



California Surf Lifesaving Association

P.O. Box 366 • Huntington Beach • California • 92648

GENERAL BOARD MEETING

Santa Cruz, California

April 27 & 28, 1995

MINUTES

Thursday, April 27, 1995

I. Meeting called to order by President Chris Brewster at 9:30 a.m.

- A. Pledge of Allegiance - Mr. McGowan
- B. Welcome and Introductions - Mr. Brewster
- C. Roll Call of Delegates - Mr. Richardson

CHAPTER	No. of Members	No. of Delegates	Votes Present	Proxies	TOTAL VOTES
Calif State - North	16	2	2	0	2
Calif State - South	8	2	0	1	1
Camp Pendleton	7	2	0	0	0
Capitola	5	2	0	0	0
Coronado	16	3	0	0	0
Del Mar	30	3	0	0	0
Encinitas	5	3	0	0	0
Hawaii	0	0	0	0	0
Huntington Beach	97	4	4	0	4
LA City	18	3	0	0	0
LA County Lakes	45	3	1	1	2
LOCAL	141	5	4	1	5
Laguna	65	4	1	1	2
Long Beach	40	3	0	0	0
Mission Viejo	21	3	2	1	3
Newport Beach	141	5	3	2	5
Oceanside	3	2	2	0	2
Port Hueneme	1	0	0	0	0
San Clemente	40	3	0	0	0
San Luis Obis Co.	35	3	0	0	0
San Diego	100	4	1	1	2
Santa Barbara	16	3	0	0	0
Santa Cruz	50	3	3	*1	3
Seal Beach	34	3	1	1	2
Salana Beach	40	3	0	0	0
Tucson	1	0	0	0	0
Venture County	0	0	0	0	0
TOTAL	968	70	24	*10	33

*Friday only

II. Approval of Minutes -San Clemente Meeting - October 13 & 14, 1994

- MOTION: Moved by Mr. Moore to approve the minutes as amended.
- SECOND: Mr. Bowman
- DISCUSSION: None
- ACTION: MPU

III. Officer's Reports

- | | | | |
|----|----------------|----------------|--------------|
| A. | President | Mr. Brewster | ATTACHMENT A |
| B. | Vice President | Mr. McGowan | ATTACHMENT B |
| C. | Secretary | Mr. Richardson | ATTACHMENT C |
| D. | Treasurer | Mr. Bowman | ATTACHMENT D |
| E. | Recurrent Rep | Mr. Weisser | ATTACHMENT E |
| F. | Advisor | Mr. Moore | ATTACHMENT F |

IV. Committee Reports

- | | | | |
|----|--|---------------|--------------|
| A. | Certification | Mr. Brewster | |
| | Reiterated the desire to have all CSLSA Chapters seek certification from USLA. The agencies that have not been so certified are listed in the President's report (Attachment A). | | |
| B. | Competition | Mr. McGowan | ATTACHMENT G |
| C. | Exchanges | Mr. Weisser | |
| | 1. Reported that all current information regarding exchanges is presented in the new Emergency Services Directory. | | |
| | 2. Chris Graham gave a brief report on the Auckland Exchange. Both Chris and Dave Royal will make a more detailed report at the Fall meeting. | | |
| D. | Heroic Acts | Ms. Lata | ATTACHMENT H |
| E. | Int'l Lifesaving | Mr. Bowman | No report |
| F. | Legislation | Mr. Gruber | |
| | Reported briefly on AB 742 regarding funding for eligible services to receive funding for off-shore rescue service from state Boating and Waterways funds. | | |
| | He also gave basic reports on other legislative issues that are pending that effect lifeguarding and lifesaving. | | |
| G. | Membership | Mr. Moore | ATTACHMENT I |
| H. | Newsletter | Mr. Bartlett | ATTACHMENT J |
| I. | Public Education | Mr. Beuerlein | ATTACHMENT K |

V. Committee Workshops (as directed)

Workshops not completed on April 27th will be forwarded to the morning of April 28th.

Meeting reconvened at 9:50 a.m., April 28, 1995

VI. Committee Reports from workshops

A. Competition Mr. McGowan ATTACHMENT L

MOTION: Moved by Mr. Smith to approve the committee report as submitted.
SECOND: Mr. Gruber
DISCUSSION: None
ACTION: MPU

B. Exchanges Mr. Weisser ATTACHMENT M

MOTION: Moved by Mr. Summers to approve the committee report as submitted.
SECOND: Mr. McGowan
DISCUSSION: Discussed issue regarding a liability waiver or hold harmless for the NZ Exchange guards to be used for CSLSA. Recommend that each agency also require the guards to sign a waiver when hosting an Exchange guard.
ACTION: MPU

C. Heroic Acts Mr. Bauer ATTACHMENT N

MOTION: Moved by Mr. Gray to approve the committee report as submitted.
SECOND: Mr. Buckner
DISCUSSION: None
ACTION: MPU

D. Legislation Mr. Gruber ATTACHMENT O

MOTION: Moved by Mr. Bauer to approve the committee report as submitted.
SECOND: Mr. Bercotti
DISCUSSION: None
ACTION: MPU

E. Membership Mr. Gray ATTACHMENT P

MOTION: Moved by Mr. Beuerlein to approve the committee report as submitted.
SECOND: Mr. Gray
DISCUSSION: None
ACTION: MPU

CSLSA Minutes
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F. Jr. Lifeguards Mrs. Boyer ATTACHMENT Q

MOTION: Moved by Mr. Gruber to approve the committee report as submitted.

