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**Sent:** Thursday, 25 October 2007 2:36 p.m.  
**To:** [Trevor.McKewen@Fairfaxmedia.co.nz](mailto:Trevor.McKewen@Fairfaxmedia.co.nz)  
**Subject:** Endorsement

Dear Kiwi Surfers,

I've known Trevor McKewen for a damn long time. He was around on the local boardriding club scene on the Gold Coast as a prominent member of North End Boardriders in the 70s and early 80s right when the club scene here started to give real momentum to pro, amateur and lifestyle surfing. His brother Wayne (still one of the best backhanders at Kirra!) has and still is prominent in the Gold Coast surfing scene for over 30 years. The McKewens are a solid surfing family held in strong respect on the Goldie and elsewhere.

Trevor also started up the popular "Waves" column in our local newspaper and was to the forefront of promoting surfing in mainstream media in the late 1970s and then the 80s before he headed to NZ, his native country.

We've stayed in periodic contact since and I've watched Trevor's professional career with interest as he has headed an NRL club as a CEO, conducted major broadcasting and sponsorship deals on behalf of the All Blacks and now in his role as the Head of Sport for NZ's biggest media company, Fairfax Media.

Talking to him recently, it seems like Wayne has wooed him back into an interest in surfing.

Seems to be me you guys and girls in Kiwi-land have a great opportunity to get him on board.

I say go for it because your organisation will be better off for having Trevor!

Yours in surfing

Rabbit Batholomew

Former World Champion

President ASP International