



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

BOARD OF DIRECTORS MEETING MINUTES

HARVEY WEST PARK CLUBHOUSE

325 EVERGREEN ST.

SANTA CRUZ, CA 95060

November 7 & 8, 2019

Thursday, November 7, 2019

- I. **Call to Order** - Meeting called to order by Mr. Humphreys at 9:08 AM
 - A. Pledge of Allegiance - Mr. Avila
 - B. Mrs. Bates introduced the Fire Chief and the Parks and Recreation Director Tony Elliot. A PSA video was shown produced by Santa Cruz Marine Safety.
 - C. **Motion** by Mr. Ragsdale that the elections for the Board of Directors be held after lunch.
Second: Mr. Allen
MPU.
 - D. Welcome and Introductions - Mr. Humphreys
 - E. Roll Call of Delegates and approval of minutes - Mr. Graham
Present was a quorum of 43 delegates.

Chapter	Number of Members	Possible Number of Delegates	Delegates Present	Proxies	Total Votes
California State	256	8	8	0	8
Capitola	6	2	2	0	2
Carpinteria	1	2	1	0	1
Coronado	8	2	2	0	2
Del Mar	6	2	0	0	0
Encinitas	7	2	0	0	0
Huntington Beach	154	6	6	0	6
Imperial Beach	5	2	1	0	1
Laguna Beach	111	5	0	0	0
Lake Mission Viejo	4	2	0	0	0
LA City	10	2	2	0	2
LA County Beaches	134	5	5	0	5
LA County Lakes	32	2	2	0	2
Long Beach	68	4	0	0	0
Newport Beach	51	4	4	0	4
OC LGs - C.O.L.A.	21	3	0	0	0
Oceanside	7	2	2	0	2
Pendleton Coast	9	2	0	0	0
Pismo Beach	0	0	0	0	0
Port Hueneme	6	2	0	0	0
San Clemente	45	3	3	0	3
San Diego	163	6	0	0	0
San Luis Obispo Co	3	2	0	0	0
Santa Barbara City	21	3	2	1	3

Santa Barb Co - Campus Pt	13	2	2	0	2
Santa Cruz	49	3	3	0	3
Santa Monica HP	1	2	0	0	0
Seal Beach	12	2	0	0	0
Solana Beach	14	2	1	0	1
Tucson, AZ	1	2	0	0	0
Ventura County	7	2	0	0	0
Ventura County Harbor Patrol	2	2	1	1	2
Independent/Unaffiliated	0	0	0	0	0

Motion by Mr. Gray to approve the minutes of the meeting from Dana Point, April 11 & 12, 2019
Second by Mr. Gipti.

MPU

II. Officer's Reports

- A. President - Mr. Humphreys
 Mr. Humphreys spoke about the report, including USLA relations, international travel, The John Wayne Cancer Foundation and the Block the Blaze campaign. He thanked the board, including chairs and executive board members.

- B. Vice President - Mrs. Avila
 Mr. Avila spoke about the USLA delegate count and thanked the board for their hard work. He spoke about the managerial position with the youth national team and the personalized license plate. He thanked Mr. Sandler for his work on the project.

- C. Secretary - Mr. Graham - No report

- D. Treasurer - Mr. Allen
 Mr. Allen spoke about the breakdown of funds and the USLA formula for splitting membership monies. Mr. Humphreys thanked Mr. Allen for his time and effort, and spoke in more detail about the budget. Mr. Moore asked about the credit card surcharge for membership. Mr. Allen shed light on the question. Mr. Moore then spoke about the revenue from USLA being possibly used to supplement the travel of the regional delegates.

- E. Past President/Advisor - Mr. Beuerlein

Mr. Beuerlein addressed the board about his work on USLA related issues. He then reviewed the report that he delivered to [USLA about membership](#). He spoke about USLA-NJ, Project Wipeout, advising the USLA president, and the regional championships. He then spoke about the new fire district in Santa Cruz (Central Fire and Aptos). Mr. Moore and Mr. Richardson posed questions about USLA – NJ, which Mr. Beuerlein answered.

- F. [1st Executive Delegate](#) - Mr. Silvestri
Mr. Silvestri spoke about attending EB meetings, the regional championships, the SoCal Paddle Down, training information and starting pay rates. He spoke about having younger permanent lifeguards step up and lead in CSLSA.
- G. 2nd Executive Delegate - Mr. Butki
- H. Mr. Butki asked to save his comments for his time speaking as the chair of sport.
- I. [3rd Executive Delegate](#) - Mr. Etnyre
- J. Mr. Etnyre spoke about his contributions to the association and detailed a possible way forward for the submission of reports using templates. He let the board know that he intends to run for treasurer.
- K. [4th Executive Delegate](#) - Mr. Hughes
Mr. Hughes spoke about the newsletter. He mentioned that we have a large number of advertisements this year.

III. Committee Reports

- A. Bylaws/Policies & Procedure - Mr. Graham - No report
- B. [Certification](#) - Mr. Lombardi
Mr. Beuerlein delivered the report on behalf of Mr. Lombardi.
- C. [Lifesaving Sport and Fitness](#) - Mr. Butki.
Mr. Butki gave a summary of the sport news. He spoke about the regional and national championships.
- D. [Exchanges](#) - Ms. Schwene & Mr. Fiamengo
Ms. Schwene spoke about the exchange and introduced the delegates to New Zealand, who are Sierra Page and Wyatt Muller.
- E. Grants - Mr. Busatto & Mr. Etnyre - No report.
- F. [Junior Lifeguards](#) - Mr. Egan & Mr. Graham
Mr. Egan spoke about the regional championships and the expenditures over the past six months.
- G. Legislation - Mr. Sandler – No report
- H. Membership - Mrs. Graham & Ms. Schwene
Mrs. Graham spoke about the drop in membership numbers and about regionals, as well as the overall budget. Mr. Moore asked about the cost share with USLA.
- I. [Newsletter](#) - Mr. Hughes
Mr. Hughes spoke previously during the 4th delegate, and at that time included comments about the newsletter. Mr. Humphreys thanked Mr. Hughes for his work.
- J. Professional Standards - Mr. Gipti - No Report
- K. [Public Education](#) - Mr. Silvestri
Mr. Silvestri spoke about his Public Service Announcement project. He reviewed the educational conferences and regional lifeguard advisory committees. He spoke about the studies that are on the horizon at the local universities.
- L. Public Relations - Ms. Jackson
Ms. Jackson spoke about the branding of the message and getting others involved. She spoke about the website and improvements that she sees as necessary.

M. [Social Media](#)

Ms. Page spoke about posting on the platforms. She asked for volunteers and thanked Mr. Butki.

N. [Special Awards and Presentations](#) Mr. Richardson

Mr. Richardson spoke about the nominations for special awards.

O. [Statistics](#) - Mr. Burton

Mr. Burton thanked everyone for submission of the statistics for 2018.

P. Training & Operations - Mr. Barnes - No delegate present and no report.

Q. [Ways and Means](#) - Mr. Allen

There was discussion about the best time to have the committee meeting.

Motion by Mr. Moore to start the regular meeting Friday at 0930, with the Ways and Means committee starting at 0830.

Second: Mrs. Graham.

MPU.

R. [Website](#) - Mr. Etnyre

Mr. Etnyre spoke about concerns that the committee chairs have about the website. He mentioned that website updates are usually quick to accomplish.

IV. Award Presentations

V. Election of the CSLSA Board of Directors for 2020-2021:

- President: Bill Humphreys
- Vice-president: Gus Avila
- Secretary: Leslie Schwene
- Advisor: Michael Beuerlein
- Treasurer: Bryan Etnyre
- 1st Delegate: Jay Butki
- 2nd Delegate: Casey Graham
- 3rd Delegate: Mark Allen
- 4th Delegate: Jim Hughes

VI. Committee Workshops (as directed)

(Meeting was recessed at approximately 5:00 PM and will reconvene on Friday, November 08, 2019 at 0930, with the Ways and Means committee to meet at 0830).

Friday, November 8, 2019

VII. Committee Reports from Workshops

A. Bylaws/Policies & Procedure - Mr. Graham

B. Mr. Richardson read and explained the changes to Policies and Procedures manual.

Motion by Mr. Egan to accept the changes.

Second by Mr. Silvestri.

MPU.

C. Certification - Mr. Lombardi - No report

D. Lifesaving Sport and Fitness - Mr. Butki

Mr. Butki reviewed his committee meeting.

E. Exchanges - Ms. Schwene & Mr. Fiamengo - no report.

F. Grants - Mr. Busatto & Mr. Etnyre – no report

G. Junior Lifeguards - Mr. Egan & Mr. Graham

- Mr. Egan spoke about the committee meeting.
- H. Legislation - Mr. Sandler – no report
 - I. [Membership](#) - Mrs. Graham & Ms. Schwene
Ms. Schwene spoke about the committee meeting.
 - J. Newsletter - Mr. Hughes
Mr. Hughes spoke about the newsletter and apologized for accidentally omitting the story written by Mr. Carey about Justin Meek, the Coronado lifeguard who lost his life in the Borderline Bar and Grill tragedy.
 - K. [Professional Standards](#) - Mr. Gipti
Mr. Gipti spoke about a questionnaire that will be sent to chiefs.
 - L. [Public Education](#) - Mr. Silvestri
Mr. Silvestri spoke about the committee meeting.
 - M. Public Relations - Ms. Jackson
Ms. Jackson spoke about her committee meeting.
 - N. Special Awards and Presentations- Mr. Richardson
Mr. Richardson reviewed the submissions and the committee approved them.
 - O. Statistics - Mr. Burton – no report
 - P. Training & Operations - Mr. Barnes – no report
 - Q. Ways and Means - Mr. Allen
Mr. Allen presented a budget. Discussion ensued and Mr. Moore asked about the John Wayne Cancer Foundation donation.
Motion by Mr. Butki to allocate \$4000 to the Public Education committee and \$1000 to general fund.
Motion died for lack of a second.
 - R. [Website](#) - Mr. Etnyre
Mr. Etnyre spoke about the committee meeting.

VIII. Old Business

- A. Website.
No comments as website discussion took place previously in the meeting.
- B. 2019 CSLSA Regional Championships
No comments as regionals discussion took place previously in the meeting
- C. 2019 USLA National Championships
No comments as regionals discussion took place previously in the meeting
- D. Committee Guidance Documents
Mr. Humphreys reminded the board of the importance of these documents
- E. California Marine Safety Chiefs Association Update
Mr. Carey spoke about the meeting that was held in Ventura. Cliff collapse, certification, and USLA relations were covered in the meeting.

IX. New Business

- A. Board Elections
The 2020-2021 CSLSA Board of Directors elections took place on Thursday.
- B. 2020 CSLSA Regional Championships
Mrs. Silva spoke about the plans to host the championship again in Carpinteria. She took comments and suggestions from the board.
- C. 2020 USLA National Championships

Mr. Butki spoke about the championships to be held in South Padre Island, Texas.

D. [2020 Budget](#)

Motion to approve the budget by Mrs. Graham

Second: Mr. Ragsdale.

MPU.

Motion by Mr. Allen to give 20% of JG registration to Pub Ed.

Motion died for lack of a second

Mr. Moore spoke about the budget and offered suggestions.

X. Future Meetings

A. CSLSA Meetings Dates & Locations

1. Spring 2020

a. Location: TBD. Castaic April 2 and 3.

b. Dates: TBD.

2. Fall 2020 October 8 and 9 (Encinitas) with San Clemente as a backup

a. Location: TBD.

b. Dates: TBD.

B. USLA Meeting Dates & Location

1. Fall 2019

a. Location: Pacific Islands Region - Kauai, HI

b. Dates: December 4 - 7, 2019

2. Spring 2020

a. Location: TBD. April 22-25 mid-Atlantic region.

b. Dates: April, 2020

XI. Privilege of the Chair - Mr. Humphreys

Mr. Humphreys thanked the board for a productive meeting and spoke about recently departed members of our community: Don Rohrer and Justin Meek.

XII. Adjournment

Motion by Mr. Hughes to adjourn the meeting in memory of Justin Meek.

Second: by Mr. Carey.

The time was 11:51 am.



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

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World Wide Web: www.cslsa.org

TO: CSLSA Board of Directors
FROM: Bill Humphreys
DATE: November 5, 2019
SUBJECT: President's Report

Introduction

Welcome and thanks to everyone here today. A special thanks to our hosts, the Santa Cruz Surf Lifesaving Association, Fire Department and the Parks and Recreation Department for hosting the meeting and thanks to all of the sponsors present.

