



THOMAS J. LOCHTEFELD

CEO, WAVE LOCH AND WAVE HOUSE

Tom Lochtefeld is the founder and CEO of Wave Loch, the most successful “wave maker” in the world. As of 2014, his wave attractions are installed in over 200 installations in 35 countries. He is the inventor of the sheet wave attractions FlowRider® and FlowBarrel®, the Olympic destined Wave Loch SurfPool®, the global sport of Flowboarding®, and the Wave House® and Flow House® venues currently operating in 10 locations around the world. Mr. Lochtefeld has been featured in the *Wall Street Journal*, *FORBES*, *Men's Journal*, *Los Angeles Times*, *ESPN The Magazine*, *National Geographic*, and many trade and local publications. His inventions have been featured in two major motion pictures, music videos, the Discovery Channel, CBS Sports' College Championships, and MTV. He holds over 100 patents worldwide, and his inventions have set the bar and become the standard for all artificial waves.

Honing his skill at “Big Rock”, the California surf-trepeneur spent the first years of his life riding in the tube at this famous La Jolla surf break – and the rest of his life working to re-create that thrill and export it to the world.

Tom Lochtefeld is a native San Diegan who graduated from Mission Bay High School in 1970 and turned away from football scholarships at Stanford and UC Berkeley to attend UC San Diego – so that he could still surf. In 1974, he earned a B.S. in sociology with a minor in neurophysiology, and his J.D. in 1977 from the University of San Diego Law School. From there, he went to the University of Southern California as an M.B.A. candidate in taxation and was admitted to the California State Bar.

In 1979, Lochtefeld returned to San Diego to pursue real estate development in the Gaslamp Quarter. In 1981, he and Bryant L. Morris (developer of Seaport Village) co-founded the Raging Waters Theme Parks in San Dimas, CA, and Lochtefeld went on to independently develop and operate the San Jose, CA, and Salt Lake City, UT, parks for several years.

In 1987, Lochtefeld sold his interest in Raging Waters to continue his dream – to build the perfect wave machine. Recognizing that the technology was not ready to simulate a real deep-water wave experience, Lochtefeld had a vision of creating a surfing attraction that could fit in a space as big as a tennis court. He sold his home in La Jolla and invested three years in building a new kind of wave machine to prove it. In 1988, a patent application described “A wave-forming generator for generating inclined surfaces on a contained body of water.” Lochtefeld's new “sheet wave” flowed water over a stationary padded surface, re-creating the speed and challenge of ocean waves in an enclosed system measured in square feet, not acre feet.

Lochtefeld worked with Charles Sauerbier, Carl Ekstrom and others to model the wave using wave tanks at the Scripps Institute in La Jolla. The first Wave Loch FlowRider® opened at the Schlitterbahn, in Texas in 1991. In 1993, Lochtefeld built a larger, curling FlowBarrel® sheet wave at the Summerland resort in Bo, Norway. Throughout the 1990s, boardsport celebrities Kelly Slater, Terje Haakonsen, Tony Hawk and other world-class board-riders worked with Lochtefeld to figure out what



were the best boards and techniques to ride these sheet waves, and in doing so introduced the art, skill and sport of Flowboarding® to the world: a new boardsports discipline combining elements of surfing, snowboarding, and skateboarding. Early on, the FlowBarrel® was featured in the major motion picture *Escape From L.A.*, in a music video by internationally-known surf-rock band Midnight Oil for their song "Surf's Up Tonight", and premiered in *Surfer Magazine*. In 1999, Lochtefeld containerized his sheet wave: building a portable FlowBarrel® that was shipped around the world as the centerpiece of the SWATCH and Siemens Wave Tours. Aptly named 'Bruticus Maximus', this beast of a wave awed spectators in Florence, Munich, Vienna, Hanover, Long Beach, San Diego, Manila and Sydney.

Using the FlowBarrel®, as his focal point, Lochtefeld then began pursuing his dream to create a global network of retail, restaurant, recreation, and entertainment destination centers known as: "Wave House®". Wave House is a lifestyle entertainment venue that epitomizes the surfing culture: sand, music, sunshine, sunsets, barbecue and spirits, overlooking a man-made beach environment.

In 2001, Lochtefeld opened the first Wave House in Durban, South Africa, in the largest shopping center and concert event center on the African continent. Wave House South Africa launched the concept with a double FlowBarrel® called the D-Rex, and two FlowRiders in a business model that proved a huge success – and the model for more Wave Houses. In 2005, Wave House San Diego opened in Mission Beach, and within a year was the setting for MTV's Summer Series. Wave House Santiago, Chile, opened in 2008, immediately followed in 2009 by the fourth island in the Wave House archipelago in Singapore on Sentosa Island. In 2012, Wave House Mallorca, Spain, opened within its namesake hotel. Presently, two new indoor Wave House venues are under construction in Chongqing and Changchun, China.

As originally developed the FlowRider and FlowBarrel brought the taste of surfing to the masses. But being a die-hard surfer, Lochtefeld knew that flowriding was not real surfing, rather, it was a bridging technology to help him better understand the marketplace and allow time to perfect 'real' surf generating technology. Lochtefeld spent significant financial resources researching every conceivable avenue of surfable wave generation, e.g., hydraulics, mechanical plows, and boats. But it was advances in computing power that allowed Lochtefeld the vehicle to return to his ocean roots and replicate the perfect wave for paddle-in surfing. Now armed with rapid prototype wave simulations and sophisticated algorithmic controls, Lochtefeld solved issues of wave frequency, wave shape and the dampening of adverse secondary wave phenomena. Just like in the ocean, Lochtefeld used wind (pneumatics) for power, and the restorative force of gravity to create precisely formed periodic waves that shoal and break on surfing optimized reefs. The Wave Loch Surf Pool™ was born.

Realizing the magnitude of his new Surf Pool™ endeavor, in 2014 Lochtefeld sold his FlowRider sheet wave business to Whitewater West. But now with a clear horizon and a fresh set of waves at his command, Lochtefeld is focused, not only to 'wave the planet', but to also bring surfing to the Olympics by 2024.

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