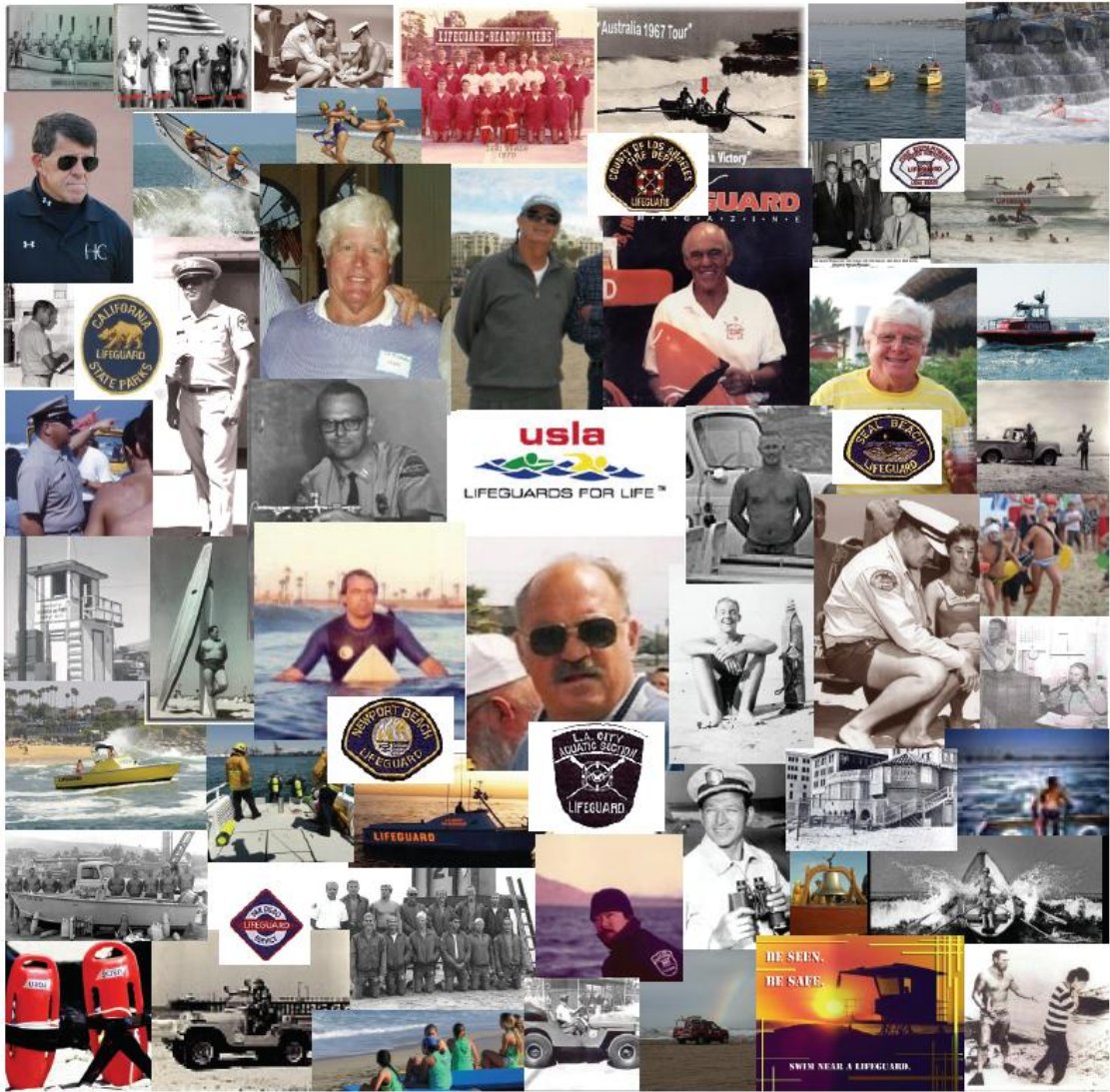


Official Newsletter
of the
California Surf Lifesaving
Association

The CALSURF

Volume 18 No. 2

50TH ANNIVERSARY ISSUE



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On the Cover: 50th Anniversary cover. Images of the Founders and lifeguard activities since the founding of the USLA.

