



atch a wave, and you're sittin' on top of the world!" The Beach Boys sang it, but Kelly Sorenson lives it.



Sorenson, owner and proprietor of On The Beach Surf Shop in Monterey, California, got the surfing bug as a kid growing up in Fresno, but it really took hold on a family trip to Hawaii when he was thirteen.



A visit to a Santa Cruz surf shop when he was 15 solidified his obsession with the "lifestyle", and, by the age of twenty, he opened his first On The Beach Surf Shop in Carmel, in 1986. Other incarnations and locations of the shop followed over the years until he finally arrived at 693 Lighthouse Avenue in Monterey with his 6000 sq. ft. "dream store."

The classic surf shop theme is replete with bamboo everywhere, beach sand mixed into the flooring, Tiki huts filled with clothing and accessories (with a huge women's department), and "we even have a surfboard museum in here with boards from the early '60s, a couple of '50s boards, and some Hawaiian wood boards."

The store also features snowboarding and skiing equipment sales and rentals. As Kelly says, "we love going to the snow ourselves, so we're very passionate – we want to keep it going in here."

On The Beach also does a healthy skateboarding business, as it is very popular with the younger demographic and easy for kids to get into the lifestyle. Known these past few years for sponsoring monthly "Sk8 Jams" on the Monterey Peninsula, On The Beach hosts events featuring skill contests for various age groups, with expert judging and prize packages offered by their many sponsors. The Sk8 Jams were suspended during the Covid months, but have made a return. "We did one about a month ago, so, we'll pick those back up in 2022."

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