SECOND: Mr. Smith

DISCUSSION: None

ACTION: MPU

G. Newsletter Mr. Bartlett ATTACHMENT R

MOTION: Moved by Mr. Gruber to approve the committee report as submitted.

SECOND: Mr. Smith

DISCUSSION: Discussed issues related to possible sponsors.

ACTION: MPU

H. Public Ed Report Mr. Beuerlein ATTACHMENT S

MOTION: Moved by Mr. Bauer to approve the committee report as submitted.

SECOND: Mr. Smith

DISCUSSION: None

ACTION: MPU

I. Ways and Means Mr. Bowman (Submitted as Attachment D)

MOTION: Moved by Mr. Smith to approve the committee report as submitted.

SECOND: Mr. Bauer

DISCUSSION: Recommendation by Mr. Bauer that agencies take the opportunity to pay into United Way, naming the USLA as the designated charity.

ACTION: MPU

A. Mr. Bowman requested that Chapters forward dues in advance if possible.

B. Where possible the CSLSA will use their Visa Card until funds are more solvent when the dues start coming in.

VII. Old Business

A. Report from Membership Committee regarding Life Memberships.

1. Committee approved forwarding a certificate of appreciation to Mike Dwinnel accompanied by a letter thanking him for his years of dedicated service to the City of Laguna Beach. The Secretary was directed to create both items and forward them as appropriate.

2. Mr. Moore presented Bill Richardson with a Life Membership in CSLSA as approved during the Special Membership Committee meeting.
- B. The new CSLSA 500 phone number is not accessible from cellular phones and some PBX phones.
- C. USLA Blood Drive - Date: August 28, 1995. Mr. Richardson explained the upcoming blood drive. More information will be coming out in the minutes and will be going to the USLA meeting.

VIII. New Business

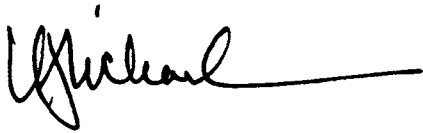
- A. Mr. Summers suggested that the CSLSA write a letter to an appropriate organization recognizing the efforts of the rescue teams in Oklahoma and expressing our deepest sympathies to the families of the victims. The Secretary was so assigned.
- B. Mr. McGowan recommended creating some sort of document what a potential sponsor may derive from providing sponsorships to any of the various programs and/or services provided by CSLSA. Mr. Bauer has volunteered to take on this project.
- C. Mr. Bauer brought up the issue of reviewing Mr. Hubbell's contract for marketing CSLSA.
 1. Positive and negative issues were discussed with regard to his past performance.
 2. Recommendations:
 - a. Delineate some specific issues which we have concern over which we can take the ball on. Items such as the newsletter.
 - b. If there is someone out there with a better offer, the board felt that we could terminate the Hubbell contract and move on.
- C. USLA Spring meeting
 1. Location: Alexandria, Virginia
 2. Dates: May 4-6, 1995
 3. Suggested agenda items
 - a. Recommend that the rotation of USLA Board meetings be redesigned to accommodate expense reduction issues.
 - b. Recommend expenses of USLA Executive Board to be covered by the National.
- D. USLA Fall meeting
 1. Location: South Carolina - Election Meeting
 2. Dates: November 2-4, 1995
- E. CSLSA Meeting Dates & Locations
 1. Fall 1995
 - a. Location Newport Beach - Election Meeting
 - b. Dates: October 12 & 13, 1995
 2. Spring 1996
 - a. Possible Locations
 - (1) Camp Pendleton
 - (2) Laguna Beach
 - b. Dates April 18 & 19, 1996 (tentative)

- D. Mr. Brewster offered thanks to Santa Cruz SLSA for hosting the meeting, very special thanks to Rick & Margaret Gould for the outstanding opening dinner at their home, and to the participants for their cooperative efforts and hard work.

IX. Adjournment

MOTION: Moved to adjourn by Mr. Moore.
SECOND: Mr. Smith
DISCUSSION: None
ACTION: MPU; Meeting adjourned at 12 noon.

Recorded by

A handwritten signature in black ink, appearing to read 'W. Richardson', with a long horizontal line extending to the right.

