



California Surf Lifesaving Association

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Southwest Region – United States Lifesaving Association

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NEWSLETTER REPORT **2007 Spring Meeting**

In the CalSurf world, the last six months have been a little exciting, really interesting, and a slightly depressing.

The excitement came with the receipt of several articles; all with little or no arm-twisting or begging. The interesting part was the content of the articles submitted and researching the subject articles that I wrote. I was particularly impressed with the hard work of the supervisors and instructors of the Refugio junior guard program. They basically created an extremely successful program in the middle of nowhere. Thanks to Al Fimlaid for his contribution. And I felt humbled as I corresponded with Jim Birdsell to write the article about his efforts to aid the victims of Hurricane Katrina.

The depression set in when confronted with my biannual nemesis – advertisers. Interest letters were sent to 45 potential advertisers, 31 of them local (Central Coast to San Diego). I targeted companies that had a direct relationship to lifeguards: surfshops, dive shops, boat builders, clothing stores and manufacturers, and medical suppliers. In spite of the temptation of color advertising, a whopping 2%, or one, bought advertisement. I had a nibble from a local business owned by an ex-lifeguard, but alas, no bite. With the budget ax looming, a solution of some sorts must be found

I apologize for the lack of sample issues. A miscommunication between myself and the typesetter has resulted in a delay. However, with the home delivery approved by the Board last fall, members should receive their issues via their mailbox shortly.

As usual, I want to thank my assistant in the south, Rich Hidalgo, and Rob McGowan for their regular submissions and assistance. I also want to express my gratitude to Al Fimlaid of Cal State for the JG article and Jim Birdsell of San Diego for the inspiring information about Lifeguards for Louisiana. I also want to say thanks, again and always, to Mike Bartlett for his continual support and assistance.

Respectfully submitted,

Richard Godino
Editor – Cal Surf