Recent Activities

Since our last Board of Director's meeting, a lot has taken place with both the CSLSA and the USLA. Thanks once again to the volunteers who continue to work so hard on behalf of the CSLSA. Following is a brief overview of are some of the activities that you all have helped make successful:

- **Spring 2019** – Our CSLSA Executive Board attended the USLA Board of Director's meeting in San Antonio, Texas. You'll hear more about the meeting as we go through various reports. At that meeting, the CSLSA was successful in proposing and obtaining approval for a change to the member-to-delegate ratio. The result is that we will now have an additional vote at the USLA meetings. This is a move in the right direction to ensure our members are fairly represented on a national basis. It was a long journey and my thanks go out to everyone who assisted in getting this passed, including the other regions who supported this change.
- **Regional Competition** – Our CSLSA Regional Lifeguard and Junior Lifeguard competition went very well and was held in Carpinteria. We had over 200 adults and 700 juniors competing – along with thousands of parents and supporters. Congratulations to California State Parks for the win in the "A" division and Laguna Beach for winning in the "B" division. Our thanks go out to all of the volunteers, parents, CSLSA members, chairmen, and executive board members who helped make this event so successful.
- **Committee Guidance Document** – As you know, one of my goals has been to develop a guidance document for committee chairs and members as a resource, focusing on committee goals, tips, and resources. We've made a lot of progress, but there's still more to do. If you have not submitted your committee's

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information, please do so along with your reports. If you need assistance, please let me know.

- ***National Competition*** - This year, the Los Angeles County chapter took home first prize at the USLA Nationals in Virginia Beach. Congratulations to LA County.
- ***International Competition*** – Our region was well represented this year at the 2019 International Surf Rescue Challenge (ISRC), held in Durbin, South Africa. We had four competitors from our region in the adult division: Kelsey Cummings, Jenna Solberg, Hayden Hemmens, and Hunter Hay. They represented us well along with Joji Abasolo who was on staff. Two of the Youth National Team coaches came from not only our region but our own Executive Board: Casey Graham and Gus Avila. We also had eight athletes on the Youth National Team: Raylene Allen, Sydney Brouwer, Katelyn Nimsky, Maiken Pardon, Danny Gonzalez, Jake Graessle, Parris Mosteller, and Daniel Schwedock. Congratulations to all of the athletes and coaches for representing the Southwest Region of the USLA (CSLSA)!
- ***International Relations & Drowning Prevention*** – Along with the ISRC, Durbin was also the host of the World Conference on Drowning Prevention. Renae Jackson and Leslie Schwene, both from our region, were honored as presenters. Congratulations to both of you!
- ***John Wayne Cancer Foundation & Block the Blaze*** – John Wayne Cancer Foundation once again supported our organization with a generous donation of \$5,000. This will go towards a public education Public Service Announcement focused on rip currents. You can read more about this in the Public Education committee reports online. Thank you once again to John Wayne for your support.
- ***SoCal Paddle Down*** – As a way of promoting the importance of sunscreen and skin exams, the CSLSA has partnered with the John Wayne Cancer Foundation again for the annual SoCal Paddle Down. This year the event went from the south to north (paddle up) and was the first year to go the full distance from the Mexican Border to Gaviota. This event had great publicity which was the goal – heighten awareness of this important cause. Congratulations to everyone involved. Thanks to Mike Silvestri and Adam Sandler for promoting the cause and LA County for the amazing video they produced.

Executive Board

As you may know, this is an election meeting. It has been my honor to serve you for the past two years. I am planning on running again, so if I happen to be elected, I would humbly continue to serve you and the organization in any way I can. My goal has been to help us stay focused on our primary mission of saving lives through public

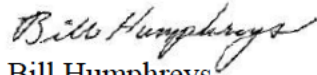
President's Report Page 3

education, prevention, and training for lifeguards. What has made this so special, has been the opportunity to work with so many men and women dedicated to our noble profession. As such, I'd like to thank each of you – from the Board of Directors (everyone in this room) to Committee Chairs and members, and finally, to our Executive Board members. Thank you for your hard work, your dedication, and your friendship.

Conclusion

As we go forward with the business of the organization, let's keep in mind what our overall goal is for being here – to help save lives! We do this in a variety of ways such as through public education, advancing professional lifesaving standards, recognition of heroic acts, and through the promotion of physical fitness. In that spirit, and in honor and memory of Retired Chief Don Rohrer, let's take some giant steps towards meeting these goals today.

Thank you.



Bill Humphreys
President, California Surf Lifesaving Association



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Gustavo S. Avila, Esq.
DATE: November 7, 2019
SUBJECT: Vice President's Report

Since our previous meeting, the following has taken place:

I attended the USLA Board of Directors Meeting in San Antonio, Texas.

While at the meeting, I attended and participated in the following Committee meetings: Lifesaving Sport, Special Awards, Junior Lifeguards, Memberships and Executive Committees. I also participated in the open discussion regarding the Delegate Count. The overall outcome was an increase in the number of delegates allotted for a few Regions. I also was interviewed by the USLA National Team Selection Staff regarding my interest in the position of Youth national Team Manager. I was later offered the same position.

I have received and reviewed a number of emails regarding various issues that required Executive Board attention.

The subjects have included: Email discussions regarding National Team Staff, as well as an EVote regarding the same. I also participated in the discussion regarding the proposed USLA agreements with various sponsors. I reviewed an email from Adam Sandler, as there was an issue regarding the submission of a photo for the art work to be used on the proposed Vanity Plates, and as to the ownership of the artwork by a State employee. I exchanged emails with State Park Superintendant Justin Mc Henry. Last week I received an email stating that the California State Parks was willing to allow the CSLSA to use the proposed art work, pending submission of a signed agreement and providing them with a copy of the artwork in our application packet. President Humphreys has informed me that he would have the signed paperwork at this meeting.

As reported by President Humphreys, Bill Richardson and Bob Moore will be in charge of preparing the proposed Guidance Documents for all of the Committees.

LIFESAVING SPORT

I prepared the Host agreement and the Athlete Waiver for our Regionals.

Due to a conflict, I did not attend the Regional Championships.

During the 4th of July weekend, it was announced that I was approved to return as the Youth (U19) National Team Manager for the USLA.

I attended the USLA Nationals in Virginia Beach. It appeared that the number of athletes participating was less than in 2018. Along with Head, Coach Casey Graham, and Assistant Coach, Alan Holt, we watched the Junior Guard competition and evaluated the athletes for possible selection to the USA Lifesaving Youth National Team for 2019. Once the team was selected, I helped prepare for the International Surf Rescue Challenge in Durban, South Africa. The trip required that we be out of the country from September 24 through October 4.

At the closing ceremony I made a presentation regarding ISRC 2021, which will be held in Daytona Beach, Florida. I am currently preparing an announcement for the USLA to post regarding the open application period for the U19 High Performance Squad.

I was asked and agreed to be a part of a small staff that is going to Costa Rica next week to provide a class in the use of Rescue Boards.

ADDITIONAL ACTIVITES

I have reviewed numerous emails, including the proposal and agreement regarding the Public Service Announcement that Mike Silvestre has been working on.

Due to very timely postings, we were able to keep up with the Paddle Down.

Bill Richardson kept us updated on Special Awards.

I reviewed a request and proposal from the Junior Guard Committee regarding JG Grant proposals.

Respectfully submitted,

Gustavo S. Avila, Esq.
CSLSA Vice President



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

Fall 2019 CSLSA BOD Meeting
Treasurer Report 11/7/19

William J. Humphreys Jr.
President

Gustavo S. Avila
Vice President

Casey T. Graham
Secretary

Mark D. Allen
Treasurer

Michael A. Beurtein
Past President/Advisor

Michael G. Silvestri
First Executive Delegate

Jay M. Butki
Second Executive Delegate

Bryan R. Etnyre
Third Executive Delegate

James A. Hughes
Fourth Executive Delegate

Attached are the current year's Balance Sheet and Profit and Loss Statements. The CSLSA's current income for the 19/20 membership year is currently below 2018 and has been showing a decline looking at our 5 year average. I am awaiting final numbers for JG and Professional Membership but currently our 2019 deposits include:
Annual Membership (Junior and Professional) \$20,796.00
Regional Lifeguard Comp (Junior and Professional) \$14,746.15
Interest: \$4.50
For a total of \$35,546.65

Utilizing our Zero Based budget model we will need to cut the annual budgets of several sub accounts to have an appropriate budget for 2020. If you are involved with the following Committees; Junior Lifeguards, Lifesaving Sport, Executive Board, Exchange Committee, Public Education and Public Relations, I would strongly suggest you attend the Ways and Means committee meeting this afternoon or tomorrow morning to participate in the budget discussion.

Also, after several discussions about some possible solutions to our decline in Membership I would recommend for discussion at the Membership committee:

- USLA / CSLSA membership dues 1/3-2/3 split (\$10-\$20) instead of 50%-50% (\$15-\$15)

Reasons for this change include: Regions are responsible for sending 40-50 Officers to the two USLA meetings a year requiring a large travel budget (USLA sends 8-10 Officers to same meetings).

- USLA could pay for membership kits out of their 50% of membership fees.

- Agency Membership, Annual dues (\$1000 large agency, \$500 small Agency) With the drop off of junior members in the Southwest Region JG programs this would augment our annual budgets moving forward.

Lastly, due to the intricacies involved with the CSLSA Treasures position, I will not be seeking re-election for this position.

Thank you for letting me be of service. Lifeguards for Life!

Respectfully,
Mark Allen
CSLSA Treasurer

California Surf Lifesaving Association			
Proposed Budget			
January through December 2020			
		5 Yr. Ave. (14-18)	Budget
Income			
	Events	\$ 9,815.71	\$ -
	Donation Received	\$ 2,790.35	
	Interest	\$ 12.71	\$ -
	Lifesaving Sport Registration	\$ 15,041.85	
	Lifesaving Sport Reg. - Adult		\$ 9,270.00
	Lifesaving Sport Reg. - Junior		\$ 7,536.00
	Member Dues USLA - Total	\$ 35,934.60	
	Member Dues USLA - Adult		\$ 18,000.00
	Member Dues USLA - Juniors		\$ 4,000.00
	Officer Travel Inflows	\$ 48.77	\$ -
	Events Banquet	\$ -	\$ -
	Sponsorship	\$ -	\$ -
	Royalties	\$ 168.00	\$ -
	Total Income	\$ 63,812.00	\$ 38,806.00
Expense			
	Donation Given	\$ 2,700.00	\$ -
	Exchange Committee	\$ 1,397.13	\$ 1,000.00
	Executive Board	\$ 757.94	\$ 800.00
	Insurance	\$ 5,177.20	\$ 5,136.96
	Junior Lifeguards	\$ 7,531.56	\$ 4,000.00
	Lifesaving Sport	\$ 9,490.02	\$ 7,300.00
	Magazine	\$ 515.02	\$ 500.00
	Membership Committee	\$ 4,679.43	\$ 5,000.00
	Office Supplies	\$ 168.49	\$ 300.00
	Professional Fees	\$ 593.00	\$ 650.00
	Public Education	\$ 1,358.84	\$ 1,000.00
	Public Relations	\$ 200.00	\$ -
	Reconcilile Discrepancies	\$ 337.80	\$ -
	Special Awards & Presentations	\$ 404.30	\$ 400.00
	Travel & Meetings (6 Delegates)	\$ 20,168.49	\$ 12,360.00
	Website	\$ 2,092.68	\$ 1,500.00
	Total Expense	\$ 57,571.89	\$ 39,946.96

California Surf Lifesaving Association

BUDGET OVERVIEW: FY_2019 - FY19 P&L

January - December 2019

	TOTAL
Income	
Total Income	
GROSS PROFIT	\$0.00
Expenses	
Exchange Committee	1,800.00
Executive Board	
Meetings	500.00
Total Executive Board	500.00
Insurance	5,050.00
Junior Lifeguards	7,500.00
Lifesaving Sport	10,000.00
Magazine	1,000.00
Membership Committee	6,000.00
Membership Payments	12,000.00
Office Supplies	100.00
Professional Fees	600.00
Tax Filings	50.00
Total Professional Fees	650.00
Public Education	1,500.00
Public Relations	1,000.00
Special Awards & Presentations	400.00
Travel & Meetings	25,000.00
Meeting Registration	2,000.00
Total Travel & Meetings	27,000.00
Website	2,000.00
Total Expenses	\$76,500.00
NET OPERATING INCOME	\$ -76,500.00
NET INCOME	\$ -76,500.00

California Surf Lifesaving Association

BALANCE SHEET

As of November 4, 2019

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Bank of America Business Advantage Select Savings	15,623.11
Bank of America Checking	33,325.07
Smith Barney Money Market	0.00
Total Bank Accounts	\$48,948.18
Accounts Receivable	
Accounts Receivable	0.00
Total Accounts Receivable	\$0.00
Other Current Assets	
Uncategorized Asset	0.01
Total Other Current Assets	\$0.01
Total Current Assets	\$48,948.19
TOTAL ASSETS	\$48,948.19
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
Exchange Fund	-70.00
Junior Lifeguard Account	16,746.63
Lifesaving Sport Account	5,169.51
Public Education Fund	11,558.74
Total Long-Term Liabilities	\$33,404.88
Total Liabilities	\$33,404.88
Equity	
Opening Bal Equity	0.00
Unrestricted Net Assets	20,559.92
Net Income	-5,016.61
Total Equity	\$15,543.31
TOTAL LIABILITIES AND EQUITY	\$48,948.19

