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You can make a difference

Power of One

by Melissa Mate

MAKING WAVES, August/September 1999

The Power of One is a column dedicated to highlighting individual Surfrider Foundation volunteers and special contributors. This issue we are highlighting Elliot Rabin of Flexdex Performance Skateboards. You might have noticed some of their skateboards for sale in our mail order catalog. The Surfrider Foundation receives a portion of the sales for every Kelly Slater signature skateboard sold. I recently had the opportunity to speak with Elliott Rabin, head flexer, and asked him a few questions about their relationship with the Surfrider Foundation:

Surfrider: Elliot, when did Flexdex first start donating to the Surfrider Foundation?

Elliott: Hmm..the whole idea was launched in March 1997. I Wanted to tie together something very cool to our first signature model skateboard for Kelly Slater. He was very keen on the idea and I am sure it made a difference to him in getting involved with Flexdex and putting his name on a product.

SF: How and why did you choose the Surfrider Foundation?

E: That's easy. I surf. My employees surf. My kids surf. And someday when they have kids, they will surf too. We have all gotten sick from the crap in the ocean. We seen the pollutant count go richter after a rain. We seen surf spots destroyed. We've seen heavy polluters brought to justice by Surfrider. Surfrider Foundation exists to protect what we have left, not just for me, or my kids, but everyone who enjoys the beach, and for future generations.

I could just send in my membership each year, but I got to thinking..."what if I added a little bit to the wholesale price of each skateboard" and calculated how much money I could raise for Surfrider. It was incredible. What if....all the other surf manufacturers did the same? When Bob Hurley won the patent suit over the wetsuits, he followed my lead and donated the royalty payments he receives to the NSSA. Very cool. Now - who else will pitch in?

SF: Where do you surf?

E: Locally: from PB (Pacific Beach) Pier to Black's. Surf Trips: Baja (400 miles south), Hawaii North Shore, Tahiti, Tavarua, Indo, Oz. Planning to go: Back to Fiji, Hawaii - I wanna check out France.

SF: What is your zodiac sign?

E: Sagittarius SF: Thank you, Elliot and Flexdex!

E: Thanks - We're honored. I couldn't do it without a great set of employees!

If you have someone you would like to spotlight in the next issue of MAKING WAVES, please send in information and a picture of the volunteer to: Power of One, 122 S. El Camino Real, PMB #67, San Clemente, California 92672. Please don't forget to include their zodiac sign!

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