

# State Historical Resources Commission Meeting

May 3, 2012

Oakland & Alameda, California



# Ashland Depot



# Ashland Depot



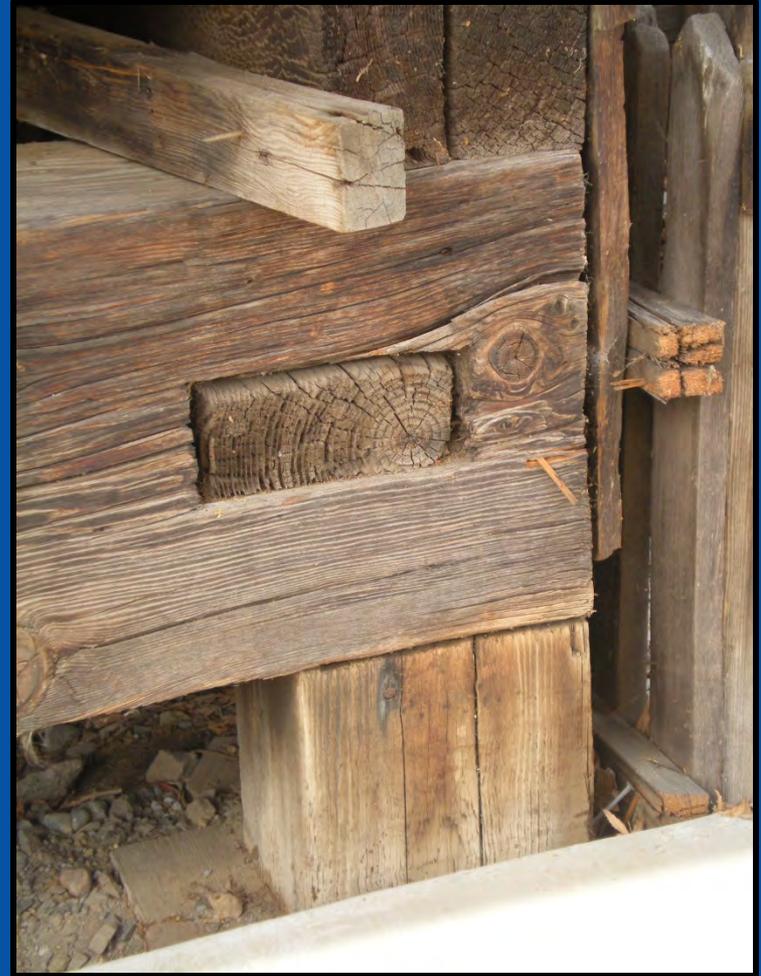
# Ashland Depot



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# California Granite Company



