

Official Newsletter
of the
California Surf Lifesaving
Association

The CALSURF

V o l u m e 1 7 N o . 2

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BUDDY BELSHE 1934-2012

2012-2013 EXECUTIVE BOARD

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

On the Cover: Buddy Belshe overlooking his favorite and final assignment at Corona Del Mar

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2013 CALENDAR

4/25-27 USLA Spring Mtg. - Santa Rosa

6/2-8 National Beach Safety Week

7/26 Regional JG Championships - Newport

7/27 Regional LG Championships - Newport

8/3 Taplin Relays - Hermosa Beach

8/7-10 National Championships - LACOLA
Manhattan Beach

10/10-11 CSLSA Fall Mtg. - Location TBA

11/7-9 USLA Fall Mtg. - Mid-Atlantic TBA

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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Scott Hubbell – L.A. County

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

In these tough economic times, it's very easy to think ponder what we don't have as Lifeguards. Our budgets have been slashed, some of our towers are not opened and in many cases, new Lifeguards have not been hired. And yet, how easy is it to forget how far we've come? Who has a better office? Who works in a profession that promotes physical fitness more? And most importantly, what job offers the opportunity to save more lives?

Lifeguards used to be viewed as people who got paid to work on their tan. Today, open-water Lifeguards are respected as essential members of coastal public safety networks. Have we attained our desired stature? Not yet, but we need to remember over 100 years of hard work to build our professional reputation. Others have made it possible for us to have the jobs we occupy today. Their torch has been passed to us, and that is why we must not only make our profession the best it can be today. We have an obligation to ensure that Lifeguards who come after us have it better too.

The Santa Cruz Lifesaving Association hosted the Fall 2012 CSLSA Board of Director's Meeting. Ned Hearn and crew did an outstanding job with all of the events. Since then the CSLSA Executive Board represented our members at the Fall 2012 USLA Meeting in Minneapolis. In addition, the CSLSA Executive Board has had three meetings this year. Our Executive Board will take information from this meeting to represent CSLSA at the Spring 2013 USLA Meeting in Santa Rosa, California.

At the Santa Cruz meeting, Mike Silvestri volunteered to lead a special committee to determine how CSLSA could assist the Oxnard Firefighter's Association (OFA) in establishing a Lifeguard Service to prevent drownings that have been occurring at beaches in their city. I want to thank all who participated in the committee. Mike Silvestri developed an action plan and has continued dialog with OFA. At our upcoming meeting, Mike Silvestri will report on the positive developments with this on-going project. Bob Moore, a former CSLSA President for 12 years,

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. Last year the Lifeguard Conference was a huge success and the 2013 conference is scheduled for July 10th. 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.

Check out our new Public Relations webpage that CSLSA Public Relations Committee Chairman Kai Bond has established on the CSLSA website (www.cslsa.org). The latest posting on this page is a position paper on The Public Perception of Open Water Lifeguards. This document is a valuable tool that can be a recipe for an effective public relations campaign. It will serve as a public information and Lifeguard agency resource.

The City of Newport Beach will once again be hosting the 2013 CSLSA Lifeguard and Junior Lifeguard Championships on July 26th and 27th. Rob Williams and staff did an outstanding job on their maiden voyage last year at an excellent venue. Thanks to Scott Hubbell and *Beachsport* for their continued support of CSLSA.

Hopefully, you've all been able to watch the Lifeguard Television Series on the Weather Channel. Heroic actions by Lifeguards from many CSLSA agencies are broadcast on national television at 5 pm and 8 pm on Wednesdays. This is the best public relations tool our profession has. It's important for us to tell people what we do, but seeing is believing!

[PRESIDENT’S MESSAGE, from page 3]

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 and the CSLSA Executive Board have been working on a draft policy that will be presented at the Spring 2013 CSLSA Board of Directors Meeting.

After decades of USLA and CSLSA leadership, Bill Richardson is turning over the reins of the CSLSA Certification Committee to his Assistant Chairman. Vince Lombardi is more than qualified for this position as Chief of the Camp Pendleton Lifeguard Service and a former CSLSA Vice-President. Bill will continue to serve our region as a USLA Certification Officer and advisor.

2014 marks USLA’s 50th Anniversary. Since the organization was founded in Huntington Beach in 1964, CSLSA has requested to host the Spring 2014 USLA Meeting in Huntington Beach. Rob Williams has agreed to serve as Chairman of the Organizing Committee and will be 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. Obviously, we can use all the help we can get to make this an anniversary to remember!

