

The Great Surfboard Auction

By Tina Norris Fields

The first ever community surfboard auction was held at Johnny's Torch Riviera on Friday, August 14, 2026. The brainchild of a small group of community volunteers to benefit the Alden Firefighters Association, this novel event took off like wildfire when folks learned about it. Blank surfboards were donated by Jerry Pascoe and given out to businesses and individuals in the area to be decorated and returned for the auction. Deborah Pascoe and Jill Saarela decorated the restaurant in a summer beach theme. As the decorated boards came back in, they stood proudly on display, just waiting for the big day.

Jody Fielo, manager of Johnny's Torch Riviera, said they began with only 8 boards and ended up with 22, having run out of boards twice. One enterprising customer came in and traced a surfboard so he could cut one out on his own.

Friday night, Jody reports, all the boards sold and the bids were astonishing. One board sold for \$1,800, another for \$1,500, and another for \$1,200, while several more brought in over \$1,000 each. The total raised was over \$13,000. The proceeds will go to support the work of the Alden Firefighters Association, such as holiday food baskets for local families, Christmas giving trees, community dinners, and many forms of assistance for people in need.

This reporter asked if the event was successful enough to encourage another one next year. Jody said yes, they are already thinking up ideas for next year. She said "We have true heroes on the Firefighters Association as well as businesses and members of the community!"

It's all about the community, and that is this week's bright spot.



302 W Mile Rd, Kalkaska ★★★★★ 231-258-9178

Sales:
Monday 8 am - 8 pm
Tues-Fri 8 am - 6 pm
Sat 9 am - 3 pm
Sun CLOSED

Service & Parts:
Mon - Fri 7:30 am - 5:30 pm
Sat & Sun CLOSED

Since 1921
Chevrolet

VOICE
MOTOR SALES

www.voicemotors.com