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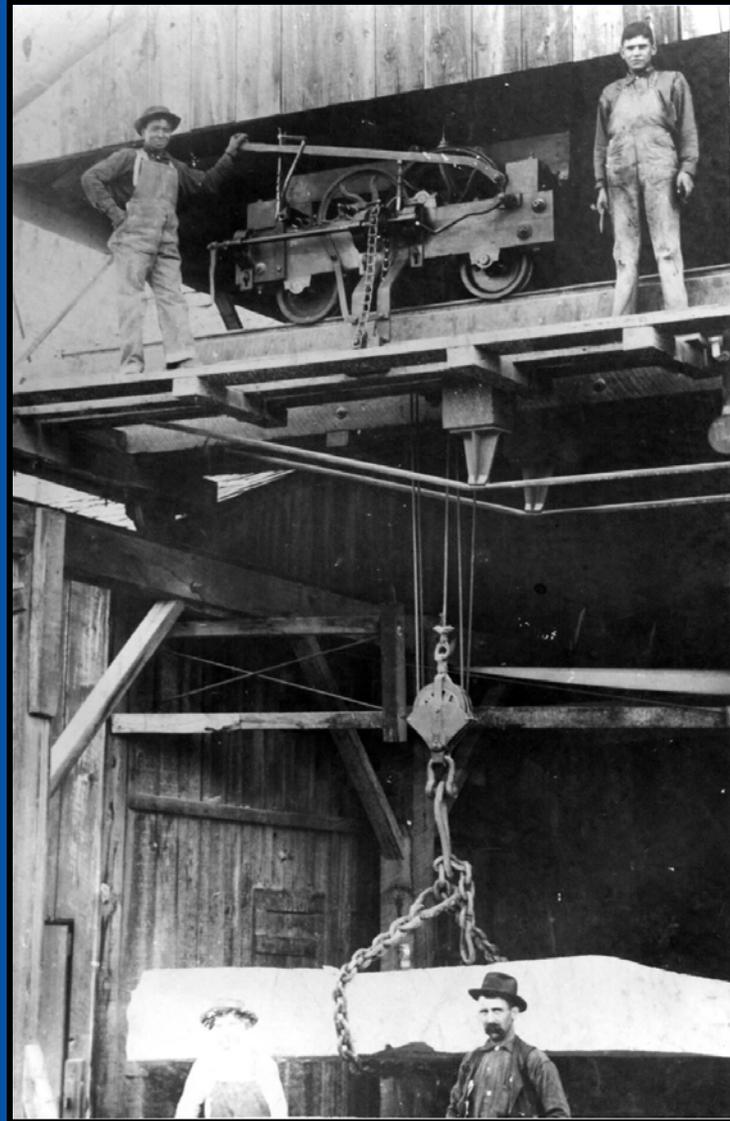
# California Granite Company