William J. Richardson
Secretary

CSLSA GENERAL BOARD MEETING

Santa Cruz, California

April 27 & 28, 1995

ATTENDANCE LIST

NAME	CHAPTER
Alex Peabody	Calif State - North
Carl Drake	Calif State - South
Bill Richardson	Huntington Beach SLSA
Kai Weisser	Huntington Beach SLSA
Max Bowman	Huntington Beach SLSA
Mike Bartlett	Huntington Beach SLSA
Mike Beuerlein	Huntington Beach SLSA
Bob Moore	LACOLA
Conrad Liberty	LACOLA
Ira Gruber	LACOLA
Rob McGowan	LACOLA
Scott Diederich	Laguna Beach
Jeff Johnson	Mission Viejo
Kevin Smith	Mission Viejo
Chris Graham	Newport Beach
Bill Curtis	Oceanside
Fred Armijo	Oceanside
Matt Stephens	Oceanside
Chris Brewster	San Diego
Kristan Armbruster	Santa Cruz
Mike Slezaak	Santa Cruz
Cary Smith	Santa Cruz SLSA
Rick Gould	Santa Cruz SLSA
Ryan Buell	Santa Cruz SLSA
A.J. Summers	Seal Beach

CALIFORNIA SURF LIFESAVING ASSOCIATION

CSLSA General Board Meeting
Santa Cruz, California
April 27 & 28, 1995

RECORDED PROXIES

<u>CHAPTER</u>	<u>DELEGATE</u>	<u>PROXY FOR</u>
Calif State - South	Carl Drake	Steve Long
LA County Lakes	Gordon Gray	John Ragsdale
LACOLA	Ira Gruber	Dan Atkins
Laguna Beach	Scott Diederich	Mark Klosterman
Newport Beach	Eric Bauer Reenie Boyer	Mike Halphide Bob Williams
Santa Cruz*	Cary Smith	Rick Gould
San Diego	Chris Brewster	Greg Buchanan
Seal Beach	A.J. Summer	Rick Campbell

*Friday or as needed when absent

Mission Viejo	Jeff Johnson	Dave Peden
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National Beach Safety Week

- At the request of the Public Education Committee, I sent a letter to Governor Wilson requesting declaration of May 22 - 29 as National Beach Safety Week in California.
- No response as of yet.

International Lifesaving Federation

- At the request of USLA International Liaison Tom Daly, I assumed the position of President for the Americas of the International Lifesaving Federation early this year.
- This position includes presidency of North, Central, and South America; but only the US and Canada are member nations at this time.
- ILS is formed from the fusion of World Lifesaving and FIS, which merged in September of 1994.
- I attended the first Board of Directors meeting in Belgium in February at the new headquarters.
- I was very impressed by the high level commitment of organizations like ours from around the world.

International Lifesaving Games

- Rescue '96, the world lifeguard championships, will be held in Durban, South Africa from May 10 - 19, 1996.
- We need to consider ways to send competitors.
- Airline tickets presently cost in excess of \$2,000 each.
- Accommodations in South Africa appear to be relatively inexpensive. Hotels are available for \$42 per person per night, double occupancy at current exchange rates.
- Cost per competitor should be budgeted at approximately \$3,000 each, including airfare, hotel, registration, and meals.

Internet

- Currently exploring ways to get CSLSA on the Internet, along with USLA.
- Expected cost is in the neighborhood of \$300 to \$500.
- Would allow us to get our message of beach safety to the public in the method likely to be most used in the coming years.

Elections

- A reminder to all that elections are coming at the fall meeting.
- Those interested in running should begin thinking about this now.

Competition

- The CSLSA competition has been moved due to venue problems. This will be discussed in the Competition Committee.
- The national competition will take place in Santa Cruz on August 10 - 12. Junior lifeguards will compete on August 10 and regular members on August 11 and 12.
- Yamaha has contributed a significant amount to be the major sponsor of the event.
- Flyers will be distributed at the national meeting in Alexandria.

National Meeting

- The national meeting will take place May 4, 5, & 6 in Alexandria, Virginia.
- Any items of national import for the Executive Board to carry to the meeting should be raised during this meeting.

California Surf LifeSaving Association

Board of Directors Meeting

April 27 & 28, 1995

Santa Cruz, California

President's Report

B. Chris Brewster

Telephone: (619) 221-8832

Fax: (619) 581-1227

CompuServe ID: 76440, 2104

Internet ID: 76440.2104@compuserve.com

Membership Kits

- Membership kits will again be offered and will be available prior to the start of summer.
- We have ordered enough for 1500 members and need active recruiting.
- Kits will include bags, decals, mugs, and other items.

