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California Coastal Commission
North Coast District Office
45 Fremont Street, Suite 2000
San Francisco, CA 94105-2219

RE. Permit #: 2-15-1458-A1
Women's Division. Mavericks Competition

Dear Chair Kinsey, Honorable Commissioners, and Commission Staff,

Before I begin a letter of request and urgency, I would like to share my gratitude. In the last year, the California Coastal Commission has been a face of conservation and has taken a significant stance for public access to the coast—an issue that is also quite valuable to us surfers. So I thank you.

Now, as the prestigious contest, Titan's of Mavericks, has announced it's season, the California Coastal Commission has another chance to be on the right side of historical change. If not for change and improvement, why do we take the often thankless jobs in public service?

My name is Amanda Levett. I am the owner of The Vagabond's House, Boutique Inn & Spa in Carmel-by-the-Sea. I am the founder of Seeking Peaks, a water woman's global network. I am also proud to work as a coach for Surf Las Olas, Surf Safaris for Women, and as the head coach and developer of their newest intermediate camp, Surf Mas Olas. As a surfer, an instructor, and a business owner, I have a unique view on women in surfing that is not so tightly connected to the core surf industry. The members of Seeking Peaks and the guests of Surf Las Olas are not the typical "surf" market and do not respond positively to the objectification and sexualization of women that is so apparent in the surf industry's marketing. They are women matured beyond the dreams of beach bodies and backpacking. They are often beginners or intermediates and they are vocal about how male dominated this sport is.

Cartel Management recently boasted on Facebook that the Titans of Mavericks will be holding its first female heat this year. While some might see this as a boon for equality, I am not satisfied, as this does not scream parity as much as it says

window dressing or consolation prize. It falls short and reads closer to an attempt at placating us. Please don't misunderstand me. I am grateful and excited to watch tremendous female athletes compete. However, this does not reflect the requests of the Committee for Equity in Women's Surfing's proposal. The CEWS proposal is clear and is a much better reflection of equality. Therefore, I encourage the CCC to take each condition with reverence. The conditions are as follows:

- Cartel Management shall include an equal women's division for each year that the "Titans" event is held. An equitable division means, at very least, 2 qualifying heats for female competitors with the winners of the two heats advancing to a final heat to determine the overall women's champions of the event.
- Six women to compete in three heats in a women's division: two semi-finals and a final, with the inclusion of six women alternates.
- Judging criteria and heat formats shall be identical for both the men and women's divisions.
- The women's heats should be scheduled for the time of day that will best showcase their surfing abilities.
- The prize money for the women's division shall be equal to the men's division.
- Cartel Management shall include at least one woman on the Committee 5, as the women need female representation.
 - This woman shall represent female competitors and shall be chosen by the female competitors. In the interest of transparency and in avoidance of conflict, this female should not be a competitor.
- Furthermore, women's divisions sequencing should be considered annually as the sport develops. Multi-year permits do not allow for growth and do not hold the competition accountable for those changes.

Women have been asking for equal recognition in and out of the water for years. A single heat proposal acts as a gesture, at best, and nefariously echo the excuses that thinly veil discrimination and devaluation, at worst. This said, I ask again that the CCC consider the potential that this proposal has for the future of equity for women in this sport. And I do thank you for your time. This was after all, a two page letter.

With Kind Regards,

Amanda Levett

Winterbanks LLC

Founder, Seeking Peaks

President, The Vagabond's House
