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kiteboarding

NOVEMBER 2009



freedom

- Riding River Swell
- Discovering Reunion Island
- Sessioning Hong Kong

Rider: Jon Van Malsen
Location: The Gorge
KITEBOARDINGMAG.COM
DISPLAY UNTIL 11/24/09

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WE RECYCLE

▼ NEAR DECAPITATION

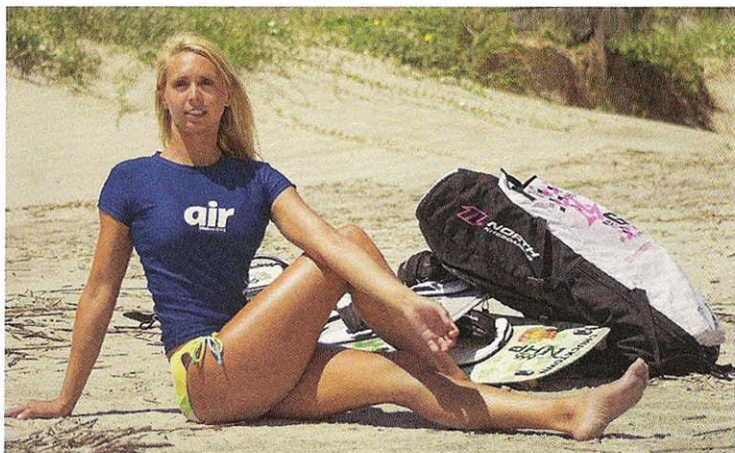
Dimitri Maramenides resurrects the old-school one-footer with a bit of personal style — and nearly severs his head. PHOTO BY BRYAN HARVEY



▼ Beach Doctor

While most riders think pumping up their kites is enough of a warm-up for a hard-core session, Dr. Sarah Ellis can give you real tips on how to stretch before riding. You'd be an idiot not to let the doc warm you up. PHOTO BY ELEA FAUCHERON

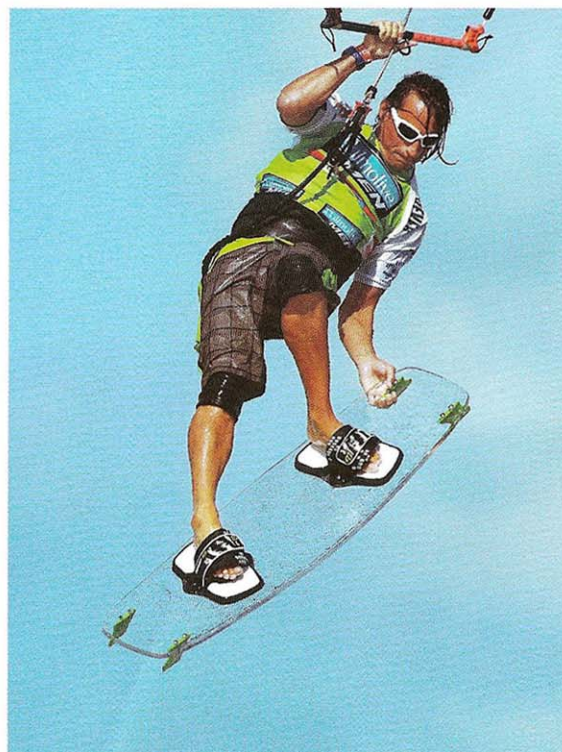
SEE KITEBOARDINGMAG.COM/DRSARAH FOR TIPS ON KITE-SPECIFIC STRETCHES.



▼ INVISIBLE BOARD

The next time you're heading to the tropics, leave your snorkel behind and pack your see-through board instead. Eight months ago, North team rider Dirk Hanel had a crystal-clear vision as he began experimenting on a transparent board made of Acrylite. This CNC-shaped board comes complete with foot bed inserts and a custom rocker. Although for now this is a bit of a novelty, it could be a glimpse into the future. PHOTO BY ROBERTO FORESTI/CANON

TO GET THE SCOOP ON HOW HANEL MADE THIS BOARD, GO TO KITEBOARDINGMAG.COM/ACRYLITE.