USLA Manual

- I completed editing the USLA Manual of Open Water Lifesaving.
- Available now from the publisher at \$12 for five or more or \$16 for four or less.
- All agencies should be moving toward using the book as a basis for lifeguard training. This will help standardize training practices, improve the image of USLA, and provide income for USLA programs.
- Any ideas for improvements to future editions or corrections to errors should be submitted to me in writing.
- To order, call 800-638-0220 or 800-374-1200

Hawaii Conference

- Attended a signage conference in Honolulu.
- Spoke on lifeguard issues.
- Toured Oahu beaches

Panama City Beach, Florida

- Visited Panama City Beach on behalf of USLA in conjunction with Southeast Region President
- Found the local leaders very cold to the idea of lifesaving or beach protection.
- Plan to recommend that USLA continue efforts to encourage adequate safety protection.

USLA Certification

- CSLSA leads the nation in this area.
- Following agencies now approved:
 - San Diego
 - Long Beach, CA
 - Brevard County, FL
 - Newport Beach
 - Huntington Beach
 - Lake Mission Viejo
 - Chicago Park District
 - East Bay Regional Park District
 - City of Santa Barbara
 - City and County of Honolulu
 - City of Atlantic Beach (FL) Fire
- Applications received from:
 - Pismo Beach Fire Dept.
 - California State
 - Encinitas
 - Laguna Beach
 - Hilton Head Island, SC
 - Lavallette Beach Patrol, NJ
 - Lifeguard Beach Services, Inc.
 - City of Jacksonville Beach
 - Consolidated City of Jacksonville
 - Jacksonville Beach Patrol
 - Nassau County Lifesaving Assn.
 - Ponte Vedra
 - Volusia County
- Agencies yet to apply are represented by the following CSLSA chapters:

○ Camp Pendleton	○ LA County Lakes
○ City of Capitola	○ Oceanside
○ Avila Beach/Port St. Luis Harbor	○ Port Hueneme
○ Morro Bay	○ San Clemente
○ San Luis Obispo	○ Santa Cruz
○ City of Coronado	○ Seal Beach
○ Del Mar	○ Solana Beach
○ LA City	○ Tucson
○ LA County	○ Ventura County

Telephone

- CSLSA now has a telephone
- Number is **500-FOR-CSLSA**
- This number will not change even if we need to change locations.
- Presently answered electronically with several boxes of information.

Budget Issues

- This year we have committed funds to important CSLSA issues including:
 - Member kits
 - CSLSA newsletter
 - Heroic acts
 - Surviving the surf posters
 - Attendance at national board meetings
- The two largest budgeted items are:
 - Member kits: \$10,810
 - National board meetings: \$13,000
- Our budget is stretched to the point of possible overspending.
- I am asking the Treasurer to convene a Ways and Means Committee meeting aimed at reducing costs so that we come within budget without reducing services to members.
- I am recommending that, as a standing policy, spending to cover the expenses of delegates attending any national meeting be limited to no more than 10% of our total budget for the year and be restricted to transportation, lodging, and registration costs.
- This should allow full voting privileges at national meetings, but ensure adequate funding for other important member services (including kits) and public education.
- As the budget increases through higher membership and sponsorship, more delegates will be able to attend.



California Surf Lifesaving Association

Southwest Region - US Lifesaving Association

B. Chris Brewster
President

Rob McGowan
Vice President

Bill Richardson
Secretary

Max Bowman
Treasurer

Bob Moore
Past President

Kai Weisser
Recurrent Representative

Ira Gruber
Executive Delegate

Eric Bauer
Executive Delegate

Gordon Gray
Alternate Executive Delegate

Governor Pete Wilson
State Capitol
Sacramento, CA 95814

April 3, 1995

Dear Governor Wilson:

As president of the California Surf Lifesaving Association (CSLSA), I am writing to request your support of **National Beach Safety Week** -- May 22 - 29, 1995. Specifically, I would request that you declare California's participation via proclamation.

California waters can be treacherous. The number of rescues performed by lifeguards in California far exceeds those of any other state. This number is typically ten times the number effected by beach lifeguards in Florida, for example. In fact, each year California lifeguards rescue more people than all of the lifeguards in Australia.

The objective of National Beach Safety Week is to make citizens aware of the need to be safe while in and near the water. This objective stresses the following:

- ♦ Never Swim Alone
- ♦ Always Swim Near a Lifeguard
- ♦ Never Drink Alcohol Before Swimming
- ♦ Respect the Power of the Surf
- ♦ Learn to Swim

CSLSA is the Southwest Region of the United States Lifesaving Association (USLA), a national non-profit organization dedicated to improving beach safety in America. Our membership includes professional ocean and inland beach lifeguards from across the country. USLA was created in this state and California lifeguards continue to be recognized both nationally and worldwide for their extraordinary levels of professionalism.

Thank you for considering this request. Your support will help make California beaches a safer places for residents and tourists alike.

