

La Jolla Kayak

Biography **MICHAEL & SHARON LUSCOMB** **Owners, La Jolla Kayak**

Michael Luscomb is the founder and current owner and operator of La Jolla Kayak, the premiere ocean exploration outfit in San Diego. Today, he and his wife Sharon continue to own and operate the La Jolla Shores-based business, which celebrated its fourteen year anniversary this past year.

As the owner and operator of the family business, Michael and Sharon have complete operational and directional responsibilities for the company including sales and marketing, development of new products and services, development of the company's policies and procedures, as well as management of a staff of 15 full- and part-time employees.

Michael originally started the business in the spring of 1994 after he and a friend went on a Zodiac boat tour. They enjoyed the tour so much and saw the potential of having a similar business in La Jolla. Because Zodiac boats ended up being too complicated for La Jolla Shores, they opted for what they felt was a better and safer option -- ocean kayaks. For the first year, La Jolla Kayak operated from a friend's garage and out of one of the local retailers in La Jolla Shores. The business proved to be promising enough and, by the spring of 1996, they opened their own shop at their current location in La Jolla Shores.

Michael's biggest fulfillment about owning his own kayak business is the satisfaction he receives from seeing their guests enjoying the kayak and ocean experience. "I absolutely love to see people come back to the shop after spending a couple of hours exploring the waters of La Jolla Cove and experiencing the marine life and natural beauty of our underwater world", said Luscomb. "It's so fun to provide residents and visitors alike with the opportunity to enjoy the beauty of our local waters. That's the best part of this business."

Prior to starting La Jolla Kayak, Michael spent the majority of his professional career in the restaurant industry. In addition to working part-time for the family business, Sharon has spent the past 13 years working for the San Diego Gas & Electric Company as a Principal Business Analyst in the Customer Services Business Planning department.

Michael is a second generation La Jollan and third generation San Diegan. He is the son of the late Rodney Luscomb, a former San Diego lifeguard who had the "Luscomb's Point" surf break dedicated to him and named after him in Sunset Cliffs. Sharon is a first generation, native La Jollan and attended La Jolla Country Day, Bishop's and La Jolla High. She is a graduate of the University of San Diego. Michael attended La Jolla Elementary, Muirlands, La Jolla High and the University of Arizona. Today, the Luscomb's reside in La Jolla. They have a nine-year-old daughter and are expecting their second child in June.

"This past year marked the 10th anniversary for La Jolla Kayak," added Luscomb. "When asked what the next ten years brings, I still see myself right here in La Jolla Shores operating La Jolla Kayak and continuing to provide guests with the vehicle for experiencing firsthand the beauty and adventure of our Southern California coastline."