"Riders ask how I'm able to kite as much as I do? The answer is simple: preventative maintenance. I stretch before and after every session."

~Team Air Pro: Sarah Ellis

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Preaching Beyond the Choir

GRETTA KRUESI'S UNIQUE APPROACH TO PROPEL WOMEN'S KITEBOARDING. BY CIMERON MORRISSEY

➔ **Pretend for a moment** you're a beach bunny, or maybe an athletic girl, who is intrigued — but intimidated — by kiteboarding. What would convince you to try the sport?

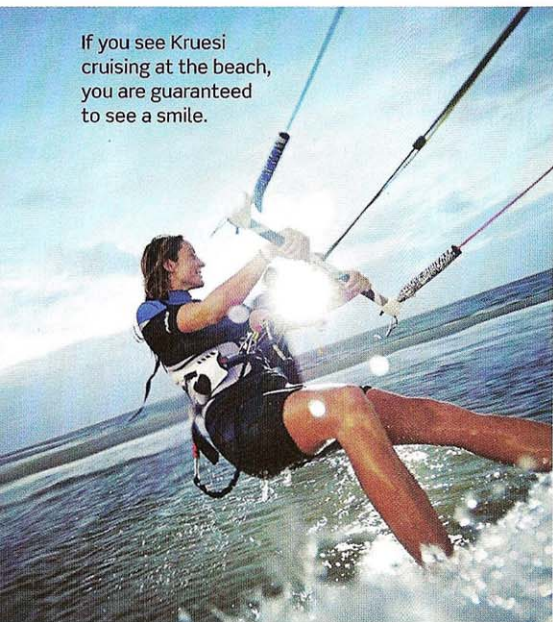
Charleston, South Carolina, rider Gretta Kruesi believes

"I HOPE TO PROVE TO WOMEN THAT YOU CAN BE THE CUTE GIRL NEXT DOOR AND STILL RIP IT UP."

she has the answer, even though she's not your typical kiteboarding evangelist.

"I want to promote the kiting lifestyle to get more girls off the beach and into the water," says the 26-year-old Naish team rider who has been kiting for three years.

If you see Kruesi cruising at the beach, you are guaranteed to see a smile.