California Surf Lifesaving Association Profit and Loss Budget vs. Actual January through December 2014

	Jan - Dec '14	Budget	\$ Over Budget
Income			
Events	\$ 25,877.41	\$ 16,000.00	\$ 9,877.41
Donation Received	\$ -	\$ 500.00	\$ (500.00)
Interest	\$ 14.49	\$ 100.00	\$ (85.51)
Lifesaving Sport Registration	\$ 10,132.60	\$ 9,500.00	\$ 632.60
Member Dues	\$ 35,089.00	\$ 43,000.00	\$ (7,911.00)
Officer Travel Inflows	\$ -	\$ 400.00	\$ (400.00)
Royalties	\$ -	\$ 50.00	\$ (50.00)
Total Income	\$ 71,113.50	\$ 69,550.00	\$ 1,563.50
Expense			
Donation Given	\$ 500.00	\$ 200.00	\$ 300.00
Exchange Committee	\$ 1,256.36	\$ 1,800.00	\$ (543.64)
Executive Board	\$ 527.02	\$ 500.00	\$ 27.02
Insurance	\$ 4,668.00	\$ 4,500.00	\$ 168.00
Junior Lifeguards	\$ 8,178.00	\$ 10,000.00	\$ (1,822.00)
Lifesaving Sport	\$ 6,316.00	\$ 6,250.00	\$ 66.00
Magazine	\$ 314.68	\$ 300.00	\$ 14.68
Membership Committee	\$ 5,000.00	\$ 6,000.00	\$ (1,000.00)
Membership Payments	\$ 6,240.00	\$ 13,500.00	\$ (7,260.00)
Office Supplies	\$ 24.00	\$ 100.00	\$ (76.00)
Professional Fees	\$ 535.00	\$ 650.00	\$ (115.00)
Public Education	\$ 2,427.13	\$ 2,500.00	\$ (72.87)
Special Awards & Presentations	\$ 240.50	\$ 250.00	\$ (9.50)
Travel & Meetings	\$ 27,519.45	\$ 21,000.00	\$ 6,519.45
Website	\$ 162.45	\$ 2,000.00	\$ (1,837.55)
Total Expense	\$ 63,908.59	\$ 69,550.00	\$ (5,641.41)
Net Income	\$ 7,204.91	\$ -	\$ 7,204.91

California Surf Lifesaving Association Profit and Loss Budget vs. Actual January through December 2015

	Jan - Dec '15	Budget	\$ Over Budget
Income			
Donation Received	\$ -	\$ 500.00	\$ (500.00)
Interest	\$ 14.22	\$ 100.00	\$ (85.78)
Lifesaving Sport Registration	\$ 10,759.20	\$ 12,000.00	\$ (1,240.80)
Member Dues	\$ 34,568.00	\$ 43,000.00	\$ (8,432.00)
Officer Travel Inflows	\$ -	\$ 1,000.00	\$ (1,000.00)
Royalties	\$ -	\$ 50.00	\$ (50.00)
Total Income	\$ 45,341.42	\$ 56,650.00	\$ (11,308.58)
Expense			
Donation Given	\$ -	\$ 200.00	\$ (200.00)
Exchange Committee	\$ 1,629.55	\$ 1,800.00	\$ (170.45)
Executive Board	\$ 646.33	\$ 500.00	\$ 146.33
Insurance	\$ 5,225.00	\$ 4,500.00	\$ 725.00
Junior Lifeguards	\$ 6,698.00	\$ 10,000.00	\$ (3,302.00)
Lifesaving Sport	\$ 6,853.00	\$ 6,500.00	\$ 353.00
Magazine	\$ 600.33	\$ 500.00	\$ 100.33
Membership Committee	\$ 4,500.00	\$ 5,000.00	\$ (500.00)
Membership Payments	\$ 6,255.00	\$ 13,500.00	\$ (7,245.00)
Office Supplies	\$ 42.00	\$ 100.00	\$ (58.00)
Professional Fees	\$ 585.00	\$ 550.00	\$ 35.00
Public Education	\$ 1,994.45	\$ 2,250.00	\$ (255.55)
Special Awards & Presentations	\$ 211.98	\$ 250.00	\$ (38.02)
Travel & Meetings	\$ 13,450.54	\$ 9,000.00	\$ 4,450.54
Website	\$ 1,962.45	\$ 2,000.00	\$ (37.55)
Total Expense	\$ 50,653.63	\$ 56,650.00	\$ (5,996.37)
Net Income	\$ (5,312.21)	\$ -	\$ (5,312.21)

California Surf Lifesaving Association Profit and Loss Budget vs. Actual January through December 2016

	<u>Jan - Dec '16</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
Donation Received	\$ 5,125.86	\$ 500.00	\$ 4,625.86
Interest	\$ 12.26	\$ 75.00	\$ (62.74)
Lifesaving Sport Registration	\$ 20,530.95	\$ 12,000.00	\$ 8,530.95
Member Dues	\$ 41,540.00	\$ 43,500.00	\$ (1,960.00)
Officer Travel Inflows	\$ 243.85	\$ 500.00	\$ (256.15)
Royalties	\$ -	\$ 50.00	\$ (50.00)
Total Income	\$ 67,452.92	\$ 56,625.00	\$ 10,827.92
Expense			
Donation Given	\$ 5,500.00	\$ 100.00	\$ 5,400.00
Exchange Committee	\$ 1,482.00	\$ 1,800.00	\$ (318.00)
Executive Board	\$ 701.11	\$ 500.00	\$ 201.11
Insurance	\$ 5,298.00	\$ 5,225.00	\$ 73.00
Junior Lifeguards	\$ 5,880.00	\$ 10,000.00	\$ (4,120.00)
Lifesaving Sport	\$ 13,055.70	\$ 6,000.00	\$ 7,055.70
Magazine	\$ 342.64	\$ 500.00	\$ (157.36)
Membership Committee	\$ 4,530.00	\$ 5,000.00	\$ (470.00)
Membership Payments	\$ 11,865.00	\$ 12,000.00	\$ (135.00)
Office Supplies	\$ -	\$ 100.00	\$ (100.00)
Professional Fees	\$ 575.00	\$ 700.00	\$ (125.00)
Public Education	\$ 872.61	\$ 2,500.00	\$ (1,627.39)
Special Awards & Presentations	\$ 156.31	\$ 200.00	\$ (43.69)
Travel & Meetings	\$ 15,090.70	\$ 10,000.00	\$ 5,090.70
Website	\$ 2,064.45	\$ 2,000.00	\$ 64.45
Total Expense	\$ 67,413.52	\$ 56,625.00	\$ 10,788.52
Net Income	\$ 39.40	\$ -	\$ 39.40

California Surf Lifesaving Association Profit and Loss Budget vs. Actual January through December 2017

	Jan - Dec '17	Budget	\$ Over Budget
Income			
Donation Received	\$ 8,475.90	\$ 500.00	\$ 7,975.90
Interest	\$ 13.77	\$ 100.00	\$ (86.23)
Lifesaving Sport Registration	\$ 18,475.97	\$ 19,000.00	\$ (524.03)
Member Dues	\$ 40,981.00	\$ 41,500.00	\$ (519.00)
Officer Travel Inflows	\$ -	\$ 500.00	\$ (500.00)
Royalties			
Total Income	\$ 67,946.64	\$ 61,600.00	\$ 6,346.64
Expense			
Donation Given	\$ 7,500.00	\$ 100.00	\$ 7,400.00
Exchange Committee	\$ 1,670.55	\$ 1,800.00	\$ (129.45)
Executive Board	\$ 998.55	\$ 500.00	\$ 498.55
Insurance	\$ 5,298.00	\$ 5,300.00	\$ (2.00)
Junior Lifeguards	\$ 11,706.00	\$ 8,000.00	\$ 3,706.00
Lifesaving Sport	\$ 10,046.00	\$ 10,000.00	\$ 46.00
Magazine	\$ 480.89	\$ 500.00	\$ (19.11)
Membership Committee	\$ 7,020.51	\$ 6,000.00	\$ 1,020.51
Membership Payments	\$ 12,300.00	\$ 12,000.00	\$ 300.00
Office Supplies	\$ -	\$ 100.00	\$ (100.00)
Professional Fees	\$ 645.00	\$ 650.00	\$ (5.00)
Public Education	\$ 1,500.00	\$ 1,500.00	\$ -
Public Relations	\$ 1,000.00	\$ 1,000.00	\$ -
Special Awards & Presentations	\$ 1,028.62	\$ 150.00	\$ 878.62
Travel & Meetings	\$ 18,825.11	\$ 12,000.00	\$ 6,825.11
Website	\$ 3,644.55	\$ 2,000.00	\$ 1,644.55
Total Expense	\$ 83,663.78	\$ 61,600.00	\$ 22,063.78
Net Income	\$ (15,717.14)	\$ -	\$ (15,717.14)

California Surf Lifesaving Association Profit and Loss Budget vs. Actual January through December 2018

	<u>Jan - Dec '18</u>	<u>Budget</u>	<u>\$ Over Budget</u>
Income			
Donation Received	\$ 350.00	\$ -	\$ 350.00
Interest	\$ 8.82	\$ 50.00	\$ (41.18)
Lifesaving Sport Registration	\$ 15,310.55	\$ 19,000.00	\$ (3,689.45)
Member Dues	\$ 27,495.00	\$ 41,500.00	\$ (14,005.00)
Officer Travel Inflows	\$ -	\$ 1,500.00	\$ (1,500.00)
Events Banquet	\$ -	\$ 500.00	\$ (500.00)
BOD	\$ 23,201.13	\$ 12,000.00	\$ 11,201.13
Sponsorship	\$ -	\$ 4,000.00	\$ (4,000.00)
Royalties	\$ 840.01	\$ -	\$ 840.01
Total Income	\$ 67,205.51	\$ 78,550.00	\$ (11,344.49)
Expense			
Donation Given	\$ -	\$ 100.00	\$ (100.00)
Exchange Committee	\$ 947.20	\$ 1,800.00	\$ (852.80)
Executive Board	\$ 916.68	\$ 500.00	\$ 416.68
Insurance	\$ 5,397.00	\$ 5,300.00	\$ 97.00
Junior Lifeguards	\$ 5,195.80	\$ 12,000.00	\$ (6,804.20)
Lifesaving Sport	\$ 11,179.38	\$ 10,000.00	\$ 1,179.38
Magazine	\$ 836.55	\$ 500.00	\$ 336.55
Membership Committee	\$ 2,346.62	\$ 6,000.00	\$ (3,653.38)
Membership Payments	\$ 4,125.00	\$ 12,000.00	\$ (7,875.00)
Office Supplies	\$ 776.44	\$ 100.00	\$ 676.44
Professional Fees	\$ 625.00	\$ 650.00	\$ (25.00)
Public Education	\$ -	\$ 1,500.00	\$ (1,500.00)
Public Relations	\$ -	\$ 1,000.00	\$ (1,000.00)
Reconcilile Discrepancies	\$ 1,688.99	\$ -	\$ 1,688.99
Special Awards & Presentations	\$ 384.11	\$ 150.00	\$ 234.11
Travel & Meetings	\$ 25,956.66	\$ 27,000.00	\$ (1,043.34)
Website	\$ 2,629.50	\$ 1,500.00	\$ 1,129.50
Total Expense	\$ 63,004.93	\$ 80,100.00	\$ (17,095.07)
Net Income	\$ 4,200.58	\$ (1,550.00)	\$ 5,750.58

California Surf Lifesaving Association Profit and Loss Budget vs. Actual January through December 2019

