

February 2025

Dear USPOC Certification Review Group:

My name is Dena Brooks and my daughter, Ruby Stringfellow, is a member of USA Surfing. She was named a member of the very first girls' U14 division on the west coast in USA Prime last season and was extremely honored to be included amongst the top juniors in the USA. During that season, she won 5/5 events and at the end of the season was ranked number one in the USA. She has continued that momentum into this season, winning the first 3 Prime events, thereby locking in her spot as the U14 USA Prime season champion once again. In addition, she has won a WSA title in U12 and back to back NSSA Regional and National titles in U12 followed by U14. While I am, admittedly, pretty uncomfortable talking about Ruby's accomplishments like this, as we like to practice humility, I feel like this is the kind of situation where it's absolutely necessary to show how important USA Surfing is in the development and support of someone special like Ruby. Obviously, I have a deep vested interest in what happens with USA Surfing as Ruby has some big, beautiful dreams and I will support her in any way that I can and happy to do so.

It has been brought to my attention that there is a possibility that an organization other than USA Surfing might be seeking NGB Certification. Honestly, that makes absolutely no sense to me. How can an organization that doesn't have any history or background in surfing represent surfing appropriately, accurately or in surfing's best interest? They can't. The passion that the entire organization of USA Surfing brings to these athletes is next level and cannot possibly be matched by people who aren't involved in the interworkings of it all on a daily basis or with the amount of passion that all of USA Surfing and its families possess.

I have watched the evolution of USA Surfing throughout the years...before Ruby was a part of it. The forward motion, innovation, dedication and pure love that has evolved is immeasurable. I, without a doubt, attribute this huge forward momentum and all the extreme successes we've been witness to recently, 100% to USA Surfing's current leadership...having Becky Fleischauer Jewell as the new CEO and the incredible new board that has been put into place is absolutely the very best possible people scenario to bring everything good and deserving to USA Surfing and beyond. These athletes are so incredibly lucky to be a part of what this organization has evolved into. From team trainings, to aerial classes, to workshops focusing on mental health, management, strategies and sponsorships (to name just some of the blessings), they are really leaving no stone unturned. These new high performance resources are next level and will help the athletes exponentially on their path to fulfill their Olympic and/or CT dreams. It is beyond obvious how much USA Surfing cares about everything regarding these athletes...and I promise you...the kids FEEL it and it makes a world of difference in their performances and everyday lives. I can tell you, from a parent's perspective, that I hear so much positivity and hopefulness about the direction USA Surfing is taking our kids.

It's important to realize that USA Surfing is galvanizing the organization from the youngest talents to Olympic athletes and pro surfers on the CT. These are both definitely goals for Ruby so it is so incredibly important for her to have that connection to these athletes. So many of them went through USA Surfing and are still involved often as mentors and beautiful inspirations to the organization. Ruby has established the most special relationships with so many of them from Carissa Moore to Sage Erickson to Caroline Marks to Sawyer Lindblad....the list goes on and we are so grateful for these connections. These ladies have spent their valuable time with Ruby, recognizing her talent and helping to nurture that in any way they can. They are absolutely invaluable.

Ruby was born in Costa Rica, grew up on Maui and is a Jewish young lady living in Southern California. That being said, she is able to surf for 3 different countries as an elite athlete on the World Championship Tour and in the Olympics, both of which she aspires to not only participate in, but dominate. She has been offered team positions from both Costa Rica and Israel and, without hesitation, expresses no interest in pursuing either. Why? Because as a true American, Ruby is proud to represent the USA in all things surfing...now more than ever. She is thriving in the environment in which she has been a part of and the love and support is second to none.

In conclusion, I hope this letter helps to show more clearly how incredibly important it is for USA Surfing to be the organization that holds the NGB Certification. I actually don't really understand why this is even an issue, to be fair. You will not find another organization, no matter how big or how much money they have that will honestly support, nurture and love the sport of surfing and everything that entails more than USA Surfing.

Thank you so much for your time and consideration. Please feel free to reach out to me with any questions or concerns. I am happy to help in any way I can.

Sincerely,
Dena Brooks
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