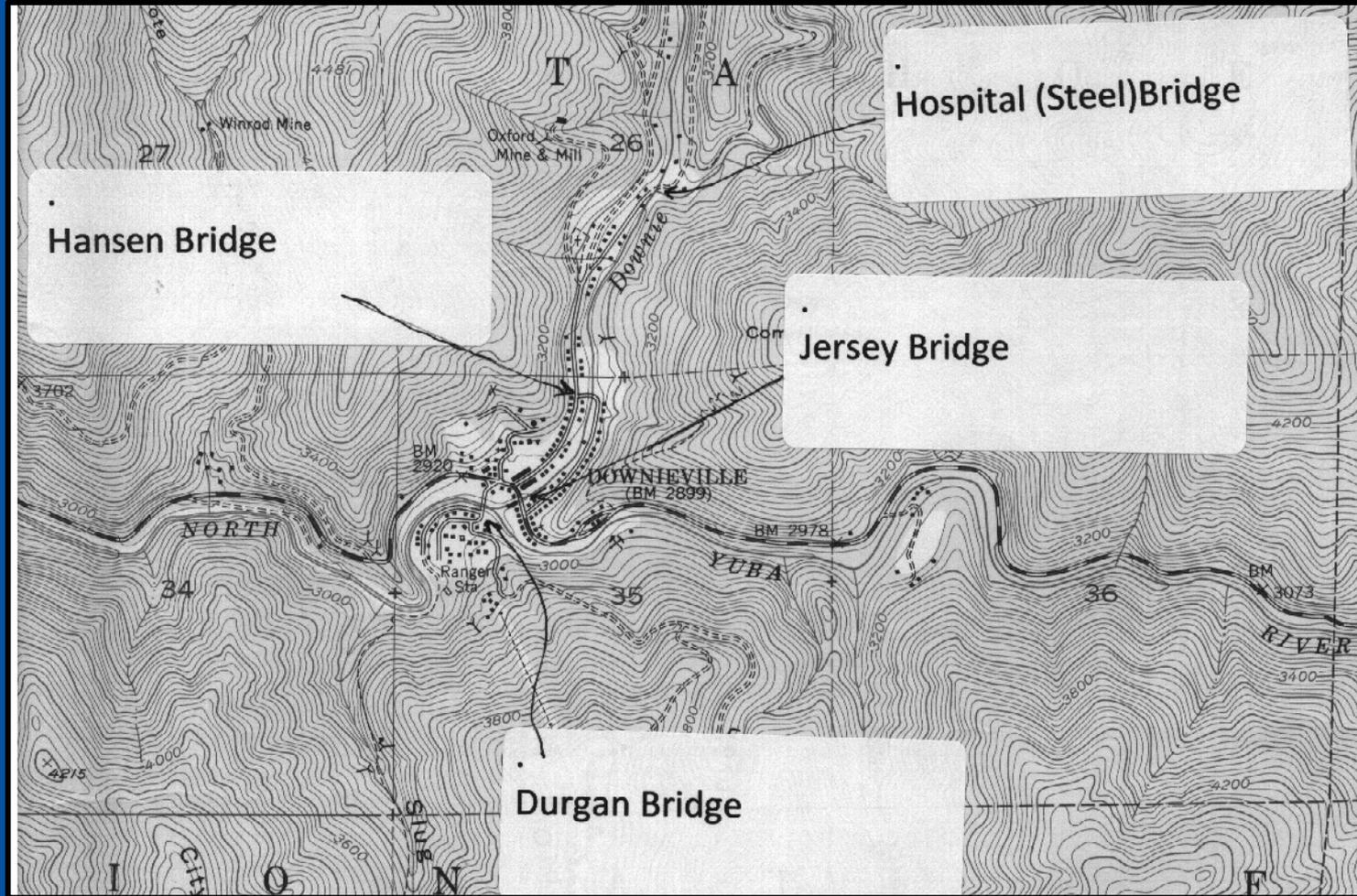
# California Granite Company



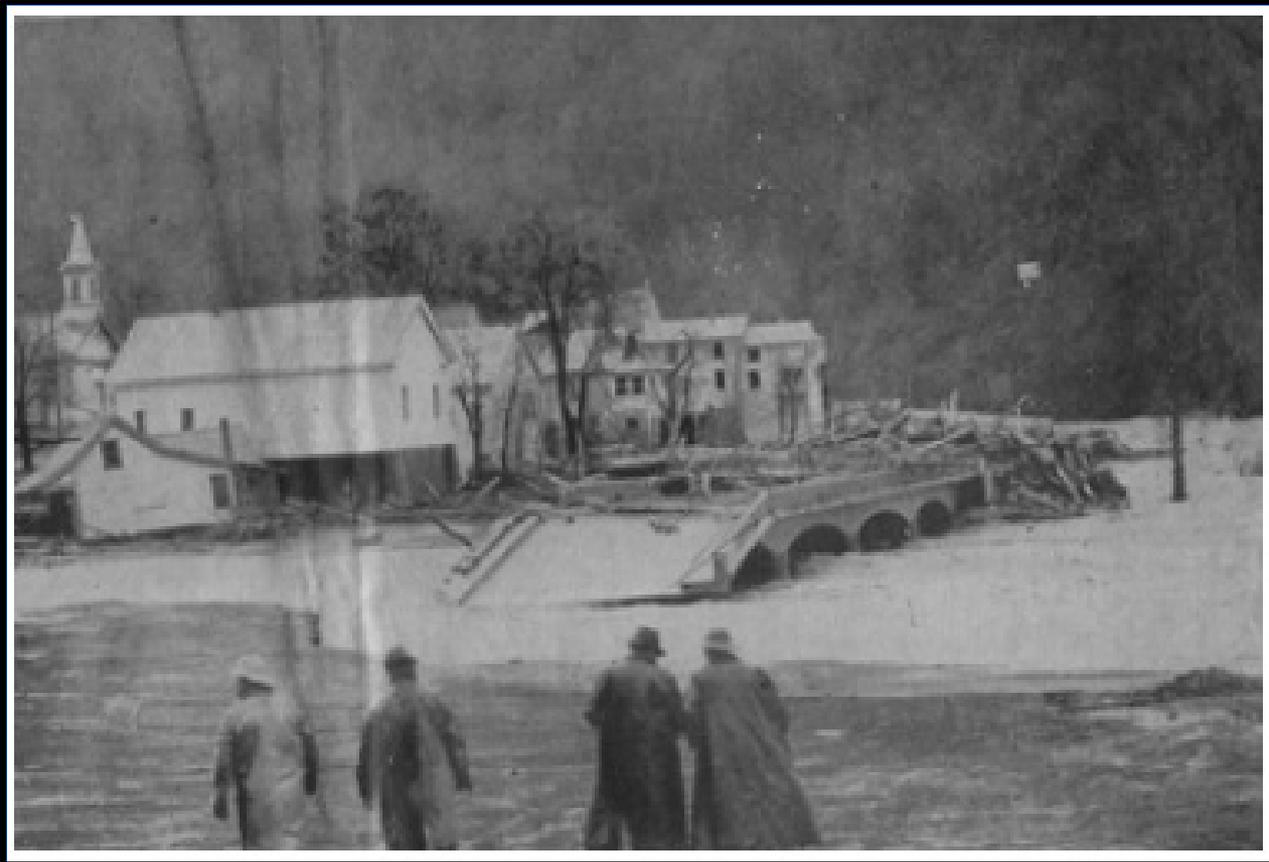
# California Granite Company



# Downieville Bridges



# Downieville Bridges



# Downieville Bridges



# Downieville Bridges



# Durgan Bridge



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# Durgan Bridge



# Durgan Bridge



# Hansen Bridge



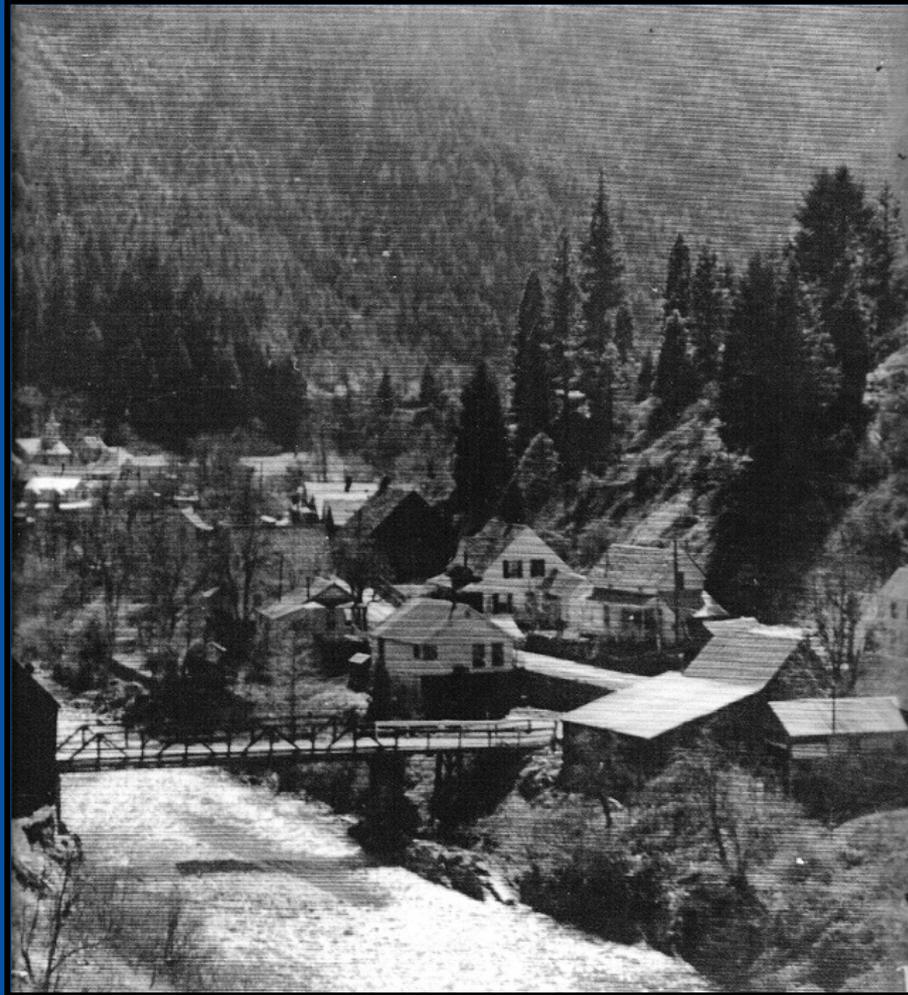
# Hansen Bridge



# Hansen Bridge



# Hospital Bridge



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# Hospital Bridge



# Hospital Bridge



# Jersey Bridge



# Jersey Bridge



# Jersey Bridge



# Jersey Bridge



# Sacramento Northern Railway



# Sacramento Northern Railway



# Sacramento Northern Railway



# Sacramento Northern Railway



# Sacramento Northern Railway



# Sacramento Northern Railway



# Shiloh Baptist Church



# Shiloh Baptist Church



# Shiloh Baptist Church



# Shiloh Baptist Church



# Shiloh Baptist Church



# Lafayette Hotel



# Lafayette Hotel



# Lafayette Hotel



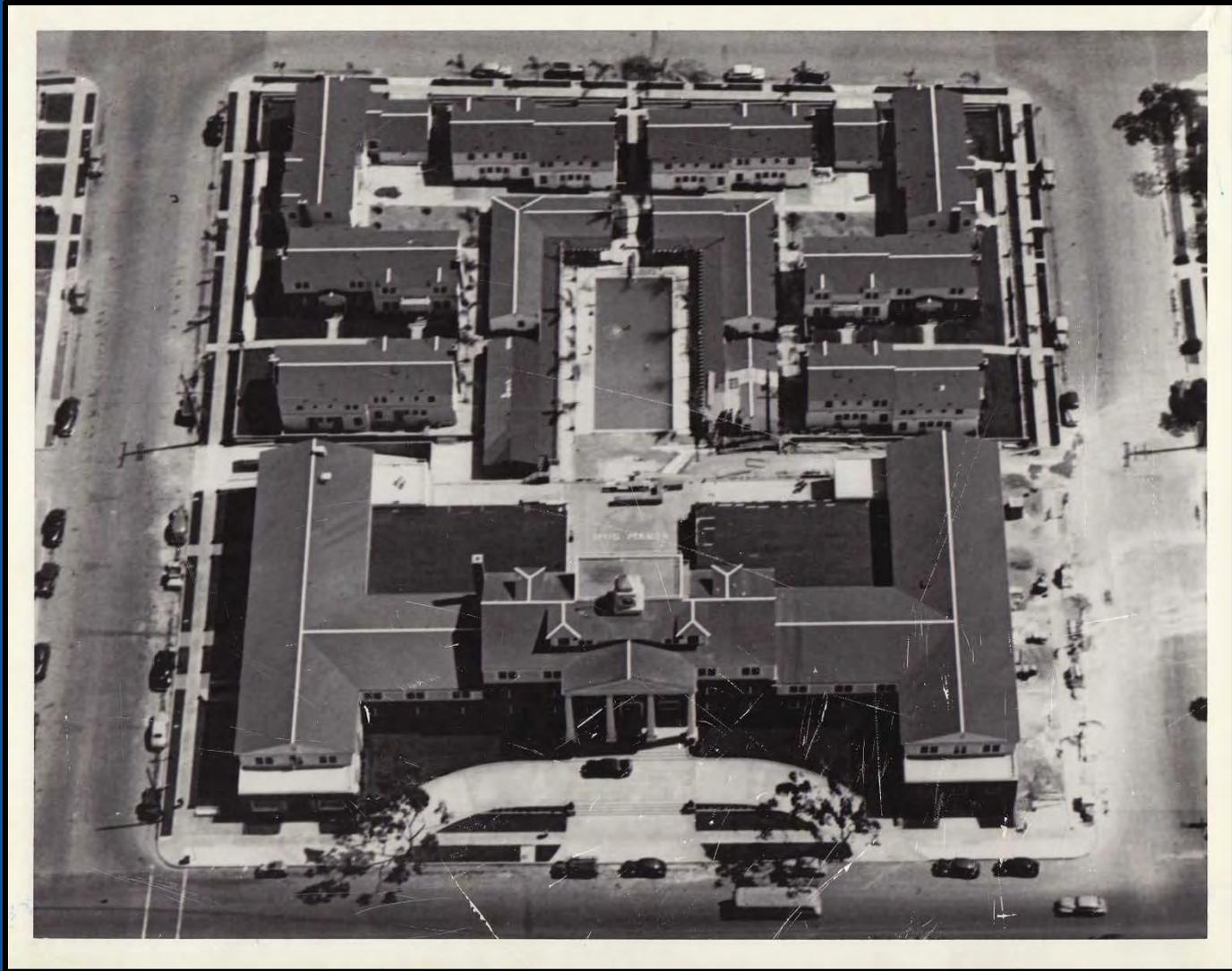