Sincerely,

B. Chris Brewster
President

BCB

encl: sample proclamation

Sample Proclamation

National Beach Safety Week

WHEREAS, the beautiful coastal and inland beaches of California represent a world renowned recreational resource; and,

WHEREAS, Californians and visitors alike are drawn to these beaches by the millions each year for water and beach activities; and,

WHEREAS, the aquatic environment has dangers that can be effectively managed through public awareness and the vigilance of professional lifeguards; and,

WHEREAS, for reasons of public safety, an annual reminder of the joys and hazards associated with the aquatic environment are appropriate at the commencement of the busy summer beach season; and,

WHEREAS, Californians and visitors alike must remember to Never Swim Alone, Always Swim Near a Lifeguard, Never Drink Alcohol Before Swimming, Respect the Power of the Surf, and Learn to Swim;

NOW, THEREFORE, I Pete Wilson, by virtue of the authority vested in me as Governor of the State of California, do hereby proclaim May 22 to 29, 1995 as:

National Beach Safety Week

in California, and urge all residents using our beaches to enjoy themselves at the beach this year, while taking appropriate measures to protect themselves and their children.



California Surf Lifesaving Association

P.O. Box 366 • Huntington Beach • California • 92648

TO: CSLSA Board of Directors
FROM: Rob McGowan
SUBJECT: Vice President's Report
DATE: April 27, 1995

- In light of the occurrences in Oklahoma City and in Sacramento, any problems we may have in the CSLSA should seem minuscule.
- The USLA Manual of Open Water Lifesaving is now in print. I have received a copy and it looks great. Congratulations to our President, Chris Brewster for his tireless efforts.
- A **BIG** thank you is owed to Rick Gould for keeping our National Administrative Manual up to date.
- Another thanks to Kai Weisser for his efforts on the 1995 CSLSA Lifeguard Exam Survey.
- Our Treasurer will probably tell you that our finances are in dire straits, but I think that we can pull out. We need to have a strong membership drive, and with the help of the membership kit, including a bag, mugs, sunscreen product and a decal I think we'll be OK.
- In my discussions with our fund raiser, Scott Hubble, I learned that Details Magazine, that was to have funded our Regionals tried to pull out, but that he was able to convince them to commit to a \$5000.00 sponsorship. He has also contracted with Ford to help sponsor us.
- One thing we need to address to make the CSLSA more appealing to potential sponsors is "What does the CSLSA have to offer to a Sponsor?"
- We have committed CSLSA funds to produce a Public Safety poster that may have been able to have been underwritten by a sponsor. We need to present these types of proposals in writing to potential sponsors.
- "Fitness Swimmer", a new publication by Rodale Press is interested in sponsoring Regionals. We may be able to realize a few dollars from them this year. Hopefully this can work into a future long term prospect.

For the Good of the Order

During the past two or three meetings several issues have been very disturbing to me. Issues relating to LA County and State Beach and the interations between individuals of those agencies; rumours or just plain open discussion about personalities, agencies or problems that should be kept internal and not outwardly discussed in public, are examples of what I mean.

This association was founded as a means of upgrading lifesaving and to promote professionalism in our ranks. The cute remarks, or blatant outward hostile remarks between individuals or agencies about others is counter productive to our goals and objectives.

These matters are best reserved for private sessions, outside the earshot of uninvolved parties and certainly not in the public forum before or after our meetings are in session.

In the interest of maintaining a positive atmosphere I would hope that each member of the Board would govern themselves accordingly to keep our goals in sight and not reduce these meetings to a less than a businesslike and professional forum, including times away from the table.

California Surf Lifesaving Association



Regional Board of Director's Meeting

April 27 & 28, 1995
Santa Cruz, California

Secretary's Report Bill Richardson

9361 Clouthaven Drive
Huntington Beach, CA 92646
Phone/Fax: (714) 968-9360

Minutes

The minutes of the last meeting were completed and mailed within the required time frame. Minor typos have been corrected on the File Copy as they were noted from various Board Members.

As I mentioned in my last report, the cost of printing and distribution of the Minutes is now being borne by the association as in-kind services from the city are no longer available.

As a result of this I would suggest that Officers and Chair Persons keep their reports limited to cut down on the number of pages of attachments for future meetings. This will cut printing and mailing cost significantly.

Mailing Lists

I will be circulating our Chapter mailing list for additions, corrections or updates. Only a couple of problems seem to exist here. The Encinitas address appears to be incorrect and the need to send information to more than two locations of the State associations is problematic. I would suggest the State devise no more than two mailing locations to receive mail, and then work out their own distribution methods for their districts.

Bylaws

Nothing new to report.

CSLSA Letterhead

The new letterhead is still not done. I have received the artwork and have had to send it out to various companies for their use in making our member kits.

I now have a scanner and the artwork and will be presenting a couple of options to the Executive Board for selection of a new CSLSA letterhead style.

Election of Officers

Our Fall meeting, in Newport Beach, will be an election meeting. Each Chapter should contact the Nominating Committee Chairperson to make recommendations no less than 30 days prior to the meeting date. The Nominating Committee Chairpersons should then contact the nominated individual(s) to insure that they are interested in the position(s). At the Board Meeting the Chairperson will report the nominations received in advance. As usual nominations may be taken from the floor.

The election process is well defined in the Bylaws.

