It's a sad day in Hermosa Beach. The AVP have found a way to get around the all "beaches are free" rule and are now ratcheting up the ticket prices to a hefty $20 a day to attend. Last year, when they started charging for the Huntington Beach Open, I commented "This may play in "the OC" but when it's time for Hermosa and Manhattan, there will be a backlash."

And there was.

Gone was the festive atmosphere, overnight it had become strangely... adult.

While there were still plenty of folks in attendance, the vibe was definitely jilted by this new source of revenue. I dig it. I believe that admission should be charged but it's a bit pricey for the average Joe with a family of four. Add in the fact that fan favorites, the #3 seed (Rachel Wacholder and Tyran Turner) and the #4 seed (Jen Boss and April Ross), have been playing in Europe for the last month to create some Olympic Buzz there is not a whole lotta reasons to show up. Also, Fox Sports is preventing live broadcasts in favor of week old delays.. there is no reason to hang in the local bars. There was nary a twenty-something to seen.

That said, it wasn't a bad little tourney. Since most of the women's events had been played on Thursday and Friday, only the top teams were available for the gainfully employed. The religiously underanked Triple J (Jenny Johnson-Jordan) and Annette Davis, stole a match away from Elaine Youngs and Nicole Branagh, which sealed the #2 fate in the semi finals. Predictable but fun.

T-J and Davis were later defeated by the unstoppable Misty May and Kerri Walsh primed to take Olympic Gold again. The social aspect of the beach wasn't as it usually is. Misty hid out in a strand-side apartment. Kerri, as always, was out and about cheering on her husband, Casey Jennings. As the only AVP star hanging out she was mobbed as usual signing autographs, conducting interviews and glad handing friends. She did it all with her trademark "6-feet of Sunshine" smile and 2 foot bag of ice on her troublesome shoulder.

So it was a good time to catch up on the gossip. I stopped by the Dig Magazine booth to renew my subscription and get some great swag. This time around it was an "Endless Summer"-style beach bag, shirt and hat. It's the Best SoCal Lifestyle magazine out there.

Misty has confirmed that she will be getting knocked up after the Olympics and will be taking a year off. This is great news and will shuffle up the ranks quite a bit. When the dynamic duo almost called it quitsville last year, the natural new pairings would be EY/Misty May and Kerri/ Rachel Wacholder. If Kerri comes back it will make for a an interesting hot sand shuffle. If Kerri decides to do the same thing, the beach is open.

And Rachel Wacholder is getting married this fall. Sorry Philip.