

Official Newsletter
of the
California Surf Lifesaving
Association

The CALSURF

Volume 18 No. 1

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2012-2013 EXECUTIVE BOARD

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2nd Delegate	Gus Avila
3rd Delegate	Jay Butki
4th Delegate	Mike Silvestri
Past President/ Advisor	Rob McGowan

On the Cover: The old man (your editor) helps out at Battle of the Beaches.

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2013/14 CALENDAR

4/10-11 CSLSA Spring Mtg. - TBD
4/24-26 USLA Spring Mtg. - HB
10/9-10 CSLSA Fall Mtg. - TBD

2013 Regional Results

A Teams	B Teams
Cal State	Laguna
LACOLA	San Clemente
Newport	Oceanside
Long Beach	County of Orange
Huntington City	L.A. City
San Diego	Ventura
	LA Co Lakes
	Seal Beach

COMMITTEE CHAIRS

Certification – Bill Richardson
Competition – Jay Butki
Exchange – Morgan McGowan / Doug Leach
Special Awards – Al Pepito
Legislation – Alex Peabody
Membership – Charlotte Graham
Newsletter – Richard Godino
Training – Mike Scott
Junior Lifeguards – Reenie Boyer/Lori Walton
Website – Bob Moore
Ways and Means – Rob Williams
Public Education – Mike Silvestri
Public Relations - Kai Bond
Professional Standards - Brent Jacobson
Grants - Tracy Lizotte

CAL SURF MAGAZINE

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ARTICLES NEEDED!

Agency Profiles / How to Articles
California Lifeguard History
Junior Lifeguard Stories / Unusual Rescues
Submit online to newsletter@cslsa.org

The CSLSA is a non-profit organization incorporated in the State of California. Its principle goals are water safety, education, and the promotion of professional lifeguarding standards. These goals are accomplished through beach safety presentations to school groups, educational exchange programs with members of the International Lifesaving Federation and participation in regional and national competitions.

PRESIDENT'S MESSAGE

MIKE BEUERLEIN

I am pleased to provide an update on CSLSA activity since our last Board of Director's

Meeting. Much of my work is routine, involving answering and handling or routing inquires, providing support to committee chairs and chapters, and representing CSLSA. I would like to thank many of you who have done so much work between the Board meetings. Clearly, the business of CSLSA does not stop at the closing of each Board meeting. Without your diligence, the work of CSLSA could not go on.

The Lake Mission Viejo Lifeguard Association hosted the Spring 2013 CSLSA Board of Director's Meeting. Dave Peden, Mike Scott and crew did an outstanding job with all of the events. Since then, the CSLSA Executive Board represented our members at the Spring 2013 CSLSA Meeting in Santa Rosa, California. In addition, the CSLSA Executive Board has had two meetings and volunteered at our regional and national competitions. Our Executive Board will take information from this meeting to represent CSLSA at the Fall 2013 USLA Meeting in Hyannis, Massachusetts.

Mike Silvestri continues to serve as the CSLSA liaison to assist the Oxnard Firefighter's Association (OFA) in establishing a Lifeguard Service to prevent drownings that have been occurring at beaches in their city. After receiving initial support from the City to start a lifeguard service, there has been an alarming lack of progress. The goal of establishing lifeguard service for the 2014 season appears unrealistic and now the hope is to have an operation in place for the 2015 season. At our upcoming meeting, Mike Silvestri will report on the developments with this on-going project.

Bob Moore, a former CSLSA President for 12 years, received the Lifetime Achievement Award at the International Surf Festival Medal of Valor Dinner in Redondo Beach on August 1st. Based on his contributions to surf lifesaving at the local, state and national level, Bob is very deserving of this award and we congratulate him. Bob has often said that the real work of our association is done in committees. I agree, and I would like to thank all of you for your participation. I would

also like to use our Public Education Committee as an example of productivity. Most recently, they have produced beach safety table tents that will educate visitors to beaches up and down the California coast. This large-scale project was more than 70% funded by grants.