California Surf Life Saving Association

**1994 Lifesaving Statistics
and
30 Year Historical Review**



*Compiled by Rick Gould
Statistics Coordinator
Winter 1995*



California Surf Life Saving Association

1994 Lifesaving Statistics and 30 Year Historical Review

Since inception as the National Surf Life Saving Association in 1964, the chapters and agencies involved in lifesaving efforts in California and the Western United States have endeavored to record the activity performed by their lifeguards. These records have been compiled in a statistical format to record the various categories of activity performed by these agencies. The Association, now known as the California Surf Life Saving Association (CSLA), has published this information for many years for several purposes. The main function is to educate the public about the profession of lifesaving. The statistics also serve to highlight particular professional areas of interest, to provide tools in agency budget development and to further the knowledge base about the open water environment.

This report highlights the 1994 statistics of the CSLA and a historical review of the last 30 years. Highly significant to this year's report is the inclusion of *Primary Cause of Rescues* data, the first year the Association has undertaken a regional view of the causes of rescues. Next, drowning locations are viewed over the last decade. In addition, the report presents analysis of trends as they relate to specific statistical categories. The report also presents a new statistical observation, environmental conditions. While the category is subjective, the information should allow the Association to compare wind, surf and weather trends against rescue data. Finally, the report presents data which has not been compiled previously: the historical statistics totals for the California Surf Life Saving Association/National Surf Life Saving Association.

1994 Lifesaving Statistics

The 1994 statistics show a general downward numerical trend since 1993 and 1992. On a positive note, this trend reflects a reduction in total drowning. Several categories have upswings, especially Preventive Actions and Public Safety Lectures, which reflect efforts of the agencies and the Association. The 1994 CSLA statistics are:

Beach Attendance	164,093,103	Preventive Actions	1,349,426
Rescues (Total)	35,640	Medical Aids	28,888
<i>Primary Cause</i>		Drowning (Total)	40
Rip Current	14,337	Unguarded	32
Surf	3,063	Guarded	8
SCUBA Divers	298	Fatalities	38
Swiftwater	192	Enforcement Actions (Total)	446,269
Cliff Rescues	137	Warnings	439,531
Boat Rescues	6,057	Citations	6,230
Passengers	15,378	Arrests	508
Vessel Value	\$91,644,188	Lost and Found Persons	7,248
Boat Assists	2,899	Public Safety Lectures (Total)	1,110
Passengers	8,607	Number of Students	174,591
Vessel Value	13,616,700		

Table 1

New categories included in this report comprise the Primary Rescue Cause block of data. The Association has tracked swiftwater and SCUBA rescues for several years, but has now added rip currents and surf as other 'primary causes' of rescues. Boat Assists are a new area for statistical review. Previously, much data relating to this type of activity was grouped with Boat Rescues, however, many member agencies and chapters felt the increasing number of non-emergency contacts made with boats should be identified in a separate category.

Primary Causes of Rescues

Using the data developed in 1994, the CSLA has identified the Primary Cause of Rescue to be predominately from rip currents (Figure 1, *All Beaches*). The data developed has been analyzed in three ways. First, from the perspective of all 28 reporting agencies, the data provided indicates rip currents account for 40.23% of all rescues performed by the CSLA. However, this analysis is

fundamentally flawed from two perspectives. First, the data includes reports from agencies which operate open water/lake beaches without these conditions. Second, several of the reporting agencies were unable to redesign their reporting procedures to identify all the causes. Thus, well over 10,000 rescues are not attributed, classified in the analysis as 'other.' It is hoped all agencies, including the statistically important larger agencies like Los Angeles County and the State of California will be able to redesign their reporting for 1995.

