



California Surf Lifesaving Association

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Southwest Region - United States Lifesaving Association

P0 Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

CSLSA 2004 Fall Meeting- Santa Barbara Newsletter Report October 21, 2004

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There is good news and other news to report today. The good is that there is still time to submit your contributions. The other news is that the latest edition of your Cal Surf News is due to be published in the near future depending on some important decisions to be made here today. In my last report I mentioned the possibility of some major changes. They include but are not limited to changing the basic concept of our "newsletter". Originally intended as a link to keep the membership informed of current issues, the publication has now grown to include a much broader scope. Unfortunately, this expansion has come with growing pains. There have been several delays in publication, most of them unavoidable. One of the fallouts from the delays has been a loss of sponsors who were not always pleased with our less than current publication schedule. Without the sponsors, the overall cost is now paid by the CSLSA.

There are at least three possible directions we can pursue. One is to change the medium from print to WWW. Articles would be submitted for editing then posted as part of an on-line magazine. The result would be much more current with the possibility of quarterly editions instead of twice a year. I am not sure of the cost in WWW space or administrative time from our webmaster. The downside is that non-members would also have access to the page.

A second possibility is to expand the current print version and include at least two colors on higher quality paper stock. The result would be much more attractive to advertisers who ideally, may partly offset the higher print cost.

The third possibility I mentioned in my last report and that may now include some variations. If the board wishes to replace me with someone who has more time and resources to devote to a continuation of current Cal Surf, I will gladly continue to contribute as a staff writer.

I still believe that regardless of the direction you choose, Cal Surf can continue to be one of the finest regional newsletter publications. I hope we can also keep to our pledge of showcasing articles and photos produced by lifeguards for lifeguards. And, my thanks to you who have submitted articles for the next edition to be seen somewhere, hopefully soon.

Respectfully submitted,

Eric Sandy, Editor, Cal Surf News