# The Pool Today



# Bandstand Today



# Lafayette Hotel



# Lafayette Hotel



# Lafayette Hotel



# Lafayette Hotel



# Hardin Schoolhouse



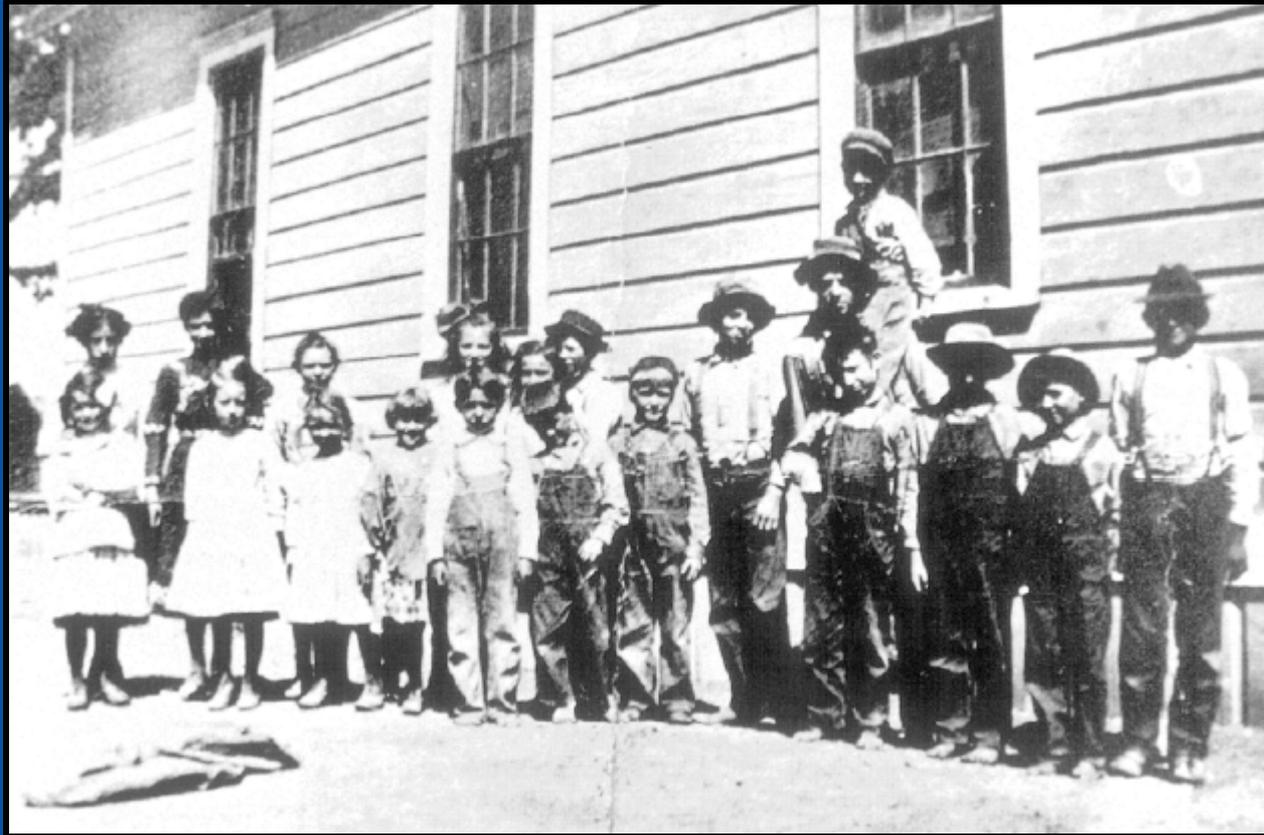
# Hardin Schoolhouse



# Hardin Schoolhouse



# Hardin Schoolhouse



# Central School & Olive School



# Hardin Schoolhouse



# O'Neill Surf Shop (site of)



# O'Neill Surf Shop (site of)



# O'Neill Surf Shop (site of)

## Leaders & Success

THURSDAY, JANUARY 11, 2001

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## Entrepreneur Jack O'Neill His Innovations Changed Water Sports

By Mike Angell  
*Forster's Business Daily*

**J**ack O'Neill had what he be-  
lieved was the best product  
going.

Long a cold-water sports enthu-  
siast, he'd developed a wet suit that let  
people play in the water—even in  
the winter months—nearly as long  
as they wanted without getting cold.  