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2014 CALENDAR

- 4/24-26 USLA Spring Mtg. - HB
50th Anniversary Meeting
- 6/1 - 6/8 National Beach Safety Week
- 7/10 Cal State Games
Coronado
- 7/25 JG Regionals
Huntington State
- 7/26 Lifeguard Regionals
Huntington State
- 8/2 Taplin Relays
LA County
- 8/7-9 National Championships
Virginia Beach
- 10/9-10 CSLSA Fall Mtg. - TBD

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

50 is a big number. 50 years is a long time. A 50th Anniversary is a milestone accomplishment. We are so fortunate to celebrate CSLSA's 50th Anniversary of Lifesaving Excellence this year. What started out in 1964 as a local effort to upgrade professional lifeguarding in Los Angeles County quickly spread to Southern California. In 1965, Santa Cruz joined the association and the outreach extended north in California. By 1970, our regional association had expanded to the East Coast and had truly become national. Along the way, our members participated in international lifesaving competitions and became leaders in World Lifesaving. By 1979, the United States Lifesaving Association had agreed that members could include ocean, bay, lake and river lifeguards. What started out as a grass roots effort in 1964, has resulted in approximately 1.5 million lives saved by CSLSA agency lifeguards over the past 50 years. We truly do have a lot to celebrate!

The following individuals deserve special recognition as founders of our association:

Bud Stevenson (LA County Lifeguard Chief in 1963 who had the vision to form the organization)
Bob Burnside (1st President: LA County)
Dick Hazard (1st Vice-President: San Clemente)
Max Bowman (1st Treasurer: Huntington Beach)
Don Rohrer (1st Secretary: LA County)
Tim Dorsey (1st Sergeant at Arms: Seal Beach)

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 handling or routing inquiries, 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 Encinitas Lifeguard Association hosted the

Fall 2013 CSLSA Board of Director's Meeting. Rob Veria, Larry Giles and crew did an outstanding job with all of the events. Since then, the CSLSA Executive Board represented our members at the Fall 2013 USLA Meeting in Hyannis, Massachusetts. In addition, the CSLSA Executive Board has had three meetings. Our Executive Board will take information from this meeting to represent CSLSA at the Spring 2014 USLA Meeting in Huntington Beach, April 24-26.

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 Lifeguard Conference will be held on July 9th. The agenda features a speaker from NOAA, the John Wayne Cancer Foundation, Gordon Graham and the Excellence in Lifesaving Award. As a special feature, Bob Moore and Bill Richardson have teamed to produce a special presentation on CSLSA's 50 years of Lifesaving Excellence. Thank you to all of the agencies who continue to provide the staffing to keep *Project Wipeout* events (Orange County Fair, Imaginology, Festival of Children) going throughout the year.

CSLSA is excited to announce that we are partnering with the John Wayne Cancer Foundation (JWCF) to conduct our largest Public Education program to date. Some 20,000 Junior Lifeguards throughout the state will receive 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. In addition, JWCF is a major sponsor for the upcoming USLA Meeting and will provide ½ gallon pump jugs of sunscreen for every Lifeguard tower in the state of California.

The Huntington Beach State Lifeguard Association has agreed to host the 2013 & 2014 CSLSA Lifeguard and Junior Lifeguard Championships. Gus Avila and crew are busy preparing for another excellent event on July 25 & 26. We are once again planning to run two adult courses 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,

[PRESIDENT'S MESSAGE, from page 3]

that would help immensely. Thanks to Scott Hubbell and *Beachsport* for their continued support of CSLSA.

