State Historical Resources Commission Meeting

May 3, 2012

Oakland & Alameda, California
Ashland Depot
Ashland Depot
Ashland Depot
Ashland Depot
California Granite Company
California Granite Company
California Granite Company
California Granite Company
California Granite Company
Downieville Bridges

- Hansen Bridge
- Hospital (Steel) Bridge
- Jersey Bridge
- Durgan Bridge
Downieville Bridges
Downieville Bridges
Durgan Bridge
Durgan Bridge
Hansen Bridge
Hansen Bridge
Hansen Bridge
Hospital Bridge
Hospital Bridge
Hospital Bridge
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
Lafayette Hotel
Lafayette Hotel
Lafayette Hotel
Bandstand Today
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)
Leaders & Success

Thursday, January 11, 2001

Entrepreneur Jack O’Neill
His Innovations Changed Water Sports

By Mike Angell
For the Business Daily

Jack O’Neill had what he believed was the best product going.

Long a cold-water sports enthusiast, he had developed a wet suit that let people play in the water—just as the water1

O’Neill remembered a college advertising professor’s advice—give your product a personality. So he came up with the most water-friendly advertising play he could think of that highlighted his product. He was a surfer. And lots of a. At surf shows, O’Neill would set up booths with shots of various shots in them. His three children, in his wet suit, would sit on the blocks or play in the water for hours.

It was a clear day when O’Neill first saw the whiteout conditions at a surfing event. He noticed that the surfers were wearing their wet suits, and he realized that he had something special. With that realization came the idea for a company that could produce the best wet suits available.

Today, O’Neill is the name of O’Neill Inc., Santa Cruz, Calif., with about 50,000 employees. It’s the largest and most diversified surf company, and it has a wide range of products, from wet suits to wetsuits.

His success stems from his love for water. His lifelong passion for surfing inspired O’Neill to take risks and experiment. "Just go for it. You’ve got to make some mistakes, or you’re not really taking enough chances.

"—O’Neill

O’Neill At A Glance

Born: 1932 in Denver.

Education: Bachelor’s in economics from the University of Colorado (1953).

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 1982, which makes the best-selling line of surf suits.

"It’s kind of a paradox. O’Neill Inc. is 40 years old, and we still can’t get the hang of it."

Since 1959, Sea Odyssey has taken 2,000 kids onto the waves. For some, it’s the first time they’ve seen

O’Neill Surf Shop (site of)
O’Neill Surf Shop (site of)
O’Neill Surf Shop (site of)
O’Neill Surf Shop (site of)
Fourteen Mile House
Fourteen Mile House
Fourteen Mile House
Fourteen Mile House
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