	Jan - Dec '19	Budget	\$ Over Budget
Income			
Donation Received	\$ -	\$ 400.00	\$ (400.00)
Interest	\$ -	\$ 50.00	\$ (50.00)
Lifesaving Sport Registration	\$ 14,160.00	\$ 19,000.00	\$ (4,840.00)
Member Dues	\$ 19,954.00	\$ 35,000.00	\$ (15,046.00)
Officer Travel Inflows	\$ -	\$ -	\$ -
Events Banquet	\$ -	\$ -	\$ -
BOD	\$ -	\$ -	\$ -
Sponsorship	\$ 5,000.00	\$ 5,000.00	\$ -
Royalties	\$ -	\$ -	\$ -
Total Income	\$ 39,114.00	\$ 59,450.00	\$ (20,336.00)
Expense			
Donation Given	\$ -	\$ -	\$ -
Exchange Committee	\$ 300.00	\$ 1,800.00	\$ (1,500.00)
Executive Board	\$ 427.35	\$ 500.00	\$ (72.65)
Insurance	\$ 5,037.00	\$ 5,300.00	\$ (263.00)
Junior Lifeguards	\$ 5,707.83	\$ 7,500.00	\$ (1,792.17)
Lifesaving Sport	\$ 1,312.49	\$ 10,000.00	\$ (8,687.51)
Magazine	\$ 489.72	\$ 1,000.00	\$ (510.28)
Membership Committee	\$ 5,985.00	\$ 6,000.00	\$ (15.00)
Membership Payments	\$ 7,110.00	\$ -	\$ 7,110.00
Office Supplies	\$ 415.32	\$ 100.00	\$ 315.32
Professional Fees	\$ 645.00	\$ 650.00	\$ (5.00)
Public Education	\$ 1,294.09	\$ 1,500.00	\$ (205.91)
Public Relations	\$ -	\$ 1,000.00	\$ (1,000.00)
Reconcilile Discrepancies	\$ -	\$ -	\$ -
Special Awards & Presentations	\$ 214.95	\$ 1,650.00	\$ (1,435.05)
Travel & Meetings	\$ 7,604.32	\$ 12,000.00	\$ (4,395.68)
Website	\$ 1,639.50	\$ 500.00	\$ 1,139.50
Total Expense	\$ 38,182.57	\$ 49,500.00	\$ (11,317.43)
Net Income	\$ 931.43	\$ 9,950.00	\$ (9,018.57)

California Surf Lifesaving Association
Proposed Budget
January through December 2020

	5 Yr. Ave. (14-18)	Budget
Income		
Events	\$ 13,113.71	\$ -
Donation Received	\$ 2,722.12	\$ -
Interest	\$ 3,073.06	\$ -
Lifesaving Sport Registration	\$ 17,478.74	\$ 15,000.00
Member Dues	\$ 30,435.60	\$ 22,000.00
Officer Travel Inflows	\$ 48.77	\$ -
Events Banquet	\$ -	\$ -
Sponsorship	\$ 840.01	\$ 5,000.00
Royalties	\$ 13,441.10	\$ -
Total Income	\$ 81,153.11	\$ 42,000.00
Expense		
Donation Given	\$ 2,889.44	\$ -
Exchange Committee	\$ 1,391.03	\$ 1,400.00
Executive Board	\$ 1,654.00	\$ 800.00
Insurance	\$ 5,136.96	\$ 5,136.96
Junior Lifeguards	\$ 8,728.28	\$ 4,000.00
Lifesaving Sport	\$ 7,421.45	\$ 7,300.00
Magazine	\$ 817.03	\$ 500.00
Membership Committee	\$ 5,035.10	\$ 5,000.00
Membership Payments	\$ 7,487.29	\$ -
Office Supplies	\$ 138.20	\$ 200.00
Professional Fees	\$ 468.00	\$ 650.00
Public Education	\$ 1,358.84	\$ 2,000.00
Public Relations	\$ 1,344.50	\$ 500.00
Reconcilile Discrepancies	\$ 384.11	\$ -
Special Awards & Presentations	\$ 5,518.81	\$ 1,000.00
Travel & Meetings	\$ 15,503.06	\$ 12,000.00
Website	\$ 14,167.77	\$ 1,500.00
Total Expense	\$ 79,443.86	\$ 41,986.96
Net Income	\$ 1,709.24	\$ 13.04



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: The CSLSA Board of Directors

FROM: Michael A. Beuerlein

DATE: November 7, 2019

SUBJECT: Past President's Report

USLA Vice-President Duties

As USLA Vice-President, I have had the opportunity to participate in a number of USLA Executive Committee actions, I have conferred with the USLA Executive Board on a variety of matters and I continue to assist the USLA President with various projects (i.e. reviewing the work of the USLA Executive Director, providing consultation and advice, etc.). I have been working with the Fundraising Project Group, and the Public Education, Certification, Membership, Bylaw and Heroic Act Committees.

At the last USLA Meeting, the USLA President asked me to report to the USLA Board of Directors in San Antonio on USLA's declining membership totals. I reviewed my 8-page report in the USLA Membership Committee meeting and would like to share the conclusion of the report with you now. I would also like to review the report recommendations with the CSLSA Membership Committee today.

Delegate Count

6 years and 11 USLA Meetings later, the Delegate Count has finally been improved. But who's counting? Hats off to the entire CSLSA Executive Board for a truly successful team effort. It would not have been possible if not for the efforts of every single CSLSA Executive Board Member. For the first time in a long time, we have some positive USLA news to report to CSLSA membership. Let's hope that this is not an isolated instance, but rather a sign of good things to come. Let's seize the moment and build on the momentum.

USLA-NJ

At the last USLA Meeting, after 4 years of negotiating with USLA-NJ, USLA signed an agreement to bring USLA-NJ under the USLA umbrella and into compliance with USLA certification standards. Unfortunately, I was recently informed that the Mid-Atlantic Region President, who signed the agreement with USLA, was not authorized to do so. So, USLA-NJ has informed USLA that the previously signed agreement is null and void. Therefore, the USLA President is conferring with USLA attorneys to determine the next course of action.

CSLSA Past President/Advisor

I continue to provide advise on a number of matters for the CSLSA President to consider.

Past-President's Report Page 2

Project Wipeout

On July 14th, I had the pleasure of representing CSLSA and USLA as a presenter at the 2019 Project Wipeout Lifeguard Conference. As many of you know, the conference drew a large in-person and video audience. The agenda was well organized and effectively addressed many pertinent lifesaving topics. At the end, I had the honor of presenting Kai Bond with the *Excellence in Lifesaving Award*.

Regionals

On July 27th, I joined many of you as an official at regionals. Later in the meeting, we will discuss if CSLSA wishes to return to Carpentaria for regionals in 2020. If so, I believe that we should address competitor awards, official radios, official uniforms, official lunches & restroom issues in the next host agreement.

Capitola

I am happy to report that Central Fire has followed through with all of their transition goals for Capitola Beach so far this year. They completed training for all 25 of their JG Instructors. This past summer, Central Fire Captain Scott Harway shadowed the Capitola JGI and Santa Cruz Marine Safety operations. Next summer, Central Fire is looking to provide operational oversight for the Capitola JG program and tower guard service. Negotiations between the City of Capitola and Central Fire are underway to accomplish this goal. Additionally, Central Fire is in the process of merging with Aptos La Selva Fire. Those two departments are combining efforts to form a new Marine Safety Division that will continue engine based rescue swimmers and mirror the excellent service provided by the Santa Cruz Marine Safety Division.

United States Lifesaving Association
Vice-President
Report on Declining USLA Membership

Date: April 25, 2019

Officer: Michael A. Beuerlein

INTRODUCTION

On February 12, 2019, the American Lifeguard Magazine Editor notified the USLA Executive Committee of a suspected 2,000 member decline in USLA membership from 2018 to 2019. As a result, the USLA President asked the USLA Vice-President to investigate USLA's declining membership totals and report the findings to the USLA Board of Directors in San Antonio. The investigation started with a spreadsheet, provided by the USLA Executive Director, breaking down each region's membership totals for each year from 2013 to 2018. The USLA Vice-President then requested that leadership from each region share reasons for membership declines in their respective regions. This report shares what regional leadership had to say and draws conclusions and makes recommendations based on that information. Hopefully, this report will assist the USLA Membership Committee in making recommendations to the USLA Board of Directors on strategies to not only curb current declines in membership, but also ultimately restore and increase future USLA membership.

COMMENTS FROM REGIONAL LEADERS

Great Lakes

- Professional Members (2016 - 42; 2018 - 24)
 - Associate Members (2016 - 8; 2018 - 0)
1. Back Yard Lifeguards (St. Louis) have decided to go in a different direction.
 2. Retirements have impacted Associated Members with some moving out of the region.

Gulf Coast

- Alumni Members (2015 - 5; 2018 - 1)
1. Lost 4 Alumni Members because they do not want to compete anymore.
 2. Normal "ebb and flow" for the GC Region.

Mid-Atlantic

- Associate Members (2016 - 19; 2018 - 6)
 - Junior Lifeguard Members (2017 - 1,266; 2018 - 1,032)
1. 50% of JG decline was the result of one agency withholding their membership as a result of a dispute over USLA certification. The problem has been resolved and the agency will be submitting JG membership this year.
 2. This summer, the MA Region will be making a concerted effort to increase JG and Professional membership.

New England

- Professional Members (2016 - 48; 2018 - 20)
 - Junior Lifeguard Members (2015 - 42; 2018 - 0)
1. Agencies see USLA certification as an insurmountable goal that they can't achieve.
 2. Individual members don't feel membership will gain them anything.
 3. The NE Region is working on getting new agencies to join by introducing them to agencies that have achieved USLA certification and showing them that certification is not as unattainable as they may think.
 4. The NE Region is continuing their discussions with lifeguards and is developing a new flyer to recruit more USLA members.
 5. The NE Region has 2 Open Water Lifeguard Management Academies planned that will include a segment on USLA membership.

Northwest

- Professional Members (2013 - 103; 2018 - 76)
 - Junior Lifeguard Members (2016 - 207; 2018 - 0)
 - Associate Members (2016 - 4; 2018 - 0)
1. The NW Region did not hold a regional competition in 2018. The region typically adds more members as a result of the regional competition.
 2. It has always been difficult to get seasonal lifeguards to see the benefit of USLA membership when they may only work 12 weeks during the summer.

Pacific Islands

- Professional Members (2013 - 214; 2018 - 69)
- Junior Lifeguard Members (2016 - 38; 2018 - 2)
- Associate Members (2016 - 10; 2018 - 0)

1. Change in leadership on Oahu, Maui and Hawaii Island. New personnel not familiar with USLA, other than the agency certification program. They don't really know enough to encourage the troops to join or budget for USLA membership for their employees.
2. Lifeguards on the beach do not recognize the benefit of USLA membership. Belonging to "the only organization of open water lifeguards that sets and maintains high standards of lifesaving" doesn't really resonate in the tower or on the beach.
3. There has been a drastic reduction in the number of Hawaiian competitors participating in Nationals during the past two years because traveling to the East Coast from Hawaii to compete is extremely expensive.
4. Politics, regionalism and maneuvering at the Board of Directors meetings is discouraging to membership.

South Atlantic

- Professional Members (2016 - 903; 2018 - 792)
 - Associate Members (2016 - 6; 2018 - 1)
1. Horry County had 251 members in 2016 and only 124 in 2018.
 2. Lack's Beach Service in Myrtle Beach had their USLA certification revoked in 2008, so they ceased membership. Their lifeguards started signing up members again in 2016. In September of 2016, USLA sent a letter to the Mayor of Myrtle Beach stating that Lack's lifeguard service failed to meet USLA standards. The Horry County numbers declined the next year.

Southeast Region

- Professional Members (2017 - 787; 2018 - 557)
 - Junior Lifeguard Members (2017 - 547; 2018 - 172)
 - Alumni Members (2015 - 48; 2018 - 39)
1. Florida is a "Right to Work" state. Therefore, union dues, professional associations, etc. cannot be imposed upon any employee. Therefore, SE Region membership is strictly comprised of those interested in the mission of USLA.
 2. As an example, USLA membership in the Miami Beach Chapter is down from over 100 to 36 since budget cuts no longer allow the department to pay for USLA membership for all the Full Time employees as has been done in the past.
 3. Competition is one of the main drawing cards for membership. When the National Lifeguard Championships are held in the SE Region, there is an increase in membership from the SE Region.
 4. The SE Region Executive Board is reviewing how to increase future USLA membership.

Southwest Region

- Professional Members (2015 - 1,347; 2018 - 1,013)
 - Junior Lifeguard Members (2013 - 7,524; 2018 - 1,448)
 - Associate Members (2016 - 32; 2018 - 9)
1. Lifeguards are not seeing the value of USLA membership. Part of the reason is we are not doing a good job of promoting the benefits. Benefits must appeal to end-users. For example, although we value USLA as an organization promoting professional lifesaving standards and beach safety education, a young lifeguard may not appreciate that; not enough to pay to join anyway. What they would appreciate is significant discounts and benefits of being a member. For example, it helps if USLA is offering exclusive discounts on items lifeguards use (fins, wetsuits, rashguards, sunglasses, watches, surfboards, binoculars, etc.). Savings from one purchase pays for the membership many times over. Partnering with companies, such as *HydroFlask*, even if USLA doesn't recoup a dime, adds value to membership. USLA would make more in membership dues this way than they'd make from cash deals and always requiring vendors, such as *HydroFlask*, to pay to give discounts.
 2. Many influential chapter leaders have been discouraged by what, at times, seems like a small group of regions that oppose the SW Region for seemingly no good cause. Some of the issues would have no impact on other regions. However, the negative impact on the perception of USLA has been huge on SW Region membership. As just one example, look at the previously proposed, approved in committee, but defeated on the floor, increase in the regional delegate count, based on representation proportionate to membership. This would not have increased the SW Region's ability to influence USLA at all. Other regions would have shared the same increase.