2014 also 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 volunteered 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, with the Board of Directors Meeting concluding on Saturday morning, followed by the Educational Conference on Saturday afternoon. The Educational Conference will focus on USLA's 50 years, featuring Past Presidents and the current President. A gala anniversary banquet will be held on Saturday night, April 26th. The gala will be a fun event open to all current and past USLA members. We have hired a top-notch band and the dancing floor will be swinging. Obviously, we can use all the help we can get to make this an anniversary to remember!

I would like to thank the entire CSLSA Executive Board for their hard work and commitment to make the USLA 50th Anniversary Meeting a success. Make no mistake, this has been a monumental task and a true testament to teamwork. Any member who has never attended a USLA Meeting should take this opportunity to see how our national organization functions.

USLA News

- The 2014 National competition will be hosted by USLA's South Atlantic Region in Virginia Beach, August 7-10.
- The dates for National Beach Safety Week coincide with Rip Current Awareness Week (June 1-7).

Many thanks to Joe Bailey, Chris Pierce, Nick Bolin and the Seal Beach Lifeguard Association for hosting the Spring 2014 CSLSA Board of Directors Meeting. Let's make the most of our time together to celebrate

50 years of Lifesaving Excellence.

Lifeguards for Life!

50 years BY THE SEA

THE TOLD AND UNTOLD STORY OF THE USLA VOLUME 1

**Edited by Richard Godino with lots of help from
Bob Burnside, Chris Brewster, Mike Silvestri,
Rob Williams and many, many others**

Many years ago, our current President, Chris Brewster researched and wrote a detailed history of the origins of our organization. Most of us know at least the framework. I decided to do some more research and look into some of the back stories behind the framework. So here are some of the stories divined from some participants and combed from the extensive files of the USLA minutes. They were crazy times. RG

The Olympics, Australia and the Technique and Idea Exchange

At the end of the summer of 1956, Los Angeles County Lifeguard Chief, Bud Stevenson, called a meeting of the local County lifeguard association and their union representatives. The purpose of the meeting was to listen to a presentation by Arthur Parkins of the Australian Surf Lifesaving Association. Parkins was on an American visitation to invite a U.S. National Lifesaving Association delegation to participate in an international surf lifesaving competition in Australia in conjunction (but not part of) the XVI Olympiad to be held in Melbourne in November of that year. Hawai'i, then an American territory, had already agreed to compete under their territorial flag.

Parkins said the only responsibility of each nation invited was to get to Australia and back at their own expense.

The idea was popular among those gathered. The only catch was that there was no "U.S. National Lifesaving Association." So, after what Bob Burnside called "hours of dialogue," Stevenson agreed to participate and, in his typical fashion, declared that "the National Surf Lifesaving Association of America... was now formally established," and Bob Burnside was President.

50 YEARS BY THE SEA (from page 4)

Now that there was a somewhat fictional "Association", the lifeguards who wanted to participate had to prove their mettle; and the selection process was grueling. Stevenson put the word out to other California agencies. Burnside said, "...they all thought he was crazy. But they didn't know just how tenacious the Chief could be...once he put his sights on something." A lot of arm twisting ensued, but the most interest came from the County and City lifeguards.

Eleven competitors eventually travelled, but the premier positions totaled eight: 4 swimmers, 2 paddlers, 2 runners, and 2 combination spots taken from the best overall finishers. The tryouts were held on a foggy day alongside the Hermosa Pier. The competition was fierce. The most feared swimmer was Tad Devine, from L.A. City, who had just missed out on a spot on the Olympic Team at the trials. Sure enough Devine won, but Burnside finished a close second far ahead of the pack and, along with a strong paddle race, that put him in the top combination spot.

With the team selected, they now went about procuring donations so they could get there and back. They took out ads in the papers and hit the retail stores looking for assistance. Within a month they had purchased their plane fares and were ready to ... "represent the USA and American Lifeguards."

The Canton Express and the Trip to Sydney

The team was ready and the adventure was about to take place. Unfortunately, a week before departure, Bob Burnside's beloved grandmother, Nani, died in Las Vegas. Bob was present with other family members and helped make arrangements. His grandmother was a strong and influential presence in his life, and his grief accompanied him during the weeks of preparation and competition in Australia.

