

A letter from Ho Daddy O's Surf and Sport Camp

www.hodaddyos.com

Hello,

I wanted to put in writing what it is we do at our surf camp, how we do it and why. To start with, we are not a normal surf camp. Yes, our kids do learn to surf and to be safe in the ocean. However, what started off as a "how to surf program" has morphed into a surf camp that is not only physical fitness oriented but with an added focus on personal and self esteem development for our young campers.

I built this camp over 13 years using the lens of what I am – a father with young kids who needed exposure to so many things that are needed to help get through life and into adulthood. Simple things like shaking some one's hand, looking them in the eye, showing respect with a "yes ma'am" - "no sir" but more than that with basic communication skills and speech structure – yes, a surf camp that does speech structure! Our philosophy is that those that have the best communication skills get the leadership positions in life.

We have had so many compliments on how different we are and how impactful our instructors are on our young campers. 100% of our instructors come from within our camp family as they themselves were campers for years and through their own ambition and work graduated through our system to become instructors and employees at the ice cream shop. They are not surf "rats" wasting time, they are focused and dynamic. Most are athletes from high school and colleges whom I have had the pleasure of seeing grow up and evolve.

Of all the impactful statements I have had commenting on our camp over the last 13 years one stands out the most –

"You did more in one week for our daughter than the last 5 years with her therapist."

As much fun as we do have - and no one out does us in fun – it's a hard camp – it's physical, and demanding to an extent. We get kids out of their comfort zone, we teach that failure is part of the process of success. We do it in small subtle ways but that is our goal - to teach kids to find themselves in a challenging situation and know they can work themselves out of it. Surfing by itself is very hard, probably the hardest sport there is to learn. If you're going learn to surf our surf break in summer is great with small ankle / knee high waves mostly in a flat calm water with lots of sun. We have fun and mix in communication and personal development learning techniques into the games we play. I have had so many instructors tell me how valuable our teaching was after they went off to college. We have many families come back for multiple weeks and year-after-year, so many that we now offer a 4- and 8-week discounted pass. A mother with kids struggling with social skills once told me at the end of summer (yes they came every week) she doesn't even recognize her kids as they came out of their shell and found their voice and now are not afraid to advocate for themselves vocally. This is what success looks like at our camp!

The ocean tells us what we are doing every day – if the surf is great and conditions great, we surf, surf and surf. Between breaks we do competitive games, and challenges designed to help your child figure how who he/she is and how they are going to overcome challenges. We are best known for fun, it is a summer camp and that's means shaving cream, greased watermelon races, Viking burials, wrestling and birthday celebrations. I can't say enough how proud I am with what we have built, no other camp comes close to what we do, and they can't copy us. I never get tired of it although I'm exhausted every day – as in comatose tired after camp. I designed it with my own kids in mind – my daughter is a Junior at the University of Alabama and my son a freshman at Georgetown University – they both couldn't be more

different, but both benefited greatly from these summer camps. My background is rooted in 40 years of real estate and financial success with some motivational speaking, Toastmasters and personal development. I am a product of self help tools and my biggest goal for this camp is for your child to take home more than just knowing the basic mechanics of how to surf. I want an experience that elevates them in a social situation or helps them dig a little bit more to overcome whatever school, sport, or social challenges they may have in front of them.

We have raised our prices to be in the middle of the pack of what surf camps charge (we surveyed over 20 other camps) we offer more, we do more and most of all we impact more than any camp your child will ever attend.

Some more of what people are saying...

“Your Surf Camp isn’t just surfing, beach , sun and FUN!!!... it is learning how to be self-confident, a good person in society, how to be a good public speaker and communicator as well as being part of a team that functions well.”

“Gary and I have always thought the world of you and the way you are with our children. You’re a good guy and do good things with young adults, shaping them into great community leaders and business people.”

“Thanks for doing this! This summer, my kids have been lobstering, fishing, and camping in the Keys, tubing and white water rafting in Georgia and exploring in Virginia and Illinois...they consistently say surf camp was the highlight of their summer. Whatever the secret sauce is, you have it!”

"Thank you very much for transforming my kids. They never loved anything like this !!! Let us know if they can maintain any training during the year.”

“You are a blessing 😊”

“Three of my great nieces attended Michael’s surf camp this summer... they had a marvelous experience and especially enjoyed spending time with your kids and the other “counselors” in the program. My brothers and I surfed in NSB during our younger days and it was great for my brother to introduce the experience to his granddaughters, two of whom live in Stockholm.”

“Have enjoyed going back through the photos. I was afraid two weeks was going to be too much for the girls but the second week was even better. Marjorie really got into riding the waves and Lisa got over her hesitation with the Atlantic - waves and noise. The evening events were great too and they only did those the second week. You coaches/counselors are great with the kids.”

Thank you for reading this, participating, and spreading the word.

Hope to see you in the water, Surf’s Up!

Michael O’Shaughnessy

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Ho Daddy O Jr.