

Surf Expo Day 3 Beating The Bushes

Contributed by MalakaiKingston
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The coverage continues. Unbroken for three days straight, our intrepid reporter has combed Surf Expo from corner to corner, brought to our attention some things worth checking out, a few things worth avoiding, and at least one or two things we really just wish he had kept to his sleep-deprived, neurotic self. All things considered, the coverage seems comprehensive. He called in this morning on his satellite phone asking if we felt covering the last day, "was really essential?" We flicked open a zippo and let the silence answer that question. He really wanted his ticket home and we really wanted him to do his job. He agreed as but told us that day 3 coverage may come up lacking; he couldn't believe he could find anything new. Apparently, we know him better than he knows himself, because against all odds. Surf Expo Day 3.

Surf Expo Day 3 Beating The Bushes

This lucky lady; a delightful rep from Puerto Rico made out like a bandit, and she knows it.

Orlando, Jan 17th. Not much to say about the dawn of the day, fell asleep to 300 and dreamt of slaughtering Persian hoards. Dreams like that usually leave me happy, this one did too. With the wretched editors of the 'fish forcing me to cull coverage from Surf Expo like trying to chew moisture out of tin foil, I was more or less dropping my typical literal standards from highly informative straight to quasi-comprehensible. I would be fretting my situation more expect that after sleeping in this hotel bed; I now have scabies. Nothing puts misery in perspective like scabies, am I right or am I right?

Before I get into the pictorial coverage I want to talk a little about the actual act of searching a convention for what your readership wants to see. As a retailer, attending is a much more simple process. For we journalists however, if you think you know what you will cover before you get there you might as well be trying to read the VIN number on a passing Bugatti Veyron because the reality is, journalists think they know what people want of them and on the average they are sorely mistaken.

For a time now, especially in the Ex-Sports industry, journalism has been nothing but a vehicle for companies themselves to usurp the allowance of creative freedom that affords journalists their vocations most basic necessity. Which is to write exactly what they see, hear, feel, experience and believe. Instead in this industry, you get a canned ham with no key. You don't want it, can't use it and aren't sure how it is even relevant. I'm not saying that the popular media is directly pandering to the companies they cover I am just saying that their perception has over time become a little skewed. I'm not trying to elevate myself above my colleagues, I'm just simply saying, that when I cover something for you, it is because I (we) truly feel it is of interest.

As an addendum, I want to ad a quote delivered by Bill Pullman "a few words on looking for things. When you go looking for something specific, your chances of finding it are very bad. Because of all the things in the world, you're only looking for one of them. When you go looking for anything at all, your chances of finding it are very good. Because of all the things in the world, you're sure to find some of them." I did not come here to Surf Expo to search for things; I came here to find things. Oh yea and Chuck Norris does not sleep. He waits.

All that aside, day 3 was a good day, felt short, kept busy, made more contacts, met more friends of the 'fish and met some new ones. Not much to really report from the companies I talked to today with a few exceptions which I will list below. If you think this coverage is too short don't you worry your pretty little head, we will be doing our traditional 'The Good, The Bad, and The Ugly' in a few days. Until then, well you just gotta be happy with your Fish in a Box and your Boob Lube.

Dear Lost Cadillac , I have to be honest I only drink you when you are free. I am afraid you feel I don't respect you, or treasure you like I should. You are not some cheap tawdry hussy that I hide on the side while chugging my Monster proudly. I promise you, when I am drinking you I am only thinking of you.

It was sick to watch this board get painted, artist said it was sold before it was finished.

Miramar - Still inking it up.

ROBOTS

THEY ARE TOO SERIOUS

YARRRRRRRRRR!!!

Wait what?

Straight up, no live models.

I felt ripped off.

MAGIC FISH IN A BOX!!!
MAGIC FISH IN A BOX!!!
MAGIC FISH IN A BOX!!!

Seriously though, one of the coolest things I found today: you add magic dirt and water together and it grows a fish .

Okay, but why is it at Surf Expo?

It really is hard to imagine that this picture could make her look any more drunk.
I will admit I didn't think she actually polished that pile off herself.

Until she got up, stumbled around and used her hand like a freakin spatula to dig a deep wedgie out...

Straight class.

She did like 30 pushups like a freakin man.

Then she stood up and punched straight through the back of a dudes skull.

Not sure what she was trying to prove, proved it to me though.

One of the few things I discovered, a cloth that accelerates evaporation thereby causing it to cool at an amazing rate.

Perfect for skate sessions.

CW advertisers may be seeing this sooner than others.

<http://www.coldsnapp.com>

It is amazing to think that of all the species that have existed on the planet.

So few remain.

Let's hurry up and kill the rest!!!

This is the Ez Beach bike / carrier setup I mentioned in earlier coverage.

Pretty beast any way you cut it.

www.ezbeachattachments.com

She is smirking cause although this is her first board, in 6 months she's be able to pass you in any corner.

And have a better looking tuck.

Honey Skateboards - sexy boards for sexy girls.

Landy is dropping 3 new 'boo boards on us. Lookin' good. The one I bounced felt responsive and active.

If you are following the shots of this Puerto Rican bella, longboarding lady, she now has more boards than you.

Keep crying sissies.

Finally a good shot of Stack on the Banshee

Yea see that 2:00 show?

Good job Brooke! Thanks to everyone that showed!

Ladies, give yourself regular checkups, know your family medical history and be proactive.

Dudes, stop giggling this is serious.

See all the green boxes? Yea I drank all those. I'm peeing rubber cement.

The Miramar / Concrete Wave deck. Looks killer dude!!!

One of the most important things for a photographer to know how to do when shooting posed instead of candid shots; is to know how to evoke the right emotion out of their subjects.

Such as inadvertently recommending a hot make out session between brother and sister.

This photo does not even do it justice.

Recycle, Reuse and Reduce.

Hypocrites, Liars and Deluders.

It is all just lip service for you.

Does this appear safe to anyone?

Nothing is so good for an ignorant man as silence; and if he was sensible of this he would not be ignorant.

-Saadi

I would again like to thanks all the people that made time to talk to me, let me shoot them, chilled and generally had a time. I really want to thank the people that let me know how important what we do here is to them. We get blinded some times by all the difficulties in maintaining the site. Above all of that which causes us pause, riders are out there, racers are racing, new riders are learning, old skaters are shredding. All of us here at Silverfish, the mods, admins, retailers, advertisers, subscribers and reciprocal publications. We all do this for you - the Longboarders.

So, I can go home, right?