The team left from San Francisco aboard what was, at the time, one of the most advanced and popular aircraft in the skies – the Lockheed Constellation. The "Connie" as it was known, was easily recognizable with its three tails and dolphin shaped body. It was one of the most reliable aircraft around.

This reliability came into question after the team stopped in Hawai'i to pick up the Hawaiian team and headed for their second stopover in Canton. During

the flight, one of the four engines caught fire. Now being mid-ocean over supposedly shark infested waters, and miles from any land, was not on the flight itinerary and was disturbing to say the least. Great athletes though each member of the Team were, they all wondered how ironic and tragic it would be to end their trip and their lives in a fireball crashing into the mid-Pacific. All the passengers feared for their lives, but the aircraft's crew was experienced, turning off the burning engine and continuing to Canton on three as though nothing serious had happened.

Once at Canton, the troubled engine was repaired and they continued on their way to Nandi, Fiji, New Zealand and finally landed in Sydney after 30 hours in the air. For the first hour after leaving Fiji, everyone was nervous and continually checked the engines for smoke. The Captain took everyone's mind off the problems by ordering lobster, a special cake and a tropical dessert for all. Stuffed and contented, the rest of the trip was a breeze, so to speak.

Malibu Surfboards and other Sydney Delights

A large contingent of Australian lifesavers welcomed the American team and helped them get settled in their quarters at a naval base. It was military but comfortable, on the water inside the Sydney harbor.

The visitors toured and trained for four weeks, participating in Surf Carnivals (kind of like our Regionals), before they headed to Melbourne's Torquay Beach where the international event was to be held. During the weeks of touring and training, they demonstrated some of their techniques to the Aussies.

Prior to the American's arrival, the Australians used a technique called the "Belt Rescue," or the "Lifesaving Reel," as their primary rescue method. Similar to our present Landline competition event, the Belt Rescue used four lifeguards: one would wear a canvas belt attached to a ¼ inch line hundreds of feet long coiled on a large reel. As the rescue swimmer swam to the victim, the other rescuers would pay out the line. Once the swimmer reached the victim, the other lifeguards would pull them both back to the beach. The Americans viewed this as a slower, method of rescue than their method of using a rescue can or tube. The Australians challenged the Americans to put the techniques to the test in a race off. On the day of the race, the surf was moderate, but challenging enough for the test.

50 YEARS BY THE SEA (from page 5)

The Australian Belt Race champion and his reel team would compete against Jay Ballenger and Tad Devine, one using a rescue can (a primitive version of our current one) and the other a rescue tube. Tad and Jay reached their victims and had them in knee deep water before the Australians had reached their victim. As Burnside says, "It was an eye opener for the Australians."

Another eye opener was the Malibu balsa surfboards that Harry Schaeffer, of the Hawai'ian team, and Burnside brought with them on the trip. At the time, the Australians used 17 foot hollow surfboards, which had been used since 1934 as a paddling board for lifesaving club events. Australian Bob McTavish, after observing the maneuverability of the Malibu boards, said, "I cannot convey to you what a sensation these little pods seemed to us... shock, delight and skepticism." After each Carnival, thousands of Australians would remain behind to watch Harry and Bob surf on their "little pods." Bob and Harry left their boards behind with some well known surfboard makers, and surfing in Australia changed forever.

Torquay Beach and the International Competition

The Americans traveled to Melbourne to compete in the International Competition. They arrived several days early to attend the inspiring Opening Ceremony of the XVI Olympiad on November 22, 1956.

The lifesaving event had been scheduled for the following weekend to allow those attending the Games to travel to Torquay and watch the event. The Americans were amazed that over 100,000 spectators came to watch the competition.



The Americans (and Hawai'ians) did fairly well against the teams from other countries that were more familiar with the events. The Hawai'ians won gold in the Beach

Run Relay. Tad Devine took 2nd in the Open Swim Event and Burnside and team finished 3rd in the Belt Race. The American's best paddlers, Mike Bright, and Hawai'ian Tom Zahn had damaged their racing boards the week before and had to borrow boards from the Australians. Using unfamiliar equipment, they were no match to the other teams in the finals.