Project Wipeout remains as CSLSA's signature public education project. Ian Burton (CSLSA's *Project Wipeout* Coordinator) and Mike Silvestri (CSLSA Public Education Chairman) continue to do a great job working with Linda Reuter (Hoag Hospital's *Project Wipeout* Director) on the *Project Wipeout* Committee. This year, the Lifeguard Conference was once again a huge success. The agenda featured *Surflife* forecasting tools, Sand Entrapment Rescue (Newport Beach Fire Department and Marine Operations) and *Life Rolls On* (Jesse Billauer). Thank you to all of the agencies who continue to provide the staffing to keep *Project Wipeout* events (Orange County Fair, Orange County Youth Expo, Festival of Children) going throughout the year. This year, to cover all of the Orange County Fair dates, Newport Beach committed to staff a 4th day (more than any other agency) and Laguna Beach picked up a 3rd day. CSLSA appreciates that type of teamwork!

The City of Newport Beach once again hosted the 2013 CSLSA Lifeguard and Junior Lifeguard Championships on July 26th and 27th. Rob Williams and staff did an outstanding job for the second year in a row at an excellent venue. Two adult courses were set up this year to help speed up the event. But, to run more efficiently in future, we will need more officials. If each chapter or agency could supply one volunteer, that would help immensely. Thanks to Scott Hubbell and *Beachsport* for their continued support of CSLSA. We need to designate a location for the 2014 Regionals.

Last year, our Sponsorship and Promotions Committee met in Santa Cruz and started collaboration on a policy to provide continuity and build safeguards to prevent or reduce conflicts regarding CSLSA sponsorship and promotion. Gus Avila, the CSLSA Executive Board and the CSLSA Sponsorship and Promotions Committee have been working on a policy that will be presented at the Fall 2013 CSLSA Board of Directors Meeting for approval.

I would like to recognize Vince Lombardi for his diligent work as the CSLSA Certification Committee Chairman.

[PRESIDENT'S MESSAGE, from page 3]

During a period of change, he has been tracking the progress of our CSLSA agencies as they maintain this critical element of our professional service.

2014 marks USLA's 50th Anniversary. Since the organization was founded in Huntington Beach in 1964, CSLSA has arranged to host the Spring 2014 USLA Meeting at the Shorebreak Hotel in Huntington Beach. Rob Williams has agreed to serve as Chairman of the Organizing Committee and is coordinating with Rob McGowan (CSLSA Original Founder's Committee Chairman) and USLA's 50th Anniversary Committee. Plans are underway to include an alumni component and make this three-day event a celebration of Lifesaving in the United States.

For the 50th Anniversary, CSLSA has proposed to modify the regular USLA Board of Directors Meeting schedule to have committee meetings on Friday morning, an optional excursion on Friday afternoon, with the Board of Directors Meeting concluding on Saturday morning, followed by an Educational Conference on Saturday afternoon. The Educational Conference would focus on USLA's 50 years, featuring Past Presidents and the current President. A gala anniversary banquet would be held on Saturday night. The gala would be a fun event open to all current and past USLA members. Under this concept, we would hire a top-notch band and include dancing. Obviously, we can use all the help we can get to make this an anniversary to remember!

USLA News

- The 2013 National competition was hosted by LACOLA at Manhattan Beach, August 7-10. This was the first Nationals held under the new format that shifts various financial responsibilities to USLA. In this vein, USLA retained insurance, reserved hotel space for officials, handled ordering and expenses for official's uniforms, awards and stipends for officials. Thanks to the leadership of Chris Linkletter and Charlotte Graham, and the tireless work of Jay Butki and all of the volunteer officials, the event was extremely successful. The 2014 Nationals will be in Virginia Beach.
- I had the pleasure of meeting with USLA Executive Director Kay Smiley at Nationals. She began work in her newly created position this past May.
- CSLSA is nominating Rob Williams to continue his outstanding service as USLA Treasurer for the 2014-15 term.

