. We opened the race to any paddlecraft and over the years, in addition to prone and stand-up paddleboards, we have had OC-1 and OC-6 outrigger canoes, lifeguard surf dories, kayaks, K1 kayaks, and surfskis. Although the C2C is a non-trophy event, there have been blazing fast times set by Jeff Noel, JP Atherholt, and Greg Shmidt on traditional paddleboards, as well as the epic battles on SUPs between Gary Wise and Chip Bock.

The course record was set last year by Gary Wise at 3:39:18 in an OC-1. Top finishers include surfskier Tristan Fiedler, K1 kayakers Matt Coiro and Tom Buddington and the surf dory team from Ft Lauderdale captained by



Unidentified, Andy Houvouras, Michael O'Shaughnessy, Bruce Bennett, Robert Martini, Tony Baker, Mary Anne Boyer-Willis, Abe Uccello, Ian McFarland, Greg Schmidt, Packet Casey, Helga Goebel, Janet Marie Sikora Amendola, Paul Mangen, Matt McDonald, Unidentified, Unidentified (Photo: Georgette McWilliams)

Jim McCrady. Each year, many enthusiasts enter the race just for the challenge of going the distance. We allow 8 hours to complete the course, giving event first timers plenty of leeway. Every entrant receives a race jersey and there is a BBQ afterwards where everyone can socialize and refuel.

Over the years FSPBC and the C2C have grown in stature to become among the most anticipated events on the East Coast. They continue to represent the museum and its mission by showcasing elite athletes and watermen and women for the general public to appreciate. With the explosive growth of stand-up paddle sports, these events have a bright future that museum members can be proud of.

The FSPBC and C2C also serve the function of raising funds for the museum. We are always looking for sponsorship for these events. Anyone interested in supporting these events can contact me at jhughes@cocoabeachsurfmuseum.org. ■

More from Puerto Rico . . .



Above – Lisa Wakely; Right Melody DeCarlo (Photos: Dan Mahoney)

A Harmless and Necessary Evil?

© Tom Fucigna Jr.
Hobe Sound FL

Perhaps it was just a matter of time. TV talk show host Jon Stewart recently addressed his guest, the President of the United States, as “Dude.” Granted, Mr. Obama was born in Hawaii and actually surfed, and he’s the only Commander in Chief I’ve ever seen throw a shaka, so – putting aside consideration of standard diplomatic protocol – Stewart may have been right on, but the exchange prompted me to question the origin and definition of the term. I did a little research from a variety of sources and discovered an interesting evolution.

Opinions regarding the origin of Dude vary, including a thought that it may have come from the word “dud,” meaning “a delicate weakling, influenced by attitude.” “Dude” originally meant “somebody well dressed or who has never lived outside a big city.” *The Home and Farm Manual*, in 1883, used the term several times to mean “an ill-bred and ignorant, but ostentatious, man from the city.”

The West Coast of the U.S. seems to claim Dude as its own, but the record speaks otherwise. *Material for the Study of Dude, Part 1* informs us, “Dude is cited as an Americanism in the dictionaries, but evidence exists that it might earlier have been a little-used Britishism,” although “just what dude might have meant in Britain remains unclear.” As used in New York City in 1883, the term implied an “immature/effete fop imitating what he understood to be British mannerisms ... a social dude who affects English dress and the English drawl.” It was “a name given in ridicule to a man affecting an exaggerated fastidiousness in dress, speech, and deportment ... a dandy, a swell.” *Harper’s Weekly* explained, “The dudes imitated what they took to be the finest features of British fashion and speech.”

At the time the *Harvard Lampoon* reported, “Dude did not emerge as an Americanism until Jan. 1883, but the stylish very tight pants (a trademark of the dudes) were already being ridiculed in 1882,” and the *Daily Graphic* noted, “There is a craze for writing about the ‘dude.’ It is now at its maximum.” The *Prince Albert Times* concluded, “The dude is one of those creatures which are perfectly harmless and a necessary evil to civilization.”

A poem by Robert Sale Hill in 1883 popularized the term, including these immortal words.

*Now lately in this hemisphere,
Through some amalgamation,
A flock of Dudes, I greatly fear,
Are added to our nation.*

In 1889, a chorus in the opera “Leo, the Royal Cadet” proclaimed:

*We are the dudes you read about in all the papers
Social Etudes, we captivate all hearts by our capers,
Bai Gawge!*

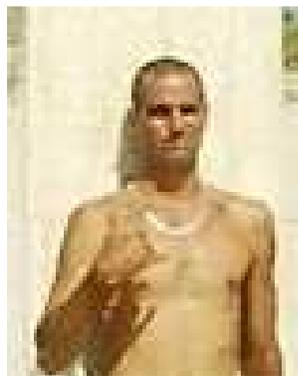


The term seems to have traveled West only after some time, as Dude changed to mean a wealthy eastern city slicker who vacationed on a western ranch to experience the "cowboy life" on what came to known as "Dude Ranches."