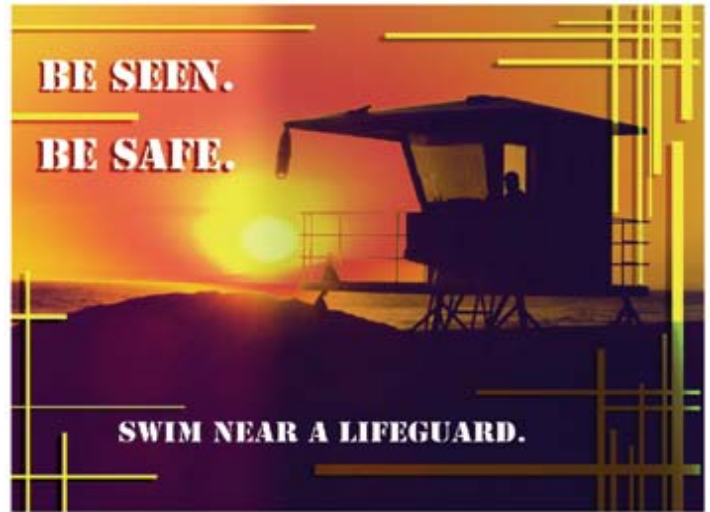
USLA News

- The Dates for National Beach Safety Week have been changed to coincide with Rip Current Awareness Week (June 2nd through 8th).
- The 2012 Nationals were held in Cape May, New Jersey for the second straight year. Fortunately, this event is returning to the West Coast this year. LACOLA is preparing to host the 2013 Nationals in Manhattan Beach.
- USLA has agreed to fund an Executive Director position. A candidate has been selected and we are hopeful that an agreement will be in place by the time of the Spring 2013 USLA Board of Directors Meeting.

Many thanks to Dave Peden, Mike Scott and the Lake Mission Viejo Lifeguard Association for hosting the

Spring 2013 CSLSA Board of Director’s Meeting. Let’s make the most of our time together.

Lifeguards for Life!



CSLSA Mourns a Modern Day Lifeguard Legend

By Bill Richardson

Retired Newport Beach Lifeguard Captain Buddy Belshe passed away on Wednesday, December 19, 2012. He served Newport Beach for 47 years and will be remembered for his steadfast dedication to marine safety.



Buddy was born in Orange, California March 30, 1934. He grew up in Huntington Beach where he was a multiple All-American swimmer at Huntington Beach High School in 1952 and '53, as well as the Helms Foundation Outstanding Junior Swimmer of the year in 1955.

He was considered one of the top middle-distance swimmers in the United States.

Following graduation from High School Buddy swam for Orange Coast College and then moved on to the University of Denver. He was selected as a collegiate All America swimmer 13 times.

He finished ninth in the 1,500-meter swim at the 1956 Olympic Swim Trials at the Brennan Pools, August 7th-10th in Detroit, Michigan.

He later transferred to Cal State Long Beach where he received his degree in 1959.

Buddy began his lifeguarding career in 1950 as a seasonal lifeguard for the City of Huntington Beach at age 16.

A decade later, he accepted a full-time position as a Marine Safety Officer with the City of Newport Beach. He worked as a beach supervisor for four years and became the Operations Lieutenant in 1965, working that position for two years. He was then promoted to Operations Captain in 1967, where he oversaw beach operations until his retirement from his "full-time" position in 1987.

Buddy returned to Newport as a seasonal lifeguard in 1988 and worked an additional 19 summers in Corona Del Mar, until 2007, when he retired from ocean lifeguarding due to shoulder injury.

Battalion Chief Jim Turner is quoted as saying . . . "Buddy was considered the best pure lifeguard on the force. His ability to concentrate on water observation for long periods of time, quickly identify rescues, and respond early to potential victims – often before they even realized they were in distress – was exceptional."

Buddy also worked as a lifeguard for the Blue Buoy Swim School in Tustin from 2006 to 2010. When asked, in 2008, about retirement plans, Buddy said that he didn't know when he would retire, stating simply "I still have a few more years left in me."

Buddy was one of the founding members of the National Surf Lifesaving Association (NSLSA) in 1964, which in 1974 became the United States Lifesaving Association (USLA).

He held the positions of NSLSA Secretary and Vice President. He was on the USLA team for the 1st World Lifesaving Congress in Durban, South Africa in 1974 and represented the organization on an exchange to Australia for three weeks in the late 1970s. He also represented USLA at the 1978 World Lifesaving Congress hosted by the City of Newport Beach.

Buddy, who was always an exceptional swimmer, was a noted U.S. Masters Swimmer and won numerous national championships in the pool and as an ocean swimmer. He competed in the La Jolla Rough Water

Swim every year since he won his age group as a 13-year-old with just two exceptions: once when the race was cancelled due to a shark sighting, and once when the race was cancelled due to a polio epidemic. In 1976 as part of the City's National Bicentennial celebration he created the Newport Beach Pier-to-Pier 2-Mile Rough Water Swim at the suggestion of former Mayor Evelyn Hart. This annual ocean event, affectionately referred to as "Buddy's Swim" by Master's swimmers throughout Southern California, celebrated its 37th anniversary this past summer with more than 300 competitors.