However, almost as bad as the proposal failing, was the way it failed. The motion was discussed and debated in committee, and passed nearly unanimously. Then, when it went to the floor, three people spoke in favor of the motion and no one from any region opposed it. But, when the vote was held, the motion failed. This sent a strong message and some of our members felt that there was behind-the-scene collaboration. Somehow, votes from committee members changed, but no one expressed the reasons or even debated on the floor, which is why we have discussion and open debate. Compounding this, no one had the courtesy to bring this to the attention of the SW region ahead of time, not even to say they had changed their mind.

3. Competitors are frustrated by many Lifesaving Sport and Fitness issues, including:
 - a. Cost of travel to the east coast for repeated national competitions,
 - b. Lack of clear policy for the selection of national team managers and coaches,
 - c. Lack of clear policy for the selection of national team competitors,
 - d. Late committee meeting agendas that do not allow all topics to be addressed, and
 - e. Late committee reports that do not always accurately reflect committee votes.

Lack of accountability for these ongoing issues negatively impacts membership totals.

4. When actions like the examples in #2 and #3 above are relayed back to local chapters, some of which are very large, the members and leadership get very discouraged. As a result, you can bet they impact USLA membership totals. Tie this to #1 above and you'll

see the compounding effect of dissatisfaction. The dissatisfaction could easily be overcome with proper focus on one of our fundamental missions, *to serve the membership*.

5. Around 2016, the Assistant City Manager for the City of San Clemente did not see the value in paying for Junior Lifeguard membership, despite being provided with an extensive list of benefits. As a result, the ACM did not approve the line-item budget for 800 members.
6. In 2017, the City of Newport Beach no longer saw the benefit of paying \$10 for each Junior Lifeguard. As a result, they stopped paying for their 1,400 Junior Lifeguard memberships. However, Newport Beach leadership mentioned that if USLA offered something similar to the \$2,000,000 liability insurance provided by the Boy Scouts of America, USLA membership would be an easier sell to their city officials. Liability insurance may help other programs, like San Clemente and Los Angeles County, justify USLA membership for their JG's.
7. Around 2013, Los Angeles County stopped paying for all their Junior Lifeguard memberships for reasons similar to those mentioned in #5 and #6 above. They had 2,400 members at that time. Today, they have 4,200 JG's. Approximately 500 of those JG's sign up for membership on the USLA website.

COMMENTS FROM USLA MEMBERSHIP COMMITTEE

(on declines in National, International and Unaffiliated Memberships)

- Professional Members (2013 - 18; 2018 - 3)
 - Junior Lifeguard Members (2017 - 99; 2018 - 4)
 - Alumni Members (2013 - 4; 2018 - 0)
1. The decline in international memberships may be due to not sending them the magazine anymore.
 2. The decline in national and unaffiliated memberships may be due to individuals changing employment or losing interest.

USLA JUNIOR LIFEGUARD COMMITTEE DISCUSSION

(from meeting in Delray Beach)

1. The major decline in JG membership is due to 3 large agencies discontinuing automatic JG membership as part of their program registration process.
2. The USLA JG Committee recommends focusing on improving the value of USLA membership to 4 audiences:
 - a. The JG Agency
 - b. The JG Member
 - c. The JG Member's Family
 - d. The JG Instructor
3. What is the value to the agency? How does an agency justify thousands of dollars for membership when the value does not appear to match the cost?

4. Magazines are outdated for children. Try to find a new avenue for content and information delivery. Children respond better to digital media rather than print media.
5. JG Instructors do not value USLA membership. Instructors need to see more value and benefits than just competition.
6. Develop a "Youth Protection Guidelines" similar to the Boy Scouts of America.
7. Look into corporate sponsorship for all USLA JG members to help agencies that can't sign up members due to restricted use of public funds or other firm barriers.
8. Establish a USLA JG scholarship program to appeal to parents and families.
9. Consider JG basic membership free of charge, which would not include participation in the national competition. JG basic membership would dramatically increase USLA's JG membership total, potentially making it more lucrative for sponsorship. JG basic members could still receive product discounts that may result in increased sales for sponsors. JG basic membership would also expose many more children to positive association with USLA. The increase in JG basic membership would also hopefully translate into a larger pool for professional membership in the future. Under this concept, JG's who wish to compete would pay for JG competition membership.

COMMENTS FROM USLA TREASURER

1. I think that understanding our membership numbers is complicated due to a number of issues.
2. Membership Year vs. Fiscal Year - The fiscal year for the USLA runs January 1 - December 31. However the membership year runs July 1 - June 30. This makes it challenging to report on, because matching the numbers is nearly impossible depending on when members sign up or are uploaded in bulk vs. when payment is received. For example, we entered 2019 with (2) outstanding invoices from regions for bulk uploads where the payment for those memberships were not received until 2019. One of those invoices was upwards of \$12,000+. Obviously when reporting on the budget, 2018's membership finances will appear deflated, while 2019's membership finances will appear inflated.
3. Working for an agency that offers various annual and seasonal memberships, I recommend discussing the pros and cons of having our memberships to run for 1 year from the time of purchase. I know based on past conversations this does present challenges, but reviewing why we are operating the way we are versus other options may be important.
4. In the numbers you pointed out for the South Atlantic, you state that the SA Region only had 792 in 2018, but according to the 2018 finances that numbers show 918. I don't know the reason for the discrepancy or the source, but I'm curious to know why. We receive membership revenue all year long.

I'm curious if we have tested running membership reports based on certain dates and what they would show. Is it possible that the 792 was based on a report that was run before all the uploads were completed?

I don't know. Perhaps we can find out.

5. I checked our numbers for the past 3 years. Below are the membership revenue totals.

2018	\$135,262 (\$153,863)
2017	\$154,739
2016	\$155,484

6. Note, if those 2 invoices for 2018 had been paid on time, 2018's total would have been **\$153,863**. This brings those numbers within a few hundred dollars of each other with a slight decline, but nothing substantial. Now in recent years, we have become better at following up on membership dues owed to the USLA by utilizing *QuickBooks*. So if we are doing better at getting the revenue owed, while at the same time numbers are dropping, then I can see how the membership totals in the budget are hovering around \$154,000. This only goes to show how difficult it is to pinpoint what is happening.

7. In the end we need to figure out our membership, what we are offering, how we are selling it and how is the data being collected.

CONCLUSION

USLA's professional and junior lifeguard membership totals have declined for a number of reasons, including:

1. Lack of perceived value to individual members,
2. Lack of perceived value to lifeguard agencies,
3. Some lifeguard managers and administrators are unaware of the benefit of USLA membership,
4. Lack of agency funding or corporate sponsorships for USLA memberships,
5. Disproportionate regional membership representation to the USLA Board of Directors, and
6. National Lifesaving Sport and Fitness issues.

In order to address these issues, USLA's Membership Committee, Junior Lifeguard Committee, Lifesaving Sport & Fitness Committee and Board of Directors will need to develop effective strategies. These strategies should be designed to increase real and perceived value to members and may need to vary among membership classifications. For example, junior lifeguard members may have different needs and wants vs. professional members.

Outreach and recruitment programs will need to feature benefits and incentives that potential members and agencies will value. Sponsorships and other funding sources will need to be implemented to increase membership. Policies will need to be improved to provide clarity, fairness and accountability for all members. Ultimately, USLA will have to utilize its many dedicated volunteers to encourage all members and regions to commit to reducing politics and regionalism, to embrace our common mission, in order to help our organization reach its true potential.

RECOMMENDATIONS TO STIMULATE USLA MEMBERSHIP GROWTH

1. Have the USLA Membership Committee review this report, determine which of these and other recommendations have merit, and develop strategies that can be implemented at the regional level.
2. Encourage all regions to develop strategies to increase USLA membership at the chapter level.
3. Encourage all regions to develop an agency outreach strategy that will educate agency leaders on the benefits of USLA membership.
4. Develop a new USLA recruitment flyer highlighting all membership benefits.
5. Develop better incentives, including discounts and corporate partnerships, to encourage seasonal lifeguards to join USLA.
6. Continue to develop additional certification programs that will benefit lifeguard agencies and increase the value of USLA membership.
7. Encourage the New Jersey Subcommittee of USLA Certification Committee to work cooperatively to effectively address certification and corresponding membership issues.
8. Provide incentive, such as more proportionate representation, for larger regions to expand their membership.
9. Develop a national sponsorship strategy to make it sustainable to rotate the USLA National Championships between coasts on an annual basis again.
10. Continue to improve the host agreement to make it sustainable to rotate the USLA National Championships between coasts on an annual basis again.
11. Improve USLA policies to make the selection of national team athletes, managers and coaches more clearly defined.
12. Seek compliance with the USLA Policy III-I: Officers, Committee Chair and Regional Reports regarding posting time requirements and accurate reporting standards.
13. Make sure all committees add requested topics to meeting agendas so all issues may be discussed.
14. Have the Junior Lifeguard Committee develop strategies to stimulate membership from prospective JG's, agencies, instructors and parents.
15. Develop "Youth Protection Guidelines" and consider liability policy insurance, similar to the Boy Scouts of America, to encourage agencies to increase their JG membership.
16. Consider digital media to appeal better to JG membership.
17. Seek corporate sponsorship to assist agencies in funding JG membership.
18. Establish a JG scholarship program to appeal to parents.
19. Consider the potential benefit of making JG basic membership free or reducing the cost of membership to JG's.
20. Consider the pros and cons of having USLA membership run for 1 year from the time of purchase.



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Mike Silvestri, First Delegate
DATE: November 7, 2019
SUBJECT: First Delegate Activity Fall 2019

Activity:

I attended the spring USLA meeting in San Antonio, attended CSLSA Executive Board meetings, attended Project Wipeout Advisory Committee meeting and assisted with both days of Regionals at Carpinteria.

SoCal Paddledown for Cancer Relay :

Our most successful paddle to date. The paddle left IB the end of June and was completed in Gaviota on Labor Day. Great participation by almost everyone. LA County came through big this year by completing their legs of the paddle quickly and providing an outstanding video as well. Big thanks to Adam Sandler who really stepped up this year by providing the boiler plate for media contacts and by getting lots of local media to show up for the paddle. I provided a master email list for everyone to use for updates. That, along with Adam, seemed to really have a positive effect on receiving updates and seemed to fuel everyone's fire to participate.

The John Wayne Cancer Foundation was pleased with the LA County video.

The board will stay in Gaviota with Shane Scoggins this winter and the paddle will go from north to south next year. Shane is going to have the board repaired and the CSLA paid for the repairs and will provide the invoice to the CSLSA. I will update the agency paddle contact list at the spring meeting.

Website Update :

I continued to work with Bryan on getting agency testing information onto the new website.

Elections:

As stated last fall, I will not be running for any position on the Executive Board. I want to focus my energy on our region where substantial projects are coming to fruition. It has been an honor and a pleasure to serve you on the EB. Our EB is an awesome group of dedicated lifeguards to work with and I will miss that immensely. It is the right time for this aging, gracefully I might add, retired lifeguard to step aside. I will always be available for guidance and corporate knowledge.

I had my run and it was great but I truly believe that it is time for the young, permanent lifeguards from all of our agencies to step up and take a more crucial role in the CSLSA. While aging leadership has its role, we need an infusion of new professionals to help guide this organization into reaching its full potential. Salud!!

Respectfully Submitted,

Mike Silvestri, First Delegate



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: CSLSA Board of Directors

FROM: Bryan R. Etnyre

DATE: November 5, 2019

SUBJECT: Third Delegate Report

My role as Third Delegate has primarily included my work as the Website Committee Co-Chair. In addition to that role I have responded to and updated the Executive Board on various topics in the last six months. In July, I helped coordinate the transit of the SoCal Paddle down through South Orange County which was an enormous success. Mike Silvestri did an incredible job of keeping the board moving and Adam Sandler generated some very positive media buzz as it traveled the coast.

I continue to serve as an advisor on the Project Wipeout Advisory committee and once again hosted a satellite live stream of the Lifeguard Education Conference. The stream was successful with State and City Lifeguards from South Orange County attended. This year was an improvement from last with less technical issues with the stream itself. Livestreams also took place at Crystal Cove and Seal Beach which allowed a total of 75 additional Lifeguards to view the Conference and receive valuable, work related education.

Lastly, I have been assisting the Secretary with creating a meeting minutes document into one single document with the minutes and reports. We are still working to perfect a format that works best for the end viewer through the website.