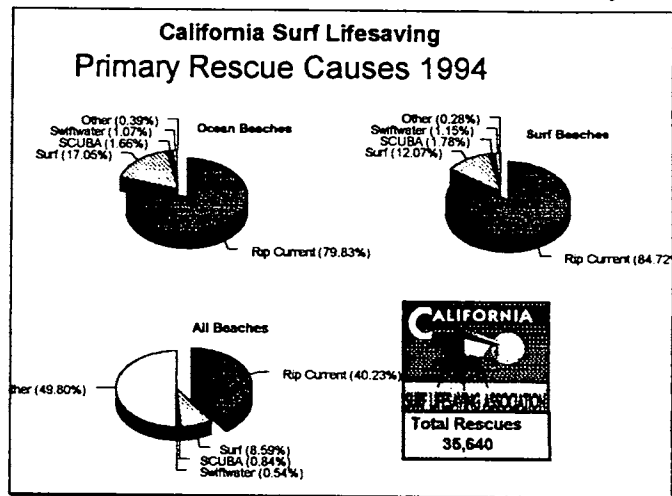


Figure 1

In order to compensate for these inconsistencies, the data was evaluated to identify the agencies which should be included in the primary cause analysis. This group of reporting agencies is identified as *Ocean Beaches* (Figure 1). This analysis finds the predominant cause of rescues again to be rip currents. In contrast with the data for *All Beaches*, the percentage of rescues attributed to rip currents now rises to 79.83%. Further analysis of this statistic identified one further problem with the data. Some of the agencies identified in the *Ocean Beaches* analysis rarely see rip currents or significant surf during the high season. The data was again examined and another analysis created, titled *Surf Beaches* (Figure 1). Here again, rip currents are the primary rescue cause in the CSLA, and the percentage rises to 84.72%. From this standpoint, it is possible to argue at least 80% of rescues reported with a primary cause were caused by rip currents. Given the environmental nature of the major beaches which were unable to report a 'primary cause', it is possible to theorize this figure of 80% is valid. The 1994 data, while not a long term trend analysis, confirms the position taken in *The United States Lifesaving Association Manual of Open Water Lifesaving* which observes: "USLA estimates that rip currents are the primary source of distress in over 80% of swimmer rescues at surf beaches."¹

¹ Brewster, B. Christmas, Editor, *The United States Lifesaving Association Manual of Open Water Lifesaving*, (Brady, Prentice-Hall, 1995) pg. 40

Drowning and Lifeguards

Review of the statistics for the last decade, from 1994 to 1985, showed a remarkable relationship between Beach Attendance and drowning. The chances of a beachgoer drowning at a beach guarded by a CSLA member agency or chapter are .000000064%. Further review of this information suggests as the decade has progressed, the incidence of drowning at a lifeguarded beach has declined, with only eight at lifeguarded beaches in 1994 (Table 1). During the decade, the highest total figure for drowning occurred in 1986, with 72 total reported drowning (Figure 2). Significantly, however, of this total, only 13 occurred at beaches with lifeguards. In 1987, an anomaly in the statistics appears. While the lowest total number of drowning in ten years at 35, the highest number of incidents at lifeguarded beaches was recorded with 19. This appears to be an unusual situation, with the majority of the incidents occurring at one agency, Los Angeles County, who also recorded a significant increase in all other categories in 1987. Review of environmental information may further explain this dramatic increase in guarded drowning for a geographically specific part of California.

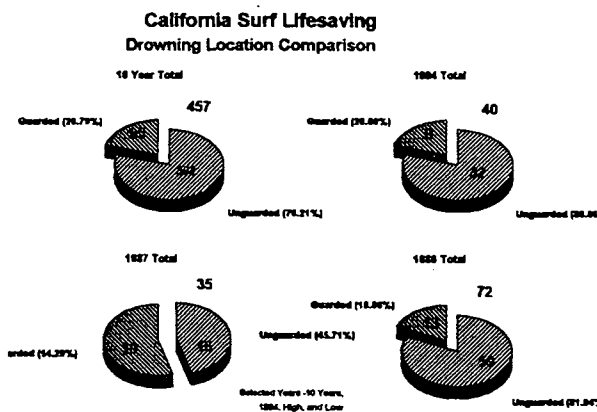


Figure 2

For the ten year period, the CSLA recorded 457 drowning. Of this total, 362 occurred at beaches without lifeguards and 95 occurred at beaches with lifeguards. Based on the decade review, only 20.79% of recorded drowning occurred at beaches with lifeguards. If the statistical blip in 1987 is adjusted to the decade trend, the percentage falls to 17.94%. While this may seem high, it is important to remember this is total drowning for a ten year period and is only 457 drowning incidents out of a total attendance for this period of 1.471 billion beachgoers.

Activity Comparisons

Review of the 1994 statistics and data from the last decade led to two comparisons or trend analysis of specific categories. First, the data was reviewed to compare Rescues with Preventive Actions (Figure 3). The initial reason for the comparison was to discover if a relationship between decreasing rescue totals resulted from an increased number of preventive actions on the part of lifeguards. Unfortunately, the data does not appear to demonstrate this hypothesis. If any conclusion can be drawn, activity levels tend to parallel each other. Clearly, other factors are more likely at work in determining rescues.