An Aussie Idea Becomes Reality in America

Upon leaving Australia, the team had left behind a new concept for making rescues for lifesavers, and a new

generation of surfboards for surfers. They took with them an idea that would grow exponentially over the years to become a truly "national" lifesaving organization – the United States Lifesaving Association.

Upon their return, the Americans, especially, Bob Burnside brought with them a vision of what a national lifesaving association might accomplish in the years ahead. This vision initially became a vehicle for life-guarding reform in L.A. County – the Surf Lifesaving Association of America.

Although several people were involved, it was still a group of County lifesavers whose existence was mainly on paper with no "official" ties to County government. It was loosely organized with Bob Burnside as President, Don St. Hill as Secretary and Jerry Cunningham as Treasurer. They used that "looseness" to raise some money and, not being officially recognized by the County, work outside the rules and regulations, engaging in a variety of political actions such as getting the life

guards out the Parks department (the origin of the Department of Beaches and Harbors); getting lifeguards safety series retirement and salaries and improving equipment used on the beach.

After about seven years, that "dream and hard work", as Burnside says, brought about an historic meeting to

50 YEARS BY THE SEA (from page 6)

1964 – The Creation of a National Lifesaving Association

Early in January, 1964, Burnside went to L.A. County Chief Bud Stevenson to discuss using the County's lifeguard association as the prototype for the creation of an association of Southern California lifeguards. Stevenson approved and so did Dutch Miller of Long Beach. A proposal was drafted (see page one of 1964 minutes on the USLA website for the complete text) and Burnside called for the first meeting to be held at the L.A. County Lifeguard Headquarters in Redondo Beach on January 14, 1964. Burnside acted as chair of this historic meeting, which was called to order at 8PM. The lifeguard agencies that had representatives in attendance were:

- L.A. City
- L.A. County
- Santa Monica
- Huntington Beach
- Long Beach
- Cal State (District 5)
- Newport Beach
- San Clemente
- Seal Beach

Of the nine agencies in attendance, six were in favor of creating a "national" association. Seal Beach, Long Beach and Cal State were undecided. After 2 hours and 45 minutes, the meeting adjourned. All agencies were asked to explain the purpose and tenants of the new organization to their potential members and return the following month with the feelings of their agencies and any suggestions.

And so it began.

Monthly meetings were held during this all important first year. The number of lifeguards present at the meetings began to increase as more representatives from each agency attended. Another agency, Cal State District 6 (Central California Coast), started attending and by the end of the year lifeguard agencies from San Luis Obispo to San Diego were participating.

It was not easy getting a bunch of rugged, territorial lifesavers to agree on anything. There were many bumps in the road, cordial disagreements at the meetings and occasionally loud arguments afterward at a bar. Fists were known to fly on occasion. But somehow it worked.

The Hammer, the Nails and Endless Paper: The Construction of a National Association

It takes more than a proposal and a confirmation to start a national organization. It takes a driver of the idea (the Hammer), people who catch the fever and push it forward (the Nails), and it requires facing, and overcoming, the ever-present bureaucracy (the Paper). Bob Burnside was the Hammer, Vince Morehouse, Don Rohrer, Max Bowman, Dick Hazard, and all the other fathers of the Association were the Nails.

A formidable endeavor it was. But these founders had the fortitude, to put it politely, to get it done.

Three Months In

By the end of March, 1964, the "to do" list got longer, but the accomplishments were steadily being ticked off.

In early February, all representatives (except Long Beach, who abstained) agreed to form local chapters by March 1 and a tentative two branch Board of Directors was created to create a constitution and by laws. Vince Morehouse, the Huntington Beach Chief and ex-Navy man chaired the Southern Branch with representatives from Huntington Beach, Cal State South, Newport Beach, Seal Beach and San Clemente. Bob Burnside chaired the Northern Branch with representatives from L.A. County, L.A. City, Santa Monica and Cal State Central. Gerald Pilaar from Santa Monica was chosen to prepare Association decals, pins and stationary.

