

The Story Behind Maui's First And Only Downwind Shuttle Service - Maliko Shuttle

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MAUI, Hawaii - Downwind paddling is a core pillar of SIC's brand and beginnings. Starting with the [Bullet Series](#) and now with the more recent additions of the 2018 [Bayonet](#) and [RS](#), it has been part of our mission to deliver world-class downwind boards that allow people to enjoy the sport, competitively and recreationally. However even with the right gear, downwind runs can be difficult to coordinate for many paddlers. Enter Jaecey Suda, owner and operator of More Watertime on Maui.

More Watertime offers the [Maliko Shuttle](#), Maui's first and only downwind water sport shuttle service. Previously owned by former windsurfer Kelly Moore, Jaecey

bought the shuttle in December 2016 in an effort to expand the accessibility of downwind runs to water sports enthusiasts of all levels, while also reducing the carbon footprint of the paddle community. The shuttle is hugely popular on the island and is used by local paddlers as well as world-renowned ocean athletes throughout the year.



The shuttle services help to simplify the logistics of coast runs for individuals or groups (up to 14) by eliminating car drops and extra driving time. The shuttle operates daily by reservation and is open to all crafts, including SUP, OC1, OC2, surf ski, foil boards, windsurfers, kayakers and any other sport enthusiast wanting to explore downwind coast runs. They make it as easy as possible to get on the water quickly and safely, providing tie down straps for your board and stowing for your accessories (lakos, paddles etc.). All you have to do is show up, load your gear on the trailer, and hop on the shuttle.

Along with the shuttle services Jaecey offers, she has also been able to provide, with the help of Ralf, former owner of [Second Wind Sports](#) on Maui for 28 years, downwind guiding lessons for locals and traveling downwind enthusiasts. “My business partner, Ralf Sifford and I realize the need for paddle community efforts to continue to grow downwinding by providing services that will open up our north shore antics to qualified paddlers worldwide,” says Jaecey.

Jaecey first moved to Maui four years ago after an invitation from legendary board shaper and brand owner Jimmy Lewis to do a real downwinder. She arrived on the island as a newbie paddler wanting to learn how to downwind, and lucky for her she met the right people and was hooked on the sport fast. After having such a great experience with downwinding, she now wants to make it easier for others to get involved.



“Maui's North Shore paddling is logistically very difficult to navigate. In the four years that I have been here on Maui, I have been working to create a comprehensive, no nonsense program to simplify logistics for visiting paddlers, to provide instruction and share the safety and nuances required for safe Maliko runs that allow for the maximum participant take away possible. 16 months ago I bought the existing shuttle business and began the process of tying the pieces together for the programs I have been dreaming up and breaking down since my arrival,” Jaecey explains.

Over the past year, Jaecey and Ralf have been working with the local paddling community to improve their methodology. Together with financial support from industry partners SIC and SIC Maui Custom/Ding King, Jimmy Lewis, Second Wind Sports, Outrigger Zone Canoes, and product contributions from Quick Blade, Lock Rack US, and Dakine, More Watertime has been developing a fully integrated coaching system for downwind paddling.

“Our goal with this endeavor was to find a methodology and progression based coaching system to teach the sport in its entirety, assuring the downwind industry stays accessible and safe here on the North Shore,” says Jaecey.



All those efforts amounted to the first downwind guiding policies and procedures for the PSUPA (Professional Stand Up Paddle Association). [More Watertime](#) offers customizable programs for locals, clinics, and now, with help from local shops Second Wind Sports on the North Shore and 808 Boards in Napili, they are launching a lessons and guiding program for downwind surfing, with their main program being a comprehensive Maliko Readiness program. Through this program participants will first receive pre-visit homework to learn and practice downwind techniques and build up to the necessary fitness level, before arriving on Maui to apply their training in Maui downwind conditions. Jaecey and her team have been testing their program for over a year, optimizing their approach and even customizing equipment with additional safety features.

“When we initially set out to launch this program we felt we were going to run up against a lot of opposition and naysayers, however I am more than stoked to say that everyone in the industry over here has shown huge support for our programs. The manufacturers, innovators and pros agree that in order to keep the downwind industry alive and well, Maui paddlers need to continue to fuel the downwind stoke,” says Jaecey.



Their efforts stem not only from a desire to draw people in to experience these iconic runs, but also to help grow a sustainable future for downwinding on Maui. They do group shuttles for local and international paddlers as well as private shuttles for all the professional paddlers doing large clinics and 1-on-1 guiding. They also provide services for all major races on Maui, including the channel crossings. To have ridden the Maliko Shuttle and to have paddled their waters is truly a bragging right in itself.

“Ralf and I have a deep understanding of the cultural sensitivities that come with doing business in our community and realize the need for some homegrown efforts. Our new services are not only desired, but necessary to keep downwinding moving forward for qualified athletes and brands,” says Jaecey.

Downwind paddling requires specialized training and support, something that mostly competitive athletes and a small handful of paddlers have access to. With the launch of their new program, More Watertime hopes to expand this pool of participants by opening the door to downwind lessons in one of the world’s most sought-after downwind destinations.



“The community support, combined with the Maliko Shuttle being the glue that binds the Maliko Run and our lessons and guiding program we feel we will give the industry the boost it needs to thrive and will be able to better serve our business supporters while providing access to the world’s best downwind run. We will be providing pre-visit homework for our visiting participants and hope to engage Mainland and international SUP instructors to work with paddlers in their regions to prepare participants for their destination adventure,” says Jaecey.

SIC is a proud sponsor of More Watertime and the Maliko Shuttle and a dedicated supporter of their mission to help make it easier for people to experience these downwind runs. More Watertime will be announcing the official details of their new educational programs in the coming weeks. To learn more information or make

reservations, head to the [Maliko Shuttle Facebook page](#) or check out their [website here](#).

About More Watertime

More Watertime Maui ~ Maliko Shuttle is Maui's first and only downwind water sport shuttle service launched in January 2010, in an effort to expand the accessibility of downwind runs to water sports enthusiasts of all levels while reducing the carbon footprint of the paddle community. "Thanks for making Maliko more accessible for Maui paddlers. You've been a big part of why Maui paddling has been dominant in the state. Hats off and heartfelt appreciation for your Aloha and commitment. Small Business of the Year! Hands down Mahalo Nui Loa" ~ Tom Guerin

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