Many thanks to Larry Giles and the Encinitas Lifeguard Association for hosting the Fall 2013 CSLSA

Board of Directors Meeting. This is an election meeting, so if you'd like to get more involved and run for an Executive Board position, now is the time. Let's make the most of our time together to move our profession forward.

Lifeguards for Life!



MY JUNIOR GUARD SUMMER

By Ryan Bergin

I didn't know what I wanted to do during summer vacation last summer. I knew I didn't want to go back to the park program that my mom put us in each summer since we were little.

I wanted to see my grandparents for the summer in L.A. and didn't know how I would do it. When my Grammy finally came up with a way to let my mom get me and my brother to go. We took it! The way was getting onto Jr. Lifeguards!

I did it with L.A. City at Hansen Dam. To get into JG's you have to do a hundred yard swim in less than two minutes. I got it in 1:30 and my brother got it in 1:54.

Every day we do stretching for 10 minutes. That was good. And every Friday we had to do a pretty big run. I had to do a figure eight around the lake and then the swimming complex and back around the lake. So, it was about a mile and a half.

I made all sorts of new friends. One of my best from JGs is my friend Marc Harden. He was funny, but really serious when it came to competition.

I had great times basically all the time. I really liked hiking around the facility and also running on the Dam was really fun too. The view is great from up there.

Competitions were so much fun. I didn't get to go to the competition at Bonelli Lake because I got really sick. But the rest of them were fun. I liked going to CSLSA Regionals because it was basically an all day competition and we actually got to go anywhere we wanted on the beach in water that was not being used in the competition. I liked Battle of the Beaches too because

MY JUNIOR GUARD SUMMER (from page 4)

I liked Battle of the Beaches too because you do all the events. I did them all. Some people only did a couple. I thought this was fun because of all the water time I got.

Catalina was great! We got to snorkel and I loved the boat ride there and back. It was so much fun. My favorite part of the whole Catalina trip was snorkeling on Casino Point. That was some of the most fish I've seen besides in an aquarium. And the water was cold but really clear. I also thought that it was really hard getting in the water, because small but powerful waves were hitting against the staircase entrance to the water and one time I actually had to hang on really hard to not be pushed and hit the rocks next to the staircase.

I didn't know what I was going to do during summer at the start. But being a junior guard was one of the best times in my life and my best summer so far.

Ryan, 12, is the oldest grandson of the CalSurf editor. He grew up in Santa Monica and often accompanied his mom and dad to the beach where they swam and trained. At the time of this article, he lived in Alabama, having moved there 5 or 6 years ago so his dad could start a restaurant. He now lives in Park City, Utah.



Start of the Surf Race at Battle of the Beach



Beach Flags Bonelli



Paddle Race Battle of the Beach



Ryan's younger brother Colin at Regionals



Colin gets encouragement from the coach



Mid-Catalina Channel



Avalon Harbor



"Big Run Friday" at Hansen Dam



WHO'S IN CHARGE?

Richard Godino

Fire Department Model

There has been a growing trend over the last twenty or so years for lifeguard agencies to become a part of city or county fire departments. This has mostly been beneficial to the lifeguards. Recognition and respect has increased for those agencies that are absorbed. (Let's face it, firefighters are still admired more than lifeguards.) The resource availability almost always improves immensely. Although there are always budget discussions within departments, fire departments generally have larger budgets to have discussions about (as opposed to parks, community services, etc.). Hence less discussion and, theoretically more time for a chief to supervise; so, what's the problem, or is there one? Let's look at some other types lifeguard operations.

