



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 APRIL 10, 2008

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I had a busy winter working on various aspects of our CSLSA membership. In December, while traveling in Australia, I had the opportunity to meet with Chris Clarke, the owner of Interfuse Database Systems, and Charlie Hartl, the USLA Membership Chair. We sat down to discuss our current system of collecting membership and we reviewed the abilities of the Interfuse system. We reviewed potential problems that may occur in the transition and discussed how we hoped the new system would work. Charlie and I both felt it was a very successful meeting. I will be attending a Membership Database training seminar while at the USLA meeting in two weeks, and will report back to chapter contacts about any changes in data collection that we will need to make for the upcoming membership year.

With all the imminent changes in the way we will collect CSLSA membership, it is more important than ever to have a consistent and accurate list of chapter contacts. When picking up membership kits today, please list at least one individual from your chapter who can be a primary contact for membership questions. This person does not have to be in charge of your membership, but should be the best person to contact throughout the year, and someone who could direct information or questions. I will once again primarily use email to collect chapter lists and disseminate information throughout this year. I respectfully request that chapter representatives email me their completed database, and then just mail one hardcopy of the database with *one single payment* of membership dues from all members in your chapter. As a reminder, membership dues are now \$30.00 per person.

As we head into the 2008-09 membership year, I would like to remind everyone about the additions made to our membership applications last year. As we get ready to launch the Interfuse membership database, it is extremely important to collect all the necessary data. Please be certain to record seasonal or full-time status of your members, as well as age, gender, and email addresses (ethnicity is optional). These categories can all be found on the 2008 applications and should be added to your chapter's database as well. The USLA will utilize this information to better track who our membership is, in order to present this to potential sponsors looking for particular market dynamics.

Speaking of sponsors, Patagonia/ Blue-Green Initiative and DaFin continue to support our organization with excellent incentives for our members. Additionally, our marketing director Scott Hubbell has acquired a great new sponsor, Finis Swim Products and Apparel. I have attached a list of incentives for the 2008-09 membership year, which you can be use to bring more lifeguards into this

association. I urge every member to take full advantage of our sponsorship deals, so that we can be sure to continue the partnerships for many years. If you are a purchaser for your agency for either Lifeguard or Junior Lifeguard clothing, check out the Patagonia website or give our rep George Plomarity a call to see what he can do for you. DaFin again offers their fins to USLA members at wholesale price, which is virtually half off retail, and the new Finis deal offers members 50% off their entire purchase of swim gear and/or apparel. The more we patronize our sponsors, the longer these contracts will last.

In addition to discounts on Patagonia, DaFin and Finis gear, membership kits this year include a T-shirt and a keychain, as well as the *American Lifeguard Magazine* and the *Cal Surf News*. Membership kits are bundled for each chapter, and I have made copies of the 2008-09 application and membership incentives sheet, and will pass them out with an updated list of your chapter's 2007 Members. One last reminder, lifeguards must be current USLA members in order to compete at Regionals and at the National Lifeguard Championships, which have returned to the west coast. Further information will be available when you pick up your membership kits today, so be sure to send a chapter rep to this committee. Please feel free to contact me at any time if you have any questions, comments or concerns.

Yours in lifesaving,

Charlotte Graham

Vice President, Membership Chair
California Surf Lifesaving Association