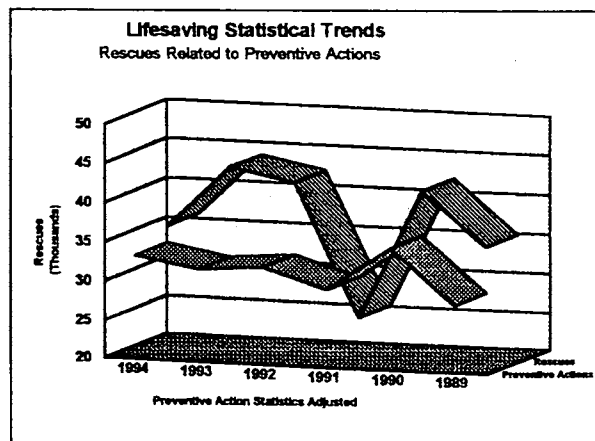


Figure 3

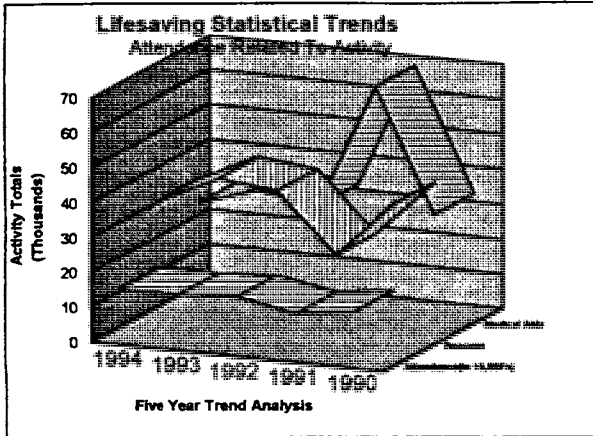


Figure 1

The second comparison looks at the activity levels in contrast with Beach Attendance (Figure 4). Here too, the analysis appears inconclusive. Beach Attendance has remained relatively stable while activity levels, highlighted by Rescue and Medical Aid categories, fluctuate. In 1991, for example, rescues declined substantially along with attendance, yet medical aids reached all time highs for the Association. In 1993, attendance was down slightly, yet the CSLA recorded an all time high rescue statistic.² These comparison have suggested the CSLA needs to examine other relationships and causal to activity levels. To this end, beginning in 1994, the CSLA asked agencies to comment on the environmental conditions for the year.

Weather Data

The 1994 statistics request form asked for weather data for the first time. The information is expected to be relatively subjective and unscientific. There are a number of reporting flaws, not the least of which is the concept that 'beauty is in the eye of the beholder.' Second, the view is a regional view, covering 600 miles of California coast, Hawaii and Arizona. As such, the weather information will vary due in large part to the differences in weather patterns for the various areas. On a positive note, if the assumption holds that weather is a prime indicator of activity for CSLA agency operations, then several years of weather tracking should begin to offset some of these inequities when compared with the activity trends. Increases and declines should be at least consistent locally, and the regional trend year to year generally dependable.

No activity to weather comparisons are offered this year due to lack of historical data. However, the information shows an average to below average summer for general weather, surf and wind (Table 2). With the overall activity for the CSLA down slightly, this seems to confirm the data will be usable in future statistical comparisons. It also appears to validate the long held belief that environmental conditions are clear indicators of lifeguard activity.

Weather Observations		Data
General Weather	Overall	2.64
	Summer	2.64
Surf Conditions	Overall	1.72
	Summer	1.27
Wind Intensity	Overall	2.00
	Summer	2.04

3 = Above average 2 = Average 1 = Below Average

Table 2

² The Association recorded in excess of 52,000 rescues in 1981, yet the report is misleading, including statistics from agencies no longer in CSLA and incorporating passengers aboard boats in the total.

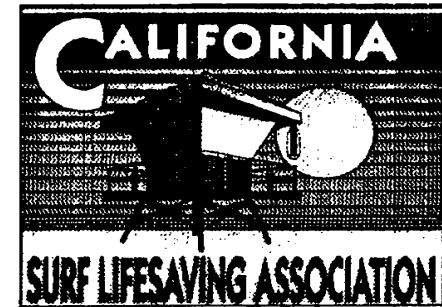
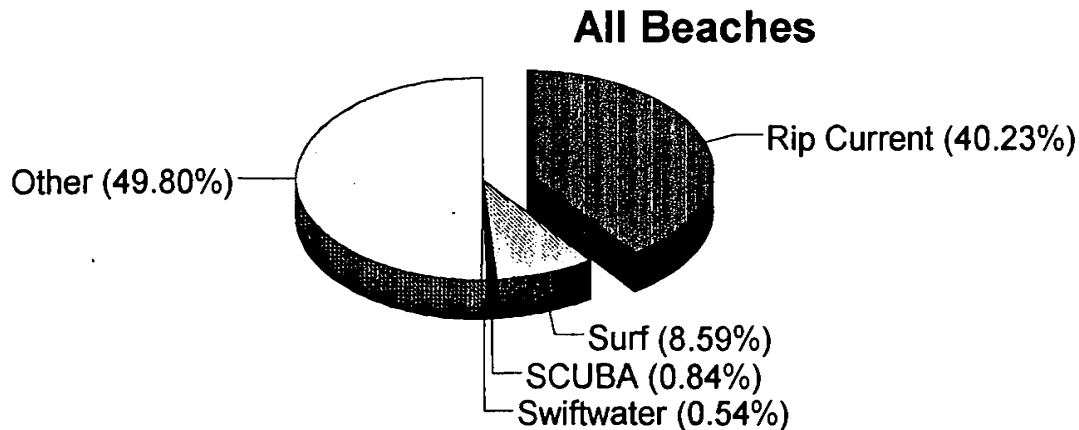
