



California Surf Lifesaving Association

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Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

MEMBERSHIP COMMITTEE REPORT OCTOBER 11, 2007

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We had another busy and successful CSLSA membership drive this year. As we come to the end of our active drive, we are approaching 1300 members once again. I am still waiting for membership information from Encinitas, Imperial Beach and Solana Beach so I am hopeful we will see a final number that is even higher than last year.

As a result of our outstanding membership drive, we have several chapters that are very short of membership kits. Once unsold kits are collected, we can determine how many chapters will be able to receive the additional kits they still need and if we need to consider purchasing any additional kits to supplement those who still may be missing kits.

Next year, membership dues will rise to \$30.00. This is the first increase in membership dues in over 20 years. I have new 2008 membership applications and I would like a representative from every chapter to take one back in preparation for next year. Please file these away with your summer recertification materials, or send them out in the spring as you welcome your seasonals back. Many of our chapters did a good job this year of beginning to collect some of the additional information that the USLA requested of us. I am hopeful that next year we will do even better. All the requested categories have been added to our new applications, and I urge each chapter to use these forms for your membership drives. We continue to get random individual applications in the mail and online, and several chapters still send all their membership straight to the USLA, skipping the important step of routing their membership through our region. I will meet with some of these chapters individually, and I will continue to send chapter membership templates and updated lists to my membership contacts.

Finally, the Patagonia incentive is now fully operational. All USLA members have or will soon receive their kits in the mail, which contains an insert from Patagonia. The website they established for us, www.patagonialifeguard.com, has information for seasonal and full-time lifeguards as well as for agency orders. I have drafted a sample letter that agency chiefs or department heads can use to submit with a single list of all their full-time lifeguard members (instead of writing many individual letters), and I have copies of the draft letter available for anyone interested. I will have a short membership committee meeting today to discuss the Patagonia Pro-deal for both seasonal and permanent members in more detail, as well as discuss kits for next summer. I hope to see you in committee.

Respectfully submitted,

Charlotte Graham

Membership Chair