Buddy came from sound aquatic stock; he was the only son of the late Gene and Johnnie Belshe. His father Gene served as the first full-time, paid lifeguard and later as a Police Captain, for the City of Huntington Beach..



Buddy with his Mom Johnnie

His mother Johnnie was a renowned swim teacher for over 60 years.

Buddy is survived by five adult children, Dana, Lin, Tad, Blake and Ty who have five grand children amongst them. Dana has three (Sydney, Chloe and Roxy), Lin two (Scottie and Codi), and Tad one (Nicholas).



"Buddy was considered the best pure lifeguard on the force. His ability to concentrate on water observation for long periods of time, quickly identify rescues, and respond early to potential victims - often before they even realized they were in distress - was exceptional."

MEDIA MAGIC - TIPS AND TRICKS FOR POSITIVE MEDIA ENCOUNTERS

Bill Humphreys

What follows is a summary of an article by San Clemente Marine Safety Chief Bill Humphreys. The complete article appears in the American Lifeguard Magazine, Fall 2012 Vol. 1 No. 1. – Editor

As a public safety officer, you may be asked to answer questions from the media. Often these are negative questions, seemingly designed to place blame or stir controversy. How you answer these questions can help or hinder you and your agency, and sway public opinion in regard to the profession of lifesaving. Following are tips for dealing with the media in a manner that addresses the issues at hand while putting you, your agency, and lifesaving in the best light possible.

Preparation for the Interview

Know and Follow Your Agency's Policies for Interviews with the Media

Your agency has specific policies for dealing with the media that must be followed. If you are questioned by a reporter but fall under such a policy, tell them that your agency would love to respond to their questions and direct them to the proper person. If you are authorized to speak to the press, understand your agency's policies. You may be allowed to only answer factual questions, with a requirement that you pass along policy related questions to someone else. If you are authorized to answer any type of question, make sure your supervisor knows that you are doing the interview.

Buy Some Time and Control the Setting

Whenever possible, avoid a "spur-of-the-moment" interview. It is fine to tell reporters that you are busy and would love to help, but you don't have time right now. If delaying the interview isn't possible, buy some time by asking for a short break. During this time, comb your hair, adjust your uniform, and try to

anticipate potential and worst-case questions.

The Interview

Pause Before (and After) Answering

When the first question comes - pause and gather your thoughts. Pausing after your answer can also be very effective. Often reporters will remain silent after you have answered in the hope that their silence will cause you to elaborate or editorialize. Keep your answer brief, stop, and wait for the next question.

Use "The Open Face"

Your face is your main communication tool, so use it to your advantage. There are four "faces" people will tend to use in an interview or a presentation. You can smile, which if appropriate for the situation, conveys happiness. You can "close your face" (picture a frown or someone with furrowed brows), which creates a vision of anger which is rarely, if ever, appropriate. You can "neutralize your face" (no expression). This is the face that will put your listener to sleep. Finally, you can use the "Open Face" (eyes wide open, expressive facial muscles, etc.), which is a caring and loving face.

Maintain Eye Contact

Whenever you are speaking maintain direct eye contact with the reporter, never speaking while looking away or at an inanimate object. If you need to refer to notes or a report, look down, read, and look back up before speaking.

Rephrase the Question the Way You Wish It Had Been Asked

The concept is simple – you turn a negative question into a positive one that you are proud to answer. Here's how the process works. Often a reporter will ask a question that is more of an accusation rather than a question. Instead of directly answering the question (which puts you in a defensive position), pause and ask yourself "How would I have preferred the question to be asked?" Answer your version of the question instead of answering it the way the reporter asked it!

The goal of rephrasing is to control the interview by turning a negative question into a positive one that you can proudly answer.

Media Magic--cont'd from page 7

Turn it into a question that gives you an opportunity to expand in a direction you are comfortable with and include a safety message whenever you can.

Provide Three Positive Comments for the Incident

This technique requires forethought and sensitivity. First, do not discount the extent of the tragedy. Express appropriate concern, empathy, and compassion for everyone who was impacted. Clearly offer your sincere condolences. Once done, provide three positive comments about the tragedy or event if possible.

Provide a "Quotable Quote" Emphasizing your Message

Operate under the premise that reporters have a tendency to repeat what is told to them. If you can come up with a "Quotable Quote," something that is catchy and summarizes the issue, it probably will be reported.

Miscellany

For phone interviews, have a cheat sheet or reference material right in front of you.

Prepare canned responses for issues that you know will periodically surface (shark encounters, budget issues, winter staffing, etc.)

Nothing is off the record!

Bring in safety messages at every opportunity.

Build rapport with the media before crisis hits.

Summary

Dealing with an aggressive reporter can be intimidating. However, with proper planning and forethought you can switch from being on the defensive and put yourself in a positive and proactive position – all while promoting your message and pride in your agency.

