



## A BIT ABOUT ME

I was born in Belgium, moved to Germany with my family, where I took pride in growing what can only be described as a nasty rats tail – which is simply an 80's footballers haircut before you get alarmed – and surfing found me when we moved to Tynemouth, a coastal town on the fringes of Newcastle in the North East of England. I was 10 years old at the time.

Surrounded by a fantastic little crew of friends I was quickly introduced to the joys of surfing and also the efficiencies of a sharp pair of scissors – the German wisp of hair in the nape of my neck never stood a chance in the company of real Geordies!

We really pushed each other in our small band of dedicated coldwater addicts, getting sage guidance from a talented crew of older surfers who were our inspiration. To be honest, the level of performance we reached up there in our remote urban beach outpost was pretty surprising, especially to us –and it has been the key surfing foundation for everything that has followed from there.

Since then I have kept surfing, got a degree in oceanography from Plymouth University, found the best wife in the world ( my wife... not someone else's..), had some amazing backers over the years in the form of O'Neill, RedBull, Vans, Addidas, Nixon, Swatch, Firewire, O&E, Alder, FCS, DHD boards and more, many of whom I still work closely with now. They enabled me to travel around the globe chasing good waves and contests, I even had a few wins along the way.

Alongside surfing I have also headed up the 'O'Neill Surf Academy' for several years all across Europe and coached some of the top European pro surfers during this time.

Recently I have managed to reproduce successfully and the fact that I have two beautiful kids still floors me on a daily basis, in the best possible way.

So I guess that's the story so far really.... I hope to see you in the waves.  
All the best, Sam.

## THE LAMIROY SURF ACACEMY

I set up the Lamiroy Surf Academy in 2012 with the aim of just doing something ...well, just doing something that feels right –to share my excitement and passion for surfing with as many people out there as possible.

I've been surfing for over 20 years now, when I was a kid growing up I often wished there was a place on the beach where I could hang out and get simple honest surfing advice from the best guys around, an introduction to what surfing was all about- it would have saved me many years of clueless fumbling around in the whitewater and many ill advised board purchases. As I started to improve I still felt that a few key tips would have helped sooooo much - which board to ride, how to stop my arms from flapping, why I did not go as fast as other surfers, that kind of thing. I felt embarrassed to ask the good guys and the advice given out freely by pretty average surfers was certainly a case of the blind leading the blind!

The most striking discovery I have made on my surfing journey so far is this; the very best of the best, the elite performers of our sport still need and want advice, the difference is that they are very discerning in whose advice they seek and privileged in the fact that they can afford to pay for the best advice available. Not only that, as a top professional surfer you get your pick of all the best equipment out there – wetsuits, fins and of course boards. Board manufactures across the planet are more than happy to feed you boards – try a board, don't like it – try a different one... keep trying, experimenting until you find that magic carpet! The structure and environment of the Academy has been built around this and my priviledge time spent on tour... I have seen too many surfers on the wrong board, wearing the wrong suit and making basic mistakes all of which is taking away from how much fun they could be having in the waves.... I want to change this, I want to help people surf better!

## NOTABLE RESULTS OVER THE YEARS INCLUDE:

- 5th in the world U21 in 95, pro juniors, France, narrowly losing out to Taj Burrow.
- British national student champion 3 years in a row in the mid nineties.
- British National open champion 2003/2006.
- Barbados Independence pro champion 2004.
- 16th in the world at 2006 ISA world games in Huntington, USA.
- British pro tour (UKPST) champion 2003 and 2007 (2nd in 2008).
- 2nd at 2012 English National Championship.