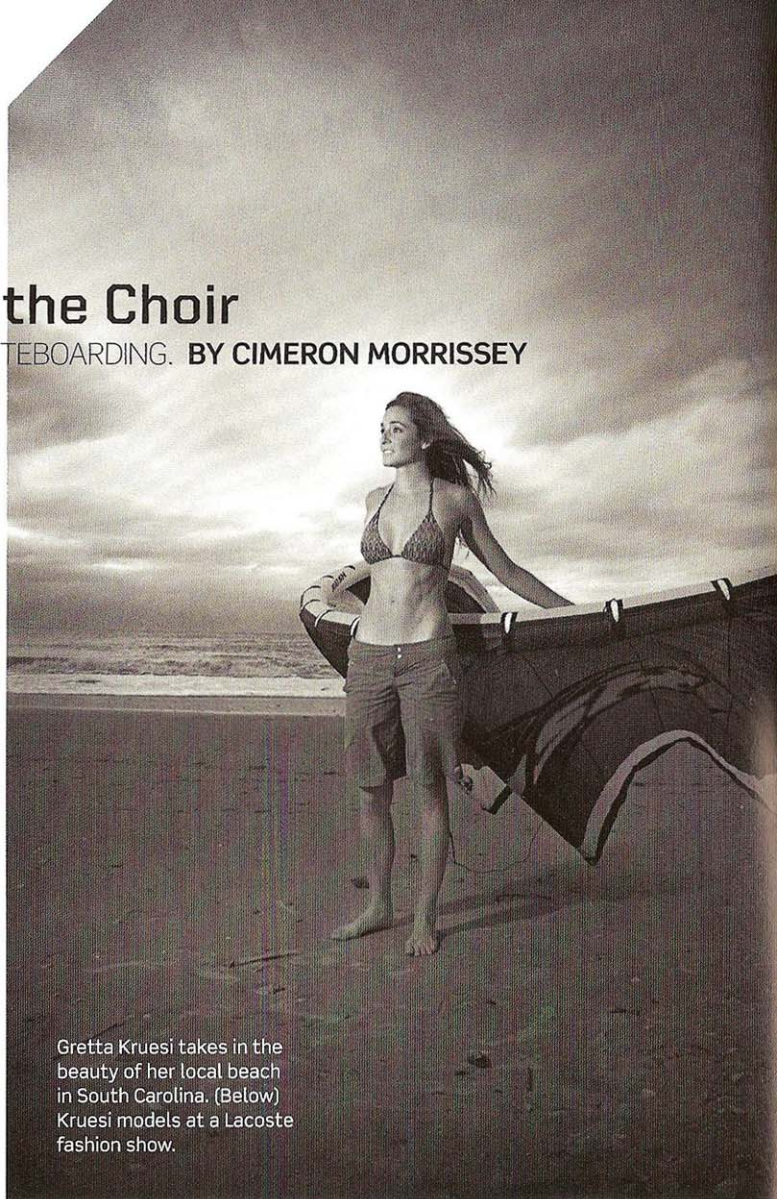


She isn't a pro, but other skills and attributes make her an effective ambassador for both Naish and the sport. As a self-professed "girly-girl" and occasional model with a warm smile and approachable attitude, she hopes to encourage women of all abilities, shapes and sizes to take up kiteboarding. She plans to do so by employing unique strategies, including using her mainstream media connections to "preach beyond the choir" and promote the sport through her kiteboarding paintings and by setting a positive example.

Kruesi already lined up a show this fall to display her kite-themed artwork, and as communications manager at the Coastal Conservation League, she's using her PR skills to pitch kiteboarding-related stories to fitness magazines. She also plans to host women's clinics.

Fellow Charleston-area kiteboarder Jonn Myers believes Kruesi may make a bigger impact on new female riders than the pros can. "She's not a brawny girl," he says. "She gives hope to the average girl because they see her kiting and say, 'Hey, I can do it too.'" Like when Kruesi got the wind knocked out of her (a first for the Southern belle) while trying unhooked tricks, but then got up and kept on riding. Local girls could relate to her more than they could pros who get pummeled for a living.

"When we choose team

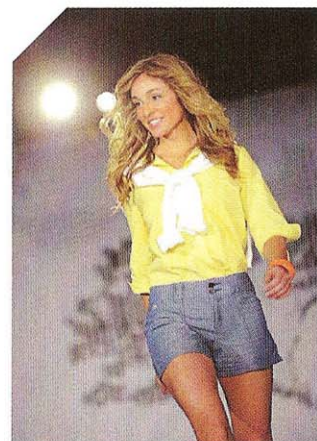


Gretta Kruesi takes in the beauty of her local beach in South Carolina. (Below) Kruesi models at a Lacoste fashion show.

riders, we look for good representatives for both the brand and the sport — it's not about how well they ride," says Nick Stuart, North American sales manager for Naish. "One of the things Gretta offers is comfort to new riders, especially women, which is very refreshing in a male-dominated sport."

But make no mistake, this feminine role model can ride and loves to push her boundaries. Kruesi is currently working on landing a raley to blind, and she recently kited a grueling two-day, 100-mile downwinder along the eastern seaboard's largest undeveloped stretch of coast.

"I really want to make



kiteboarding more mainstream, make it more accessible," says Kruesi. "I hope to prove to women that you can be the cute girl next door and still rip it up." (And yes, guys, she's single.)