As my first term serving on the Executive Board comes to an end, I can say that I have learned a lot about the dedication and time commitment it takes to serve this body. I wish to thank the entire Board of Directors and the Executive Board for all your help and guidance over the last two years. It has been a truly rewarding two years serving the CSLSA. If it is the will of this Board of Directors, I would be grateful to serve as Treasurer for the next term.

Sincerely,

Bryan Etnyre



California Surf Lifesaving Association

TO: ` CSLSA Executive Board
FROM: Jim Hughes, Fourth Delegate
DATE: November 7, 2019
SUBJECT: Fourth Delegate Report

Current Newsletter - Fall 2019 Edition

The Fall 2019 edition of the CalSurf Newsletter has been printed and ready for distribution. Key Features:

- Tribute to Don Rohrer
- California *Paddle-Down*
- Regionals at Carpinteria
- Merit & Heroic Awards
- Health & Fitness Profile
- HB Airshow
- JG Corner
- Agency Profile

Daniel Lawson-Thomas of Santa Cruz Parks & Rec. provided the following vendors who qualified for ad space:



Additional Paid Sponsor's Ad Space

I sent out an email to seven contacts who had ads in prior issues of the newsletter. I offered to renew their ad or put in a fresh one for \$50. This was the first time I had actively solicited paid ads. Did not get any response. Probably because it was very last minute (which is hard to avoid). I am also thinking of putting out a 10 to 12-page (or larger) online version of the newsletter for the future, while keeping the printed version at 8 or 12 pages for the meetings. This would enable me to insert ads a little closer to the deadline and keep printing costs down. As ads come in and take up space, text would flow onto the online version, keeping the printed newsletter at 8 or 12 pages. Articles in the printed version would refer to the web version, for more details, photos, etc.

USLA Meeting last Fall

Last April in San Antonio Texas, I attended my third USLA National meeting as a delegate. I met with President Peter Davis and the rest of USLA board. I also made some additional contacts with the vendors present for potential ad sponsorship. I attended committees and participated in as many conversations as I could to build and renew relationships with other members. I truly appreciated being there and look forward to Kauai. I was also very excited to be part of the historic discussion and vote increasing our membership representation on the national level.

Respectfully submitted,

A handwritten signature in black ink, appearing to be "Jim Hughes".



California Surf Lifesaving Association

11/6/19

California Surf Lifesaving Association Certification Committee: Report of Findings Fall 2019 Report

- California State Parks – Approved: Basic Level (Lombardi)
- Huntington Beach Marine Safety Division – Approved: Advanced Level (Lombardi)
- Lake Mission Viejo Lifeguard Department – Approved: Advanced Level (Lombardi)
- Newport Beach – Approved: Pending Approval
- Oceanside – Pending Approval (Giles)
- Santa Barbara County – Approved: Basic Level (Gould)
- Ventura County Harbor District: Approved: Basic Level (Gould)
- Ventura Harbor District (ARRT): Approved (Gould)
- Carpinteria (ARRT): Pending Approval

Newport Beach and Carpinteria should be approved prior to the USLA National Meeting.

R/,

Vincent Lombardi
Certification Chair



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: Board of Directors, CSLSA
FROM: Jay Butki
DATE: November 7, 2019
SUBJECT: Fall 2019 Lifesaving Sport Report

Spring USLA BoD Lifesaving Sport Committee meeting -San Antonio, TX

USLA Lifesaving Sport Committee:

Chair: Ed Zebrowski III-Mid Atlantic

Vice-Chair, National Teams: Tom Gill-South Atlantic

Vice Chair, Sport Development: James McCrady V-Southeast

Vice Chair, Rulebooks & Records: Jay Butki-Southwest

Vice Chair, Advisor and Championships Liaison: Ed Zebrowski Jr.-Mid Atlantic

Vice Chair, Junior Guards/Liaison to JG Committee: Chris Nowviskie - Southeast

I submitted 3 Southwest proposals for Lifeguard rules and 1 proposal for Junior Guards

SW Proposal 1. Eliminate the rule that if you propose a new event it must replace an existing event.

SW Proposal 2. Southwest Region again proposes to add the ILS 3-person Paddleboard Relay for both Open Men & Open Women. The Paddleboard Relay event motion successfully passed in the Lifesaving Sport Committee in both 2008 and 2015 but both was overturned in voting on the floor by a full floor vote by all the Board of Directors. At the Fall 2018 USLA Lifesaving Sport Committee meeting it was decided the Paddleboard Relay would be a demonstration event at the 2019 USLA National's in Virginia Beach, it was discussed the Paddleboard Relay would be contested for places, but no points would be awarded- It was a Newport, Santa Barbara, Hamptons Trio that won the Men's & LA County won the Women's race – each team won a Dolphin Paddleboard.

* While we do not want it to come to this but if an event must be replaced at the National Championships it would be the Ironguard and then the RSR- which is already very similar to Surf Race, and to the Ironguard (Run Swim Paddle). While RSR has a long history in the USLA (first contested as an Open Championship event in 1970) the USLA is one of only three of the top 15 surf lifesaving nations that has a Run Swim Run event as part of its Nationals Championships events program-the others are New Zealand and Great Britain. While the ILS does have RSR rules it is not part of the National Teams Championships nor the Interclub or Masters Championships.

SW Proposal 3. Add the 90m Beach Sprint as an individual event for U19 and Open.

SW Discussion item 1. Discussion on how to return the Board Rescue and the Tube Rescue Races to the Masters event schedule soon. Maximum of 4 Master's teams per chapter per age grouping. The Master's Board Rescue & Master's Rescue Race events were part of the USLA Masters Competition at USLA Nationals up until 2007 when we adopted ILS rules and changed the event schedule and rules. As Open Water Rescues are the most important function of what we as Lifeguards do then these two Rescue events are at the core of our profession and all age groups JG, U19, Open, Masters should contest these Rescue events fairly with their peers.

SW Discussion item 2. Explore methodology to add an Open Mixed Surfboat Race -1 male rower & 1 female rower- row 2 laps of the Surfboat apex course. Maximum of 4 Mixed Surfboat teams per chapter

Proposal motions made in USLA LS & JG Committee: per Casey Graham and Gus Avila's request Southwest would like to add Board Rescue to the U19 National Championships event list

2019 CSLSA California Surf Lifesaving Championships-July 26 & 27-Carpinteria City Beach

Kudos to all the organizing committee efforts from the Carpinteria Chapter. I was arrived pre-dawn on and was on site all day for three days -Thursday, Friday, Saturday-left late Saturday night when the load out was almost complete, worked my 48-hour shifts on Sun & Monday, and drove up to pick up and tow the already loaded Trailer on Tuesday. On site the Carp Lifeguard and JG staff offered me more people power for set up, and break down, than any other chapter in the past decade.

Cal State won the overall point score and Large Agency Championship for the 7th year in a row.

Laguna Beach won the Small Agency Championships.

Team Results

Place	A Chapters	Type	Total Reg.	Total
1	California State Lifeguard Assoc	A	58	1495.750
2	LA County Surf Life Saving Assoc	A	29	1292.500
3	Newport Beach Ocean Lifeguard Assoc	A	12	278.500
4	Santa Barbara Lifeguard Assoc	A	12	261.000
5	Long Beach Lifeguard Assoc CA	A	19	183.250
6	Los Angeles County Lakes Lifeguard Assoc	A	8	53.000
7	San Diego Surf Lifesaving Assoc	A	2	10.000
8	Los Angeles City Lifeguard Assoc	A	1	9.000
9	Coronado Beach Lifeguards	A	1	2.000
10	Hampton Lifeguard Assoc.	A	1	0.000

Place	B Chapters	Type	Total Reg.	Total
1	Laguna Beach Lifeguard Assoc	B	25	471.375
2	County Of Orange Lifesaving Assoc	B	19	229.250
3	Port Hueneme Lifeguard Assoc	B	4	56.750
	Carpinteria	B	2	39.500
5	Capitola Beach Lifeguard Assoc	B	3	39.000
6	Santa Cruz Surf Lifesaving Assoc	B	2	38.875
7	Santa Barbara County-Campus Point	B	1	36.500
8	San Clemente Lifeguard Assoc	B	1	24.000
9	San Luis Obispo County Lifesaving Assoc	B	1	9.000
9	Ventura County Lifeguard Assoc	B	5	9.000

Top 10 Women

Place	Name	Chapter	Total Points
1	Sarah Burris	LA County Surf Life Saving Assoc	114.750
2	Coral Kemp	LA County Surf Life Saving Assoc	113.250
3	Kelsey Cummings	LA County Surf Life Saving Assoc	101.000
4	Jenna Solberg	LA County Surf Life Saving Assoc	97.000
5	Christina Boring	California State Lifeguard Assoc	70.750
6	Brittney Gamble	Santa Barbara Lifeguard Assoc	60.750
7	Holly Maine	LA County Surf Life Saving Assoc	57.000
8	Colleen O'Donnell	LA County Surf Life Saving Assoc	53.500
9	Madison Feldman	California State Lifeguard Assoc	48.500
10	Tandis Morgan	LA County Surf Life Saving Assoc	48.250

Top 10 Men

Place	Name	Chapter	Total Points
1	Hayden Hemmens	Newport Beach Ocean Lifeguard Assoc	144.500
2	James Bray	California State Lifeguard Assoc	92.875
3	Porter Hogan	Laguna Beach Lifeguard Assoc	71.000
4	Zane Booth	Santa Barbara Lifeguard Assoc	69.250
5	Dalton Kenefick	California State Lifeguard Assoc	68.625
6	Ben Brewer	California State Lifeguard Assoc	65.250
7	Thomas Ryan	LA County Surf Life Saving Assoc	65.000
8	Parker Seale	California State Lifeguard Assoc	57.000
9	Jake Peters	LA County Surf Life Saving Assoc	52.000
10	Benjamin Tran	LA County Surf Life Saving Assoc	50.000

California Surf Lifesaving Championships July 2021 & July 2022 ??
– we still need Regionals venue locations-any interested CSLSA chapters?

2019 USLA National Lifeguard Championships- August 8-11-Virgina Beach

Total Registered 738-542 Lifeguards, 196 JGs
50 USLA Chapters were represented at Virginia Beach 2018 Up from 44 at VB in 2018 vs 59 USLA Chapters competing in Hermosa Beach 2016
Due to rain wind & weather there was considerable damage to equipment- during a Wed evening pre storm front boards and skis were blown down the beach, gusts were so strong a 300 pound LA County dory was blown into the air! LACoSLSA coordinated the California equipment trailer, sponsored by the UPS Foundation at no costs to any of the competitors, that shipped all the JG & LG boards, surfskis, surfboats & other flotsam and jetsam to Virginia Beach and back to LA
LA County won the overall with just 23 Competitors. LACo women showed their strength by scoring 65% of the team's total, bringing home 584.752 of LACo's 892.752 points. By comparison, the LACo women scored enough points to have finished fourth overall in the National competition.

