

Official Newsletter
of the
California Surf Lifesaving
Association

The **CALSURF**
Volume 20 No. 1

President's Report
We ... the Membership Competitions



CONTRIBUTORS

2012-2013 EXECUTIVE BOARD

President	Mike Beuerlein
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Secretary	Kai Bond
Treasurer	Rob Williams
1st Delegate	Mike Silvestri
2nd Delegate	Gus Avila
3rd Delegate	Jay Butki
4th Delegate	George Leeper
Past President/ Advisor	Rob McGowan

On the Cover: Former President and one of the lead officials at all events - Bill Richardson

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Certification – Vince Lombardi
Competition – Jay Butki
Exchange – Doug Leach
Special Awards – Al Pepito
Legislation – Adam Sandler
Membership – Charlotte Graham
Newsletter – Richard Godino
Training – Mike Scott
Junior Lifeguards – Skeeter Leeper
Website – Bob Moore
Ways and Means – Rob Williams
Public Education – Mike Silvestri
Public Relations - Kai Bond
Professional Standards - TBD
Grants - TBD
Original Founders - Rob McGowan
By Laws/Policies & Procedures - Bill Humphreys
Statistics - Ian Burton

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CSLSA** **Page 4**

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CAL SURF MAGAZINE

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2015/2016 CALENDAR

**PISMO BEACH ALL DORY AND PADDLE RACE
OCTOBER 18
PISMO BEACH**

**USLA FALL MEETING
NOVEMBER 11 - 14
KONA, HAWAII**

**COLD HANDS PADDLE
MARCH 6
CABRILLO BEACH**

**CSLSA SPRING MEETING
APRIL 7
CORONADO BEACH**

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

Sharks, Ocean Closures, Lightning, Beach Evacuations, Tsunami Warnings, Swiftwater Rescues, 75 Degree Ocean Temperatures and Humidity. Those were some of the many unfamiliar headlines along the California coast during the Summer of 2015. Rescues, Preventative Actions, Medical Aids and Law Enforcement Contacts were daily actions taken by Lifeguards that too frequently did not make headlines. Lifeguards should take solace in the fact that *you know how busy you were*. Those that you rescued know the importance of your actions and their families appreciate the care you provided to make sure that their loved ones can safely return to enjoy another day on our busy beaches.

Thank you to the Newport Ocean Lifeguard Association for hosting the Spring 2015 CSLSA Board of Director's Meeting. Gary Conwell, Skeeter Leeper, Rob Williams and crew did an outstanding job with all of the events. Since then, the CSLSA Executive Board represented our members at the Spring 2015 USLA Meeting on South Padre Island, Texas. In addition, CSLSA Executive Board members have attended two Executive Board meetings and officiated at regionals and nationals. Our Executive Board will take information from the Fall 2015 CSLSA Meeting to represent our members at the Fall 2015 USLA Meeting in Kona, Hawaii, November 12-14.

CSLSA teamed with USLA and the City of Newport Beach to lobby for California Assembly Bill 489, which adds Ocean Lifeguards to the list of those eligible to receive the California Medal of Valor, our state's highest honor for public safety employees. The bill also adds a representative of USLA to the Califor-

nia Medal of Valor selection committee. After months of lobbying and many letters by CSLSA agencies and chapters, I am proud to announce that the Governor signed AB489 and the new law will go into effect January 1, 2016.

Project Wipeout remains as CSLSA's signature public education program. 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 annual Lifeguard Conference was held on Wednesday, July 8th. The agenda featured spinal injury treatment, airway management for drowning, Critical Incident Stress Debriefment, the new *Project Wipeout* video project and the Excellence in Lifesaving Award. We appreciate all of the agencies that continue to provide the staffing to keep *Project Wipeout* events (Orange County Fair, Imaginology, Festival of Children) going throughout the year.

CSLSA's partnership with the John Wayne Cancer Foundation (JWCF) continues to be solid and represents our largest Public Education program to date. 27,000 Junior Lifeguards throughout the state received critical education this summer on skin cancer recognition and prevention. Educating these 9 to 17 year old children is a vital step in cancer prevention for communities up and down the California Coastline. JWCF introduced the *Block the Blaze* program at the South Padre Island meeting and there was significant interest in making this a national program.

The 2015 California Surf Lifesaving Championships were held on July 24th for the Junior Lifeguards and July 25th for the Lifeguards. We once again thank the Huntington State Beach Lifeguard Association for stepping up for the 2nd year in a row and providing an excellent venue for our regional competition. As always, Scott Hubbell continues to provide sponsorship and support for our programs.

At the Spring 2015 CSLSA Meeting, Bryce Henderson volunteered to serve as Chairman of our Grant Committee and Shea Gipti volunteered to serve as Chairman of our Professional Standards Committees. Since then, Casey Graham has volunteered to serve as the Junior Lifeguard Committee Chairman.

Our most exciting new committee is our Social Media

[PRESIDENT'S MESSAGE, from page 3]

. Committee. This committee utilizes all types of social media (Facebook, Instagram, Twitter, etc.) to promote CSLSA events. This committee supports all of the other CSLSA committees and will be working closely with both the Public Relations and Website Committees. I pleased to announce that Skeeter Leeper has volunteered to be the first chairman of our Social Media Committee. Developing a Social Media Policy will be the committee's most immediate new challenge.

Our Treasurer, who coincidentally happens to be the USLA Treasurer as well, recently identified a new financial institution for ULSA accounts. Mr. Williams is willing to do the same for us if the CSLSA Board of Directors so desire. He will discuss this later in the meeting agenda.