On March 10, three officers were elected to conduct the business of the fledgling Association: Morehouse, was elected Chairman, Burnside was Secretary, and Don Rohrer from L.A. City was chosen as Treasurer. The Officers were authorized to collect and spend money; the Treasurer and Secretary were to open a bank account and a post office box; Jerry Cunningham of L.A. County was installed as Publicity Chairman to write a press release as soon as possible; Pilaar and the legendary Pete Peterson of Santa Monica were appointed to the decal committee; and the Chairman was to draw up a membership application and send to the Treasurer for copying.

The press release was quickly ready and sent out for release after March 15. The highlights of the release stated (complete text in USLA minutes page 11):

50 YEARS BY THE SEA (from page 7)

- The Surf Lifesaving Association (an affiliate of the International Council of Surf Lifesaving) announces expansion of its membership to include lifeguards employed along most Southern California beaches.
- There is a need for increased cooperation among many lifeguard services because increasing population has added to the demand for public safety.
- The Association would work for adoption of best lifesaving methods, best lifesaving equipment, improved training, education of both professional lifeguards and the beach-going public, consult and advise any public agency whenever it is in the best interest of public safety, and work for improvement of the professional status of lifeguarding.

Make Every Meeting Count

On April 7 the final incorporation papers were filed with the State Secretary. Also, the Chairman read a letter from the Chief Lifeguard of Boca Raton, Florida regarding interest in the Association. And finally, decals were ready and distributed to chapters in attendance based on their potential membership.

At the May 5 meeting, a discussion was held regarding an inquiry from San Diego. A committee was created to meet with the San Diego lifeguards and present information regarding SLSA. Also at this meeting, Burnside entered a motion to consider some sort of competition or championship event. It was noted that Carpinteria holds such an event every year. A committee was created to research the proposal and report back at the next meeting.

The June 11 meeting saw the membership cards distributed, an incomplete first draft of the By Laws introduced, and L.A. City announced it will receive a sanction from its Chief to attend the competition in Carpinteria.

At the July 7 meeting the By Laws were approved and filed with the State (text on website pp.26-36). A lifeguard water polo league was sanctioned by SLSA. Burnside requested that SLSA sanction three championships: A dory race sponsored by Huntington; a paddleboard race sponsored by L.A. City; and a swim championship sponsored by Cal State Central at Carpin-

teria. A motion was passed unanimously that each host chapter provide awards. Another motion was passed that only SLSA members in good standing can compete. Also San Diego and Seal Beach formally applied for membership.

August stands out as a month during that first year when two meetings were held and many things were accomplished. Dick Heineman of L.A. City discussed a water safety program held each year at the Miramar Hotel in Santa Monica and suggested SLSA participate next year. Burnside requested that the invitational attendance at the annual Taplin Relays be increased to eight teams. The second meeting was held on August 22. At this meeting Don Rohrer requested a list of salaries, titles, new positions, equipment, etc. to establish an up-to-date comparison list to be kept and updated by SLSA (a project still ongoing today). Also at that meeting it was suggested a rules committee be established and that each chapter bid for championship hosting each year. And finally, to finish off a remarkable month, the first SLSA sponsored statewide ocean lifeguard championship meet was held on August 28 at Carpinteria State Beach.

No meeting was held in September, but at the first of two meetings in October, on the 6th, competition bids were called for. At the October 27 meeting, another discussion was held regarding the Australian visit. Also, Don Rohrer called for a discussion on standing committees at the next meeting. Finally, the first Competition Guidelines were completed and submitted for review (complete text on website pp. 52-54).

At the final meeting of the year, November 24, Vince Morehouse suggested lifeguards attend safety (mainly medical) courses held by UCLA. Also the attendees discussed aligning lifeguards with fire and police as a solution to salary equity. The final business of the year was to send the Competition Guidelines to the member chapters for modification.