Team Results

**Howard Lee National Championship Trophy
(Highest A Team Open and Age Group)**

Place	Chapter	Type	Total Reg.	Total
1	LA County Surf Life Saving Assoc	A	23	892.752
2	Monmouth County	A	103	841.832
3	Sussex County	A	66	713.322
4	Outer Banks	A	29	577.625
5	Smith Point	A	32	352.754
6	Hampton Lifeguard Assoc.	A	40	286.756
7	Virginia Beach Lifesaving Association	A	57	279.565
8	Palm Beach County	A	5	195.376
9	Long Beach NY	A	15	181.000
10	Ocean City MD	A	19	179.500
11	Hollywood Beach	A	8	152.313
12	Newport Beach Ocean Lifeguard Assoc	A	2	144.000
13	California State Lifeguard Assoc	A	9	141.500
14	Volusia Surf Lifesaving Association	A	10	137.126
15	Jax Beach	A	9	105.563
16	Jones Beach State Park	A	13	97.125
17	Miami Beach	A	6	70.688
18	South Jersey	A	5	60.625
19	Pompano Beach	A	2	53.876
20	Wrightsville Beach	A	9	53.752

21	Dania Beach	A	1	51.563
22	Galveston Lifesaving Association	A	7	39.500
22	Santa Barbara Lifeguard Assoc	A	2	39.500
24	Town of Hempstead	A	5	22.689
25	Delray Beach Ocean Rescue	A	2	22.001
26	Town of Palm Beach	A	1	20.500
27	Suffolk County	A	1	18.875
28	Flagler Beach	A	2	11.000
29	Hilton Head	A	2	10.375
30	Atlantic Beach (FL)	A	3	10.000
31	Cameron County	A	4	6.500
32	Hallandale Beach	A	1	6.000
33	St. Johns County	A	1	4.000
34	Kill Devil Hills	A	1	3.750
35	South Padre Island	A	2	3.000
36	Point Lookout NY	A	1	1.000
36	Atlantic Beach NY	A	3	1.000

**LACOLA Trophy
(Highest B Team Open & Age Group)**

Place	Chapter	Type	Total Reg.	Total
1	Riis Park	B	12	430.313
2	Fort Lauderdale Ocean Rescue	B	5	232.876
3	Deerfield Beach	B	8	169.063
4	Boca Raton	B	4	87.688
5	Capitola Beach Lifeguard Assoc	B	4	37.250
6	Destin	B	1	16.000

Greg Farry Trophy (Highest Open Point Score)

Place	Chapter	Type	Total Reg.	Total
1	LA County Surf Life Saving Assoc	A	23	637.752
2	Sussex County	A	66	634.822
3	Monmouth County	A	103	586.332
4	Riis Park	B	12	421.313
5	Outer Banks	A	29	400.625
6	Smith Point	A	32	329.754
7	Hampton Lifeguard Assoc.	A	40	212.756
8	Virginia Beach Lifesaving Association	A	57	194.565
9	Fort Lauderdale Ocean Rescue	B	5	171.876
10	Palm Beach County	A	5	156.376
11	Newport Beach Ocean Lifeguard Assoc	A	2	144.000
12	Long Beach NY	A	15	137.000
13	Deerfield Beach	B	8	135.563
14	Volusia Surf Lifesaving Association	A	10	100.126
15	Ocean City MD	A	19	96.500
16	Jones Beach State Park	A	13	87.125
17	Hollywood Beach	A	8	64.313
18	Boca Raton	B	4	55.688
19	California State Lifeguard Assoc	A	9	53.000
20	Pompano Beach	A	2	48.876
21	<u>Wrightsville Beach</u>	A	9	46.752

22	<u>South Jersey</u>	A	5	42.625
23	<u>Santa Barbara Lifeguard Assoc</u>	A	2	39.500
24	<u>Capitola Beach Lifeguard Assoc</u>	B	4	37.250
25	<u>Dania Beach</u>	A	1	30.063
26	<u>Miami Beach</u>	A	6	24.688
27	<u>Town of Hempstead</u>	A	5	22.689
28	<u>Delray Beach Ocean Rescue</u>	A	2	22.001
29	<u>Suffolk County</u>	A	1	18.875
30	<u>Destin</u>	B	1	16.000
31	<u>Jax Beach</u>	A	9	12.563
32	<u>Hilton Head</u>	A	2	10.375
33	<u>Galveston Lifesaving Association</u>	A	7	6.500
34	<u>Unknown</u>	U	1	4.063
35	<u>Kill Devil Hills</u>	A	1	3.750
36	<u>South Padre Island</u>	A	2	3.000
37	<u>Cameron County</u>	A	4	2.500
38	<u>Atlantic Beach NY</u>	A	3	1.000
38	<u>Point Lookout NY</u>	A	1	1.000
40	<u>Flagler Beach</u>	A	2	0.000

**Sheridan Byerly Perpetual Trophy
(Highest Open Point Score)**

Place	USLA Region	Total Registered	Region id	Total Points
1	Mid Atlantic	315	3	3186.791
2	Southwest	43	9	1255.002
3	Southeast	57	8	1230.070
4	South Atlantic	110	7	1040.630
5	Gulf Coast	13	2	49.000
6	Unknown	1	0	4.063

TOP 11 CSLSA Women (out of the 142 Women that scored points)

Place	Name	Chapter	Total Points
1	Kelsey Cummings	LA County Surf Life Saving Assoc	137.250
4	Jenna Solberg	LA County Surf Life Saving Assoc	99.563
11	Leah Timmerman	LA County Surf Life Saving Assoc	47.813
13	Holly Maine	LA County Surf Life Saving Assoc	43.188
14	Colleen O'Donnell	LA County Surf Life Saving Assoc	40.125
18	Tandis Morgan	LA County Surf Life Saving Assoc	30.500
19	Jennifer Noonan	LA County Surf Life Saving Assoc	30.250
28	Kira Makuta	LA County Surf Life Saving Assoc	26.125
48	Grace Bailey (LG)	Capitola Beach Lifeguard Assoc	14.500
55	Cindy Ngo	LA County Surf Life Saving Assoc	12.938
57	Raylene Allen (LG)	Capitola Beach Lifeguard Assoc	12.750

TOP 11 CSLSA Men (out of the 226 Competitors that scored points)

Place	Name	Chapter	Total Points
1	Hayden Hemmens	Newport Beach Ocean Lifeguard Assoc	126.500
5	Brian Murphy	LA County Surf Life Saving Assoc	63.875
12	Zane Booth (LG)	Santa Barbara Lifeguard Assoc	39.500
14	Thomas Ryan	LA County Surf Life Saving Assoc	34.875
16	Hunter Hay	LA County Surf Life Saving Assoc	30.000
20	Austin Takeda	California State Lifeguard Assoc	28.000
33	Benjamin Tran	LA County Surf Life Saving Assoc	18.875
40	Reece Hemmens	Newport Beach Ocean Lifeguard Assoc	17.500
67	Parker Seale	California State Lifeguard Assoc	11.000
70	Jake Peters	LA County Surf Life Saving Assoc	10.125
74	Jack Akrop	Capitola Beach Lifeguard Assoc	10.000

2020 USLA Nat Champs- South Padre Island, TX

2021 USLA Nat Champs-Virginia Beach, VA & LA County, CA are under consideration

2022 & beyond -still need locations. * Are any Pacific Coast venues/chapters/agencies interested?

*2028- LA County hoping to host in conjunction with the LA Olympics

International Surf Rescue Challenge- held at North Beach, Durban South Africa from 28th September to 2nd October 2019. The 2019 International Surf Rescue Challenge also incorporates the 2019 Tri-Nations Challenge and the 2019 Trans-Tasman Challenge under separate points systems. The International Surf Rescue Challenge (ISRC) started as the Trans-Tasman Challenge, a traditional surf lifesaving competition between Australia and New Zealand that was first commenced in 1937. In 1999 South Africa was invited to compete and the Tri Nations Challenge was born. In 2005 the Challenge was opened up to other nations and the then event was called the International Surf Rescue Challenge – however the former competitions i.e. Trans-Tasman Challenge, Tri Nations Challenge are still held. Traditional trophies are awarded to the winning team. CSLSA had 4 members of the USLA National Open Team-Hayden Hemmens from Newport Beach and Kelsey Cummings, Jenna Solberg, Hunter Hay from LA County.

Open Scores after all 3 Tests

YOUTH

Australia 311 (116, 73, 122)

Australia 273 (90, 77, 106)

New Zealand 285 (105, 72, 108)

New Zealand 228 (82, 64, 82)

South Africa 219 (75, 59, 85)

South Africa 167 (75, 56, 74)

USA 161 97 (57, 40, 64)

USA 98 (36, 26, 36)

Japan 124 (46, 35, 43)

Spain 82 (28, 24, 30)

Spain 114 (40, 34, 40)

Draft- 2020 Surf Lifesaving Sport Competition schedule:

Sat June 13 Ed Perry Regatta-Venice

Sat/Sun June 20 & 21-Sanyo Bussan International Lifesaving Cup- Fukuoka, Japan

Sat/Sun June 22-23 Santa Monica Pier Ocean Festival

Sat/Sun July 18-19 San Clemente Ocean Festival

Fri/Sat July 24-25 CSLSA Cal Surf Lifesaving Championships-Carpinteria

International Surf Festival-Hermosa Beach

Fri July 31 -26th Wieland Shield Day 1 & LA County Bud Stevenson Intracrew Relays

Sat Aug 1-26th Wieland Shield Day 2 & Judge Taplin Medley Relays

Sun Aug 2- Dwight Crum Pier to Pier Swim, Velzy Pier to Pier Paddle

Wed-Sat Aug 5-8- USLA National Lifeguard Championships, South Padre Island, TX

Sep 14-Oct 3- Lifesaving World Championships 2020- Riccione, Italy

No dates yet: June Tune-LA

Roughwater Performance Medley (RPM)-LA

South Bay Dozen-Torrance

California Gold-OC

Surf City Days-Huntington Beach

Respectfully submitted,

Jay Butki, 2nd Delegate & Lifesaving Sport Chair



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Leslie Schwene, Vince Fiamengo – Exchanges Committee Co-Chair
DATE: 11/7/2019
SUBJECT: Fall Report

Hello CSLSA members! We are honored to present this report to you as we celebrate a tradition that is many years in the making. This past summer we hosted Jacob Rennie (Mairangi Bay) and (Bethells Beach). Our Kiwi guests toured California Beaches from Pismo to San Diego and were once again impressed by the diverse scope of practice and professionalism demonstrated by each agency. Thank you to all the host agencies and individuals who made it happen! This was another outstanding year and this program would not be what it is without your support. A special thanks to Seal Beach and the family of AJ Summers for your continued support of this program!

As in previous fall meetings, it is that time when we are afforded the opportunity to transition from hosting Kiwis, to sending our delegates to New Zealand. This year was an especially difficult selection All applicants were highly qualified, and the interview panel had their work cut out for them as they made their decision. We would like to offer many thanks to Charlotte Graham, Natalie May, and Skip Prosser for their time and effort volunteering to assist with the selection process.

I am happy to announce this year's exchange delegates, Sierra Page of Huntington City and Wyatt Muller of Newport Beach, to the CSLSA Board of Directors. We are confident these two will represent their agencies and the CSLSA with professionalism. We will see them back here in spring 2020 to deliver a report on their experiences.

Thank you to the CSLSA Board of Directors and all the agencies and individuals who continue to make this program a success! We look forward to many more years of excellence and partnership.

Regards,

Leslie Schwene and Vince Fiamengo
Exchanges Committee Co-Chairs



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: CSLSA Executive Board Members
FROM: R. Chris Egan and Casey Graham
DATE: November 1, 2019
SUBJECT: Junior Lifeguard Committee Report

REGIONALS 2019:

There was some effort put into assisting Carpinteria with the hosting of the 2019 CSLSA Regional championships. The JG committee co-chairs offered their advice with the logistics of the competition and helped Matt (et. al) get together some information out to the coordinators of the various program leading up to the event. The co-chairs provided information as to the rules regarding the introduction of the surf teams event for the (U-19) age group.

Due to there being adequate funding for the JG committee the chairs made a decision to increase the allocation for the purchase of the awards for the event. We feel that the medals purchased this year were a major upgrade relative to the past two years and we negotiated a favorable deal with the vendor to diminish the fiscal impact. We believe that the 2019 regional event was a success on many fronts and we look forward to returning to Carpinteria for 2020.

International Surf Rescue Challenge 2019:

Casey Graham and Gus Avila were the coach and manager of the USA U-19 team and accompanied the team on their trip to South Africa.

GRANT PROGRAM:

There were three grants awarded to agencies that submitted applications. Port Hueneme, San Clemente City, and Santa Barbara received funding based on their submissions

The JG co-chairs had discussions during the summer as to if a cooperating agency or non-profit could be the recipient of the grant money for the agency. We anticipate having a discussion in committee regarding this issue.

WEBSITE:

We have identified a need to update some of the information on the CSLSA website due to the loss of some information upon the transition to the new site. We hope to have a discussion in committee in hopes to compile information that is missing.

PUBLIC EDUCATION:

There was an inquiry sent out by Mike Silvestri to determine if there was interest in bringing back the production and distribution of tide charts for JG agencies. We will discuss this in committee.

Respectfully Submitted,

R. Chris Egan
Casey Graham
CSLSA JG Committee Co-Chairs



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Mike Silvestri, Public Education Chair
DATE: November 7, 2019
SUBJECT: Public Education Activity Report Fall 2019

PSA Project:

After the spring meeting, I discussed the project with a marketing firm. They suggested we complete the PSA first then consider the marketing approach for distribution. I arranged for two bids for the PSA. We decided on using TheBrandAmp in Costa Mesa. One of their staff is Newport City Lifeguard Eric Hernandez. He knows what we are looking for and speaks the language. Lauren from JWCF and I met with staff to go over the project. Lots of emails and phone calls in between. I signed the contract on August 9th to officially begin the PSA.

TBA has a great crew to work with especially with Eric on board. They got a lot of footage over Labor Day Weekend at the HB pier. They had some huge projects to complete (as you can imagine our \$10,000 project is very small) so they are just now scouting and getting ready for final field filming later this month. They will be shooting footage at Laguna City main beach, Crystal Cove State Park, Newport Beach City and Huntington Beach City. We have received awesome support from all the agencies involved.

After our meetings, they gave us two concepts to choose from for the project. We decided on Concept 2, which I can share in committee. They developed a storyboard based on this concept and I will share that in committee as well.