CSLSA Board Members continue to be actively involved in the California Marine Safety Chief's Association, the Orange County Marine Safety Chief's Association and the Orange County Training Officer's Association. These collaborations have elevated our profession. I was recently fortunate to attend the California Marine Safety Chief's Association Meeting in Camp Pendleton and thanked the organization for their valuable work on the shark and lightning policies that we used on a number of occasions this past summer.

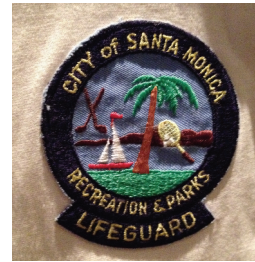
Many thanks to Charlotte Graham, Bob Moore, Rob McGowan, Jay Butki and the Los Angeles County Lifeguard Association for hosting the Fall 2015 CSLSA Board of Directors Meeting. This will be the first time we have held elections during a 1-day meeting in many years.

Lifeguards for Life!



President Beuerlein an award and thanks to the family of Ben Carlson (San Clemente meeting)

FOUNDING MEMBERS



WE ... THE MEMBERSHIP OF THE CALIFORNIA SURF LIFESAVING ASSOCIATION



Though the ages, the concept of life preservation has followed mankind's path and veered into the directions of the many cultures that adopted various viewpoints: from sacrifice to heroic acts of rescue. Currently, lifesaving organizations across the globe, have chosen life preservation as a guideline for their operations. The organizations are mainly European and Western in nature; although many are Polynesian, Native American, Indian and African cultures that revere life, and effect rescues as needed.

Since the mid-1800's, volunteer groups up and down the East Coast, developed methods to rescue crew members of the shipping industry who ran aground or were damaged in storms along the coast. These methods still exist in more advanced forms and in competition events. Dories and landline rescues are remnants of these original rescue techniques.

As most of you know, lifeguarding as it presently exists, has become a swimming based routine, techniques mainly developed on the U.S. West Coast. Using rescue flotation devices and incredible sea knowledge, lifesavers, soon to be known as lifeguards, came to the assistance of swimmers in distress, and eventually people in medical emergencies.

Lifeguards became the oceanside counterparts of firefighter rescuers, ambulance/paramedic crews and cliff and swiftwater rescuers throughout the country. Plus, Lifeguards, because they are in continual contact with

he public, perform preventative actions such as calling people out of rips, off breakwalls and out of life threatening water conditions.

2014 Statistics

Total beach attendance – 370,069,519

Rescues – 91,347

Preventative aids – 341,304

Boat rescues – 4225

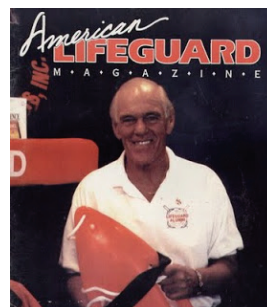
In spite of this activity only 112 people drowned, 50% or more of those drowned while lifeguards were not on duty.

For 100 years or more, lifesavers organized groups at various beaches, to provide some standardization and communication to their operations.

Finally, after being invited by the Australians to a worldwide competition, the competitors saw the organization of lifesavers in Australia and New Zealand, and came back in the 1950's with a vision of organization of the lifeguarding profession.

As the idea evolved, the individuals who became the eventual legacies of our current organization, USLA, worked as lifeguards here on the West Coast. They met on a monthly (almost) basis to pull together an organization that would initially mimic the Australian idea, but would eventually eclipse the idea and create the United States Lifesaving Association, that would lend it's weight and direction to the World Lifesaving Association, the International Lifesaving Association and others that would affect lifesaving worldwide.

The original organization that eventually became the USLA, started on the West Coast by the greatest legacy of lifeguards ever gathered in one place: Bob Burnside, Don Rohrer, Max Bowman, Bill Richardson, Bob Moore. Jim Richards, Tim Dorsey, Dick Heineman, Dick Hazard, Bud Stevenson, Myron Cox, Pete Peterson and so many more



Bob Burnside on AML



A young Myron Cox and board

WE THE MEMBERSHIP (from pg 5)

The process was argumentative, but progressive, and created a framework for the first U.S. lifeguard association.



Huntington State Beach HQ one of the first meeting locations of the nascent USLA

The latest version, approved by the membership, in 2006, was a labor of love by Bill Richardson and Bob Moore, with input from Rob McGowan and other board members at the time. Bill, Bob and the others spent a tremendous amount of time developing the concept and performing spell checking and other aspects of editing that resulted in a magnificent document that now stands as a guideline for a most USLA chapters.

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Seal Beach Lifeguards stand muster

The most important component of the By Laws is the definition of membership. In a nutshell, you must be a dues paying member of the region/national organization and of your local chapter. The magic of this rule lies in the fact that members must remain grounded in

their local community or chapter; but must also be part of the National organization.



L.A. County lifeguard boat under way at sunset

The dues, often considered a downside of membership, that are paid go mainly to the national body, that requires funds that are always accounted for and bring members the benefits of meetings, competitions and membership benefits such as discounts and membership kits. The dues paid to the chapters vary in cost, but usually of close in cost and provide the same type of discounts and kit materials.



The real downside of the job (City Chief Myron Cox)

Most reasonable people expect to receive something tangible for their donation to membership; and USLA and the chapters, usually do what they can to satisfy that the desire. What many members fail to recognize is that whatever, they pay in dues goes to Association operations and alternatively to charitable organizations. Sure, most members receive designated discounts and they always get a tangible item such as a cap, t-shirt, decal, etc. Small price and little reward for such an important membership. Keep in mind that, in essence,

WE ARE THE MEMBERSHIP



COMPETITIONS THROUGH THE AGES



NATIONALS REGIONALS

JUNIOR GUARDS TAPLINS





STATE BOATS READY FOR DUTY IN MORNING