50 YEARS BY THE SEA (from page 8)

The Rest of the Decade

The Surf Lifesaving Association continued to grow throughout the rest of the sixties. As it grew, it became complex, and more than a little unwieldy. But, with their mission clear and their passion fierce, the founders steadily moved ahead.

1965 saw the early rendition of the SLSA refined in operation and become more inclusive as it expanded to include more agencies along the coast. Competitions started to flourish. Different agencies began to request the privilege of hosting a SLSA meeting. On February 2, 1965, Carpinteria State became the first agency to host a meeting that officially included a dinner:

- Enchiladas a la Senior Hodgart
- Scalloped potatoes smothered in ham dices
- Tossed salad
- Choice of pie
- Gallons of coffee

In April, CPR was introduced to the Association by Andy Seymour of Seal Beach.

In December, the first meeting of Lifeguard Chiefs was held. In attendance were Bud Stevenson (LA County), Myron Cox (LA City), Reed (Newport), Vince Moorhouse (Huntington), Isenor (CalState South) and Jim Richards (Santa Monica). This peripheral organization would help guide and legitimize the SLSA.

In December, the first meeting of Lifeguard Chiefs was held. In attendance were Bud Stevenson (LA County), Myron Cox (LA City), Reed (Newport), Vince Moorhouse (Huntington), Isenor (CalState South) and Jim Richards (Santa Monica). This peripheral organization would help guide and legitimize the SLSA.



On February 15, 1966, the second meeting of the year, Jack Buck of CalState Central suggested that the Association be called the California Surf Lifesaving Association, because that was who they now represented. Then, at a later date form a national organization that would

include Hawai'i and the East Coast. The idea was recognized and tabled for the time being.

The first step in pulling a team together for competition in Australia the following year began in March. Bob Burnside was elected to be the Team Manager and Rudy Kroon of Santa Monica was eventually elected as Team Coach. It was decided that Myron Cox and Bud Stevenson would accompany the team as "Special Emissaries".

Also this year, Burnside suggested a collaborative method of lifeguard training; the beginning of the idea that would produce the first lifesaving manual.

Dissension reared its head when CalState Central withdrew from the Association in May over a disagreement about dues. They rejoined in June.

In October, the Board agreed to invite lifeguards from New Zealand for the first time.

1966 closed with the first Annual Report which included:

- Information on member agencies
- Financial statement
- Lifeguarding statistics
- Competition results
- Information about the Australian Team

On February 10, 1967, the American team left for a six week competitive tour of New Zealand and Australia. They visited Auckland, Tasmania, Victoria, New South Wales, Queensland and South Australia. The tour went well overall, however workout opportunity was often limited due to billeting at a distance from the ocean. The team did well anyway. They were undefeated in all ocean swimming events and some paddling events; and there was an unexpected victory in the surfboat event at Kiama Beach.



50 YEARS BY THE SEA (from page 9)

On March 8, 1967, the organization was officially incorporated as the **National Surf Lifesaving Association (NSLSA)**. In April, Bob Reed, of Newport was asked to draft official Chapter Membership Requirements.

At the May meeting, the Eldor Oxygen Company demonstrated their oxygen demand valve regulator.



1967 turned out to be a banner year for competitions. In addition to the NSLSA sending a competition team to Australia early in the year, another team was sent to the East Coast later in the year to compete in an East vs. West championship at Ft. Lauderdale, Florida.

The number of agencies continued to grow during the year. In August, Long Beach formally joined the NSLSA and shortly thereafter, in October, Laguna Beach requests membership.

Near the end of the year, the membership proposed a merger with the National Dorymen's Association. The idea seemed to have a great deal of interest, but later died on the vine.

As the next decade approached, the NSLSA became entrenched as the nation's elite lifeguard organization, although it remained a West Coast association. In 1969, Dade County, Florida requested that representatives visit their beach and review their operation. Bob Burnside and Phil Stubbs of San Clemente traveled east to accomplish this task. Among their recommendations: install a better communications system; get new vehicles and other equipment; create new qualifying criteria; and try to get better funding for the operation.