Lifeguard Department Model

Some say this is the ideal way to operate because of the freedom to make decisions for the benefit of the public and the employees, without suffocating oversight. Having a chief who has come up through the ranks and reports directly to a mayor, city manager, council or supervisory board promotes a lot of confidence and camaraderie amongst the lifeguard ranks. The downside, at least in this day and age, is the budget battles. While most cities or counties will automatically concede the importance of fire departments, not all city/county supervisors have the same vision or concerns about lifeguards. A lifeguard chief in these situations must not only oversee beach safety, personnel problems, lifeguard training and equipment readiness, but he/she must spend considerable time preparing for budget battles and defending operational requirements, frequently taking that person away from hands-on supervision and placing that responsibility on second level supervisors.

Lifeguard Division or Section Model

In this model, the lifeguards operate as part of a larger non-emergency based department (parks, recreation, community services are most common). Many, if not most, of the lifeguard agencies in California operate under this method, including the California State lifeguards, the largest lifeguard agency in California. This

model is famous for lifeguard chiefs who spend a considerable amount of time beating their heads against an impenetrable wall of supervisors and politicians who have no idea what lifeguards need or do. People who have rarely done a job requiring emergency action to save a life, driven a rescue boat, done CPR, dived on recovery missions or done swiftwater rescue. Most thought the fire department did those things. Most think lifeguards teach swim lessons. Parks and recreation and community service departments love programming, but most don't realize that for sheer numbers of participants versus visitors, beach junior lifeguard programs dwarf most singular park programs; sometimes by hundreds or thousands.

I came up through a park system, and know that as a supervisor in a large department of which lifeguards are only a part, you are often given other duties, not related to lifeguarding. And park and community department people are most comfortable with a supervising and operating structure that suits that environment. They are not familiar with or comfortable with the structure based on emergency response required by lifeguards. And they are unaccustomed to the head swiveling, constant surveillance done by lifeguards for preventative purposes.

Chiefs in this model rarely spend time on the sand supervising lifeguards on duty. That job is usually done by lower level lifeguard supervisors.

Conclusion

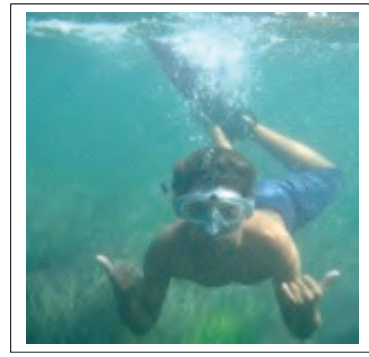
Each situation is unique and success often turns on someone's personality or something else just as subjective. From a distance, the fire department model appears seductive, especially from a resource perspective. In a close up, the lifeguard department model is attractive; independence and chief's time on the sand are important. Keeping in mind, from a wider view, the department is only as successful as the city or county that sponsors it. From nearly all perspectives, it is hard to define the lifeguard division model as a successful way to run a lifeguard business; supervisors who know nothing about lifeguards is not the way to a successful lifeguard division operation.

Objectively, the holy grail for lifeguard operations and lifeguard chiefs is 1) Budget – are there three or fewer levels involved in getting budgets done and is the success rate better than 60%?

2) Time – is there time for supervisory officers to actually supervise, on the sand, making day to day decisions and being part of the emergency response team? 3) Content and safe – is the community served happy with the lifeguard service and do they go home safe everyday? Thanks to direction, guidance and support in the way of certification and training guidelines from our national organization; and to the dedication and abilities of individual lifeguards in the towers and boats everyday, number three is something communities throughout California are guaranteed at beaches, harbors and lakes throughout the state.

LIFEGUARD
DEPT?

PARK
SUPER?



FIRE
DEPT?

LIFEGUARD
DIVISION?

MY CHIEF?

MORE JUNIOR LIFEGUARDS



2013 JUNIOR GUARD REGIONALS - NEWPORT BEACH



2013 REGIONALS AND NATIONALS

Photos by Kat Pritchard

See more of Kat's work at H2OSPORTSPHOTOS.COM



Eldon Onsgard practicing his style.. and smile



L.A. County Landline Team finishes race



Well Folks, th--th- thats ithe end of this issue