But he couldn't just tell people how  
effective his invention was. He had to  
show them.

O'Neill remembered a college adver-  
tising professor's advice: "Give your  
product a personality." So he came  
up with the most outlandish atten-  
tion-getting ploy he could think of that  
highlighted his  
product—ice.

**CREATE  
YOUR  
MARKET**

And lots of it.  
At boat shows,  
O'Neill would set  
up pools—with  
chunks of ice  
floating in them.  
His three chil-

dren, in his wet suits, would sit on  
the blocks or play in the water for  
hours.

It soon became obvious what a wet  
suit could do, and divers, surfers and  
other water lovers began clamoring  
for the suits.

Today, O'Neill, the owner of  
O'Neill Inc. of Santa Cruz, Calif.,  
sells about 360,000 wet suits a year.  
He outfits scuba divers, windsurfers,  
snowboarders, water skiers and sail-  
ors.

His wet suits, sportswear and other  
items are sold in 67 countries. Still a  
private company, O'Neill Inc. has the  
largest share of the wet suit segment  
of the \$1.5 billion annual worldwide  
surf market, which also includes surf-  
themed clothing and surfboards.

His success stems from his love for  
water. His longtime passion for the  
ocean inspired O'Neill to take risks  
and experiment.

"Just go for it," O'Neill advised in



**"Just go for it. You've got to make some mistakes, or you're not  
really taking enough chances."**

— Jack O'Neill

The growth of ocean sports fueled  
O'Neill's investments. He came up  
with a "Supernat" design, which kept  
the body completely dry in very cold  
water.

The Navy liked the idea so much  
that it copied O'Neill's design for one  
of its diving suits.

To keep his vision alive, O'Neill  
has had his six oldest children spend  
at least some time in the business and  
has urged each to keep innovating.  
(His seventh child, 14, is a surfer.)  
O'Neill's passion seems to have in-  
spired his offspring.

"It's definitely a fun business to be  
in," said Hodger O'Neill, Jack's daugh-  
ter and vice president of international  
design. "He never came home with a

### O'Neill At A Glance

**Born:** 1923 in Denver

**Education:** Bachelor's in business  
administration from the University of  
Portland (Ore.) in 1949.

**Achievements:** Pioneered the wet  
suit for cold-water sports. First to  
use neoprene, now a standard material  
for wet suits. Founded O'Neill Inc. in  
1962, which makes the best-selling  
line of wet suits. Founded Sea Odyssey  
program to educate children about the  
ocean.

be on. We could never buy Jack a tie  
for Christmas."

With his business booming, O'Neill  
looked for another venture to absorb  
his energy that would let him share  
his love of the water with others.

To that end, he founded his Sea  
Odyssey program. It takes schoolchil-  
dren out on his catamaran to study  
marine life as well as ocean naviga-  
tion.

"It's kind of a payback," O'Neill  
said. "We've gotten so much from the  
ocean."