After the 1967 trip to New Zealand and Australia, an idea began to take shape, and in 1969 it became a reality. The NSLSA announced the first ever **Lifeguard Exchange**. Lifeguards from California would fly to New Zealand for six weeks or so during their summer, Janu-

ary and February. Lifeguards from New Zealand would travel to California during our summer. During their stay, the host country would take their visitors to different beaches and provide training, sightseeing and billeting. It was a great opportunity for lifeguards from both countries to see other operations, another country and build camaraderie. And from our view, who wouldn't want to see New Zealand?



Whangarei

The first California Exchange guards were Max Bowman of Huntington Beach and Logan Lockabey of Newport Beach. The New Zealand exchange guard was John Thomas of Muriwai.

The California - New Zealand Exchange Program is one of the great successes of the NSLSA, and continues to this day through the California Surf Lifesaving Association (CSLSA).

THE END OF THE 60'S AND THE CONCLUSION OF THIS VOLUME

The nascent organization that would become the United States Lifesaving Association started with an idea by one lifeguard while competing in another country. This idea, communicated to kindred spirits and backed by determination and hard work by a small number of men often meeting at night in different lifeguard headquarters, became the renowned association whose numbers now exceed over 10,000 nationwide.



50 YEARS BY THE SEA (from page 10)

It started at a competition, and indeed competition remains foundational to this organization. But competition shared the spotlight in the early days with lifeguard welfare and recognition, lifeguard education and public education. During the formation in 1964, some members favored professional recognition and public education as the guidelines for the accomplishing the goal of creating a national body. They thought that educating the public in water safety would not only help keep beachgoers safe but would demonstrate the skill it takes to be a lifeguard, thereby increasing their recognition of lifeguards as professionals like fire fighters and police officers. Others favored competition as the means to accomplish this goal. They believed that most lifeguards were young and would enjoy competitions with other lifeguard agencies. These competitions would enjoin lots of young lifeguards in friendly battles in the water and create camaraderie that would foster and assist the creation of the association, which would go on to go on to educate them and create a professional workforce. In the end, compromise ruled. The early competitions drew large audiences and showed off lifesaving skill and equipment. And the young lifeguards did join their chapter of the Association. Meanwhile the Executive Board made contact with employers and the public to enhance the professionalism of lifeguards and to provide water safety education.

The Association would change its name over the years and become more inclusive. It would also grow to include nearly every agency that provides lifesaving in the open water environment of ocean beaches, bays, lakes and rivers.

It is now recognized as an organization of professional first responders. In most places, lifeguards are viewed as equals to fire fighters and police officers in local governments. In many places, lifeguards have become divisions of fire departments.

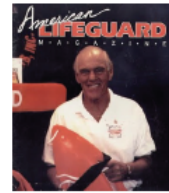
Lifeguards now utilize state of the art equipment including communications, boats and other watercraft, and medical supplies. All lifeguards are highly trained in the use of this equipment and provide expert lifesaving and medical care. Lifeguards provide emergency response during major disasters under the umbrella of the local incident command system.

Lifeguards reach out to their cities and counties, providing water safety and beach awareness education to schools and community groups.

Lifeguards, in conjunction with other lifeguards around the world, also reach out to waterside communities around the world, to provide water safety education to the public and help to train local swimmers and others to become lifeguards.

An agency certification program is now in place, with a challenging curricula that helps to standardize lifeguard training and practices nationwide.

This organization rose from humble beginnings to greatness on the backs of a few visionaries who we recognize during this, the fiftieth year of the existence of the United States Lifesaving Association.



Bob Burnside



Dick Heiniman



Don Rohrer



Jim Richards



Max Bowman



Bob Reed



Dick Hazard



Tim Dorsey



Vince Moorhouse



Jack Buck

And many, many more.....



TM

50 YEARS OF SAVING LIVES