Usage in pop culture contributed to its expanded usage. Mark Twain's 1889 *A Connecticut Yankee in King Arthur's Court* referred to "dudes and dudesses." The term became prominent in surfer culture in the early 1960s, but didn't enter the mainstream until the mid-70s. The 1969 film *Easy Rider* includes Peter Fonda describing the term to mean "a nice guy ... a regular sort of person." In 1972, Mott the Hoople released *All the Young Dudes*. Steely Dan saturated the airwaves in 1974 with *Any Major Dude Will Tell You* and then, in 1982, Jeff Spicoli in *Fast Times at Ridgemont High* portrayed "the pitch-perfect synergistic fusion of the four wellsprings of late-70s Dude culture" radiating "The Joy of Dude," and the tight-pantsed anglophile dandies of dude's inception were forever banished to arcane history.

Some people have apparently thought about this way too much. "Dude: Supplementary Materials" opines that the "term is used mainly in situations in which a speaker takes a stance of solidarity or camaraderie, but crucially in a nonchalant, not-too-enthusiastic manner." In *Dude, Where's My Dude? Dudelicious Dissection, From Sontag to Spicoli*, Ron Rosenbaum considers how "the mildly mocking dude of dude ranch" became "the dude of surfer talk - a respectful form of direct address," and theorizes that "Dude" was originally a mockery of "gentlemanliness" but "surfers later rescued the gentlemanliness from the mockery. When transformed, or inverted in ... California surfer talk, the original irony was itself ironized, and, in the way a double negative can make a positive, it became thereby a mostly sincere ... term of gentlemanly respect, not mockery. What made the transformation possible was the presence of that gentlemanly dandyism in both usages. Surfer dudes decided to own it, own their elaborate subcultural aesthetic dandyism, the way some ethnic groups believe they can own words that were originally derisive slurs." He also notes that Dude can comprise "a sophisticated take on un-sophistication ... an ironical un-sophistication, an un-sophistication in quotation marks, a sophisticated un-sophistication." Got that?

Rosenbaum also credits the 1989 movie *Bill and Ted's Excellent Adventure* with "reviving" Dude, observes that a character in the 1998 film *The Big Lebowski* calling himself "the Dude ... was such a non-Dude thing to do" and provides some practical pointers in "dude etiquette," such as "never use 'dude' more than twice in a single sentence."



Top: Matt Mullen, Matty Neilson
Above: Sean O'Hare, Barack Obama

Here are my thoughts.

On Dude

“Dude man, dude” is not a sentence
by any stretch of the imagination
but those words can convey just what’s needed
in so many strange situations

Even a stand-alone “dude” may seem moronic
but, presented with the right inflection,
That single syllable can leap any gap
and make a just-right connection

“Dude” (when your dog just died)
“Dude” (for a gorgeous setting sun)
“Dude” (when you’re stupefied)
“Dude” (when you just ate the last one)

“Dude man, dude” is not the King’s English
Granted, it lacks structure (and verbs)
but two or three of those sounds strung together
can say much more than many more words

So, after digesting all this kookiness, was it OK for Mr. Stewart to “Dude” Mr. Obama? As far as I can tell, he utilized a respectful form of direct address, in a stance of camaraderie, as a sincere term of gentlemanly respect in polite conversation with a nice guy, a regular sort of person, which seems alright to me. If the time has come when one American citizen can feel comfortable addressing our leader in that way, then I propose, as we continue our mission to form a more perfect union, that we should all strive to do the same for one another, no matter what words we use, Bai Gawge! ■



SOME AUTHENTIC DUDESQUE POSITIONS

Harper's Weekly, April 28, 1883, p. 271.

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KELLY

...the exhibit



Cocoa Beach Surf Museum
Sat. April 23
7-10 PM

Sponsored By:
Florida Today

\$25.00 - Members free
Food & Drinks

Museum located at the Ron Jon Surf Shop
Contact: 321 258 8217

Live Music by The Aquanuts
& The Honey Miller Band

www.cocoa.beachsurfmuseum.org

Front



Back



Get it at the exhibit
opening! \$18

Parting Shot



Okay, okay. The photo was staged. (Photo: Dan Mahoney)