Since 1996, Sea Odyssey has taken  
12,000 kids onto the ocean. For  
some, it's the first time they've seen



# O'Neill Surf Shop (site of)



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# O'Neill Surf Shop (site of)



# Fourteen Mile House



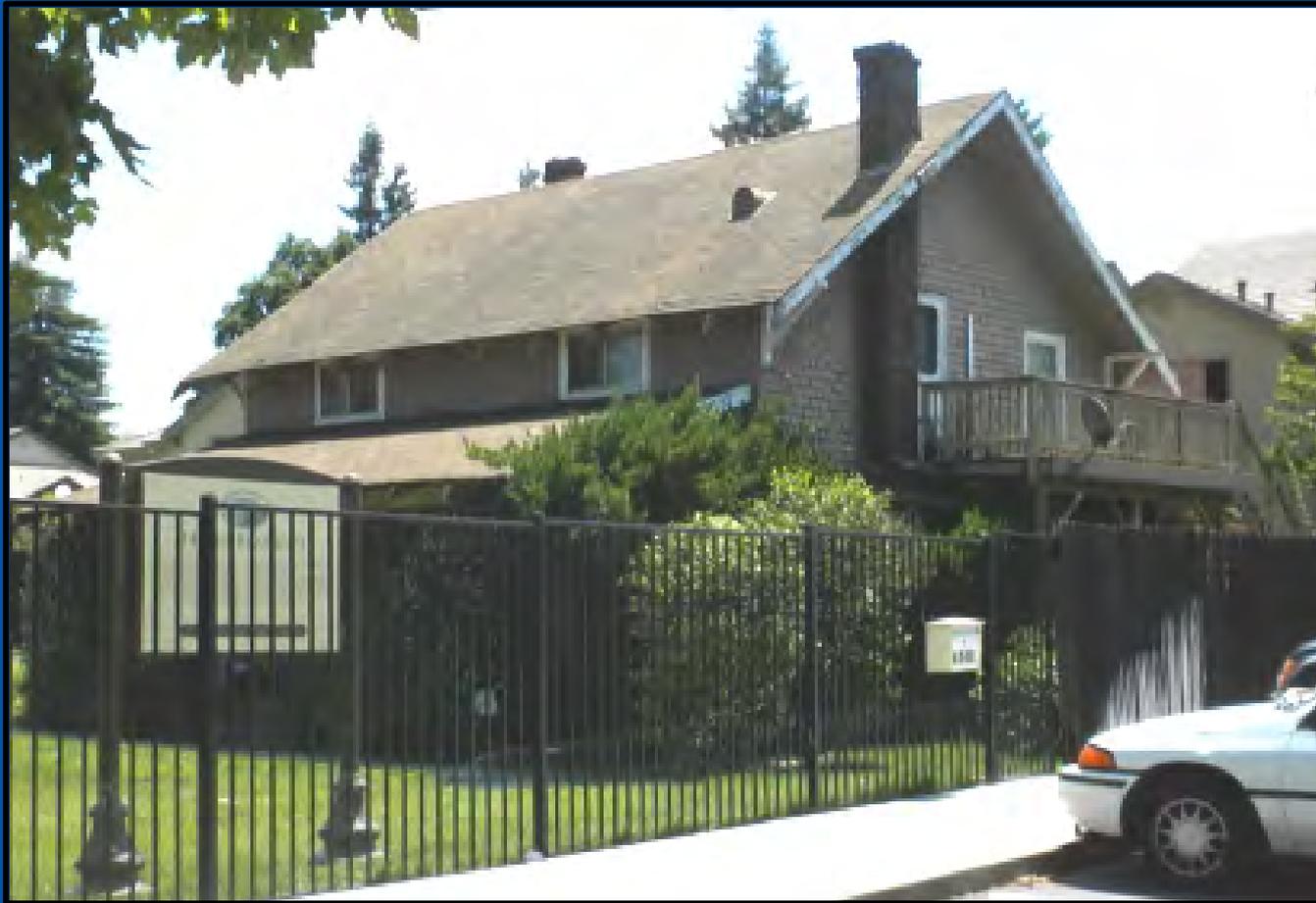
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