We were hoping to have the project ready for this meeting but it will probably be sometime in December before completion. Definitely ready for the spring meeting. There will be three versions available to everyone. A 30-second PSA with voice over, the PSA with text only and an audio only version. That will give us a lot of flexibility in getting the PSA out into our communities.

The next step will be to discuss the possibility of hiring a marketing firm to see about getting the PSA into airports, hotels, etc.

Educational Conferences:

We are now up to three official lifeguard educational conferences. This past summer Ventura hosted their first ever on July 8th – Spinal Motion Restriction by Todd Larsen, MD; Going the distance for Lifesavers by Chris Dobrosielski; Surviving a spinal cord injury by Alex and Greg Shaner; Regional White Shark update by John Higgins. This was followed by San Diego on July 9th – Drowning resuscitation for Lifeguards by Justin Sempstrott, MD; Epidemiology and prevention of drowning by Dan Galanis Phd; Skin Cancer for Lifeguards by Hugh Greenway MD; Human factors in Lifeguarding by Jonathan Weber; Sharks and Sting Rays by Dan Dimarzo. Finally, Project Wipeout on July 10th – 40th Anniversary by Mike Beuerlein; Cspine by Pascal Juang MD; Lifeguard health by Jack Shohet MD; Shallow Water Blackout by Matt Hunt MD; Lifeguard role in emergency response by Mike Halphide Newport Beach; Human Factors in

Lifeguarding by Jonathan Webber; Excellence in Lifeguarding Award to John Rodgers. All hugely successful!

Santa Cruz – you are next! Let's make it happen summer 2020! LA County, I am not giving up!

John Wayne Grit Series:

We passed this info on to all State Guards and had some interested. Joanne Warzoha raised about \$2,000 for her run in Colorado. I just got an email from her. She dislocated her ankle and suffered a lower leg fracture that will require surgery so she will not be able to attend the run.

Scripps Lifeguard Advisory Committee (SLAC):

We met on September 11th at Scripps La Jolla. We discussed the SoCal Paddledown, the CSLSA PSA Project, the Encinitas bluff collapse, the general increase in sting ray activity and shark sightings, E-scooter incidents in Mission Beach, San Diego City IPad use for EPCR went live August 1st, multiple agencies reported increased employee injuries along with contributing factors (they don't make them like they used to), support to move forward implementing the new drowning protocol, the 2019 educational conference, research project with UCSD, the Orange County School presentation to be shared and revamped for San Diego County.

UCSD Study:

Will Koon, Paige Colburn-Harris from Scripps and I met with Professor Nancy Binkin from UCSD to discuss a proposal for the UCSD Bachelors of Public Health Honors Practicum Project. This project will be conducted by an elite and select group of honors students for the 2019-2020 school year. They will conduct interviews with lifeguards from the San Diego County agencies. They will interview and test high school students from both coastal and inland schools with the focus being on rip currents. They look to publish this study when complete.

This is a unique opportunity as no study like this has ever been conducted on the west coast. It will give us hard data on high school age groups using our beaches. This will allow us to create our public education efforts based on facts rather than past practice, corporate knowledge, etc.

In order to assist the UCSD team, I went to all the lifeguard agencies in San Diego County to summarize how they collect and report their data. I also collected samples of all the forms they used in their process. As expected, no one does it the same. This really shocked the team and we are really missing the boat by now collecting at least a core set of data points. I will discuss the data collection summaries in committee.

It was discussed at SLAC and everyone supports the program. The program will start this fall and we will have a finished product next spring. It will be made available to all lifeguards. More information on this project will be made available during the committee meeting.

Respectfully Submitted,

Mike Silvestri, Public Education Chair
California Surf Lifesaving Association



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Leslie Schwene, Sierra Page, & Jonathan Richards, Social Media Committee Chairs
DATE: November 7, 2019
SUBJECT: SOCIAL MEDIA COMMITTEE ACTIVITY REPORT

At the Spring 2019 Meeting, our committee met, approved the Social Media Policy and passed it along to the Bylaws to be formatted into a proper policy and procedure for approval

We have been working to actively post and share important information such as tryout information for different beaches and showcase great rescues or news articles that have been posted by various beaches. A challenge has been finding content to post and stay relevant, especially as beach activity slows down.

We are still working to get at least one solid contact person from each chapter who is involved and willing to post on behalf of CSLSA or will consistently share posts to us to repost. If you are interested or have the contact for your social media person, please find me sometime at this meeting so we can connect.

We ask that if you see relevant stories or articles related to Ocean Lifesaving, try to share it with us via e-mail or direct messages or tag us in the posts. Special thanks to Jay Butki who is extremely helpful in sharing to the CSLSA Facebook page!

Thank you to all the delegates here today for your time and we look forward to continuing to serve you through the CSLSA Social Media outlets.

Respectfully submitted,

Leslie Schwene, Sierra Page, and Jonathan Richards

CSLSA Social Media Co-Chairs



California Lifesaving Association

TO: CSLSA Board of Directors
FROM: Bill Richardson, Committee Chair
DATE: November 7, 2019
SUBJECT: CSLSA Special Awards & Presentations Committee Activity Report

Awards Presentations:

The Committee approved the following Special Awards submissions, all of which were subsequently submitted to USLA for review. All were approved in the categories indicated:

- USLA Heroic Act - Mick Billings
- USLA & CSLSA Medal of Valor - Andrew Helble
- USLA Heroic Act - Chad Hammel
- USLA Heroic Act - Ethan Hurst
- Doug Leach – USLA Heroic Act
- CSLSA Medal of Valor & USLA Heroic Act - Matthew Ephron

All eight awards described above will be presented at this meeting.

Awards Submissions:

We received the following submissions from HBSLSA before this meeting:

- **Meritorious Act Awards:**

On Friday, 11/16/2018, at approximately 4:25 PM, Christopher Billy (School Teacher), Carter Vasder Broek (13 year-old surfer/Jr. Lifeguard) & Dylan Wersching (13 year-old surfer/Jr. Lifeguard) for the successful rescue of a 12 year-old boy who was caught in a rip current 75 yards from shore. The three surfers named above paddled to the victim, rescued him, placed him on Billy's surfboard until lifeguards made contact.

- **Heroic Act**

On Tuesday, June 11, 2019, at approximately 12:30 PM, Brandon Brown was surfing at HB State Lifeguard Tower #3 when he observed two male victims at the head of a rip current approximately 350 yards offshore in extreme peril. He paddled to their location, placed them on his surfboard, calmed them down and awaited lifeguard personnel who were responding to the call.

We will have a short meeting to discuss these submissions, and any others that come in late for this meeting.

CSLSA Life Member Submission

With approval of President Humphries, I would like to head a special meeting, with one member of each Chapter present to vote on Life Member submission.



California Surf Lifesaving Association

TO: CSLSA Executive Board
FROM: Ian Burton
DATE: October 30, 2019
SUBJECT: Statistics Report, Fall 2019

It appears that all Southwest agencies have submitted their 2018 annual statistics to the USLA.

There are several agencies that have not included statistics for what may feel like “supplemental” categories. These are departmental demographic details that would be great if we could collect them from every agency. They include details such as “Miles of Guarded Beach”, “Number of Full Time Employees”, and “Number of Towers”, etc. I will be asking for a contact name and email address for the person that I should be contacting to see about getting all available statistical categories filled in the near future.

Here is the link for inputting your department statistics.....

The data entry standard website address is: <http://www.usla.org/?page=STATISTICS>



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TO: CSLSA Board of Directors
FROM: Bryan Etnyre, Byran Kine
DATE: November 5, 2019
SUBJECT: Website Committee Report

I have been active in updating the website throughout the summer months and into the fall season. I have kept the news section up to date with articles and postings that have been forwarded to me. I recently posted information from Lifesaving Sport including the results from Regionals. I posted meeting minutes from the Spring meeting at the request of the Secretary.

I have reviewed and responded to many inquiries from the public through the website. Various requests from local rules and regulations to member questions come through the website regularly. I responded to each either personally or by forwarding the message to the appropriate Committee chair.

I have been working with Mr. Graham to create a new format for the meeting minutes to be posted on the website. The idea was to have one single document which would include all the minutes, activity reports, and action reports. The first draft of that document exists on the website today as the DRAFT Spring BOD minutes. It has room for improvement but requires less searching for a specific report. Once the format is finalized, we can start working on adding the past meeting minutes.

In the next few weeks I plan to update the Special Awards and Presentations webpage with the past recipients that haven't been updated. If agencies have updated testing information for the 2020 Summer, please have your agency representative send me the webpage that includes all your agencies testing information.

Sincerely,

Bryan Etnyre



California Surf Lifesaving Association

TO: CSLSA BOARD OF DIRECTORS
FROM: CHARLOTTE GRAHAM AND LESLIE SCHWENE, MEMBERSHIP COMMITTEE CO-CHAIR
DATE: NOVEMBER 8, 2018
SUBJECT: MEMBERSHIP COMMITTEE ACTION REPORT

The Membership Committee was well attended and the Chair thanks all the delegates for their participation. We discussed many topics, reviewed here.

- * The Committee still plans to get socks; we are waiting to see what the USLA decides for the membership kit item due to cost. Other items discussed were challenge coins and reusable cutlery.
- * Discussion for changing membership amounts between USLA and CSLSA and how much each gets so CSLSA would get more;
- * Cost challenges for products and member benefits will be discussed at the upcoming USLA Meeting
- * Member numbers are still down and it is affecting budgets.

COMMITTEE TASKS & GOALS:

1. Continue to work on membership products
2. Increasing membership numbers, especially for JGs

ACTION REQUIRED: None. Board approval of the Membership Committee report will validate the recommendations and motions made.



California Surf Lifesaving Association

TO: CSLSA BoD of Directors
FROM: Shea Gipti (Professional Standards Chair)
DATE: November 8, 2019
SUBJECT: Committee Meeting Report

Committee Meeting Activities

The Committee reviewed and added questions to professional standards survey which will be sent to the board of executives for approval. We then will send the Survey for Lifeguard training hours and programs to each agency. The committee will gather returned data from the survey and use it as information made public on the website for agencies to reference as a guide and average standardization of hours of training lifeguards go through for specific training. The committee will also collect data from watchtower to create a glossary of standardized terms for statistic collection.

Goals

To provide agencies with access to information on average recommended training hours broke down by several categories. This information will be presented at the Spring 2020 BoD meeting. The committee will then select categories of training to individually focus on providing standardized training curriculum.



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Mike Silvestri, Public Education Chair
DATE: November 8, 2019
SUBJECT: Public Education Action Report Fall 2019

PSA Project:

They will be filming the project on November 12 and 20. If completed, I will share at the upcoming USLA meeting. If not, we will release to all the lifeguard agencies as soon as available.

The Public Education Committee will meet in the spring and create a formalized PSA Release Plan for Memorial Weekend.

I will get bids for marketing the PSA to airports and hotels and bring it to the spring meeting.

UCSD Study:

Will Koon explained the project in detail and answered questions. If complete, we will bring the results of the project to the spring meeting.

Public Education Budget:

The CSLSA is having some budget issues from decreased membership revenues. As such, the PubEd Committee took a significant hit in the 2020-2021 budget. In 2016, our budget was \$2,500. In 2017/18/19 it was \$1,500. Starting in 2016, the John Wayne Cancer Foundation donated \$5,000 each year to the CSLSA. I went to Ways and Means in 2016/17/18 to request the \$5,000 be relocated to the PubEd Restricted Fund. This was successful each year.

Due to the budgetary constraints, PubEd was not allocated a budget for 2020-2021. In addition, I went to Ways and Means to request the JWCF \$5,000 be put in the PubEd Restricted Fund. It was only approved for \$3,500.

So, annual monies available to PubEd have been \$6,500, the next fiscal year will only be \$3,500. A significant hit that many mean we delay entering into a marketing agreement for the PSA until the 2021-2022 fiscal year.

Everyone took a hit but this one will probably hurt our PSA marketing plan and potential future PubEd Programs.

Respectfully Submitted,

Mike Silvestri, Public Education Chair
California Surf Lifesaving Association



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TO: CSLSA Executive Board Members
FROM: Bryan R. Etnyre
DATE: November 8th, 2019
SUBJECT: Website Committee, Action Report

Our Committee meeting was well attended and took place in conjunction with Public Relations and Social Media Committees.

We were provided with guidance from the committee regarding layout and home page content. We decided that our primary audience viewing the website would be the general public. With the upcoming PSA and the continued PIO releases it is important that our website be a resourceful place for the public to find information on beach safety.

There will a dedicated "membership" tab in the menu that will include all the pages that are member or Lifeguard specific.

Ms. Jackson discussed some changes to the Public Relations page and the FAQ's.

Mr. Kine will take a more active role in running he website and Sierra Page expressed interest in helping out with the website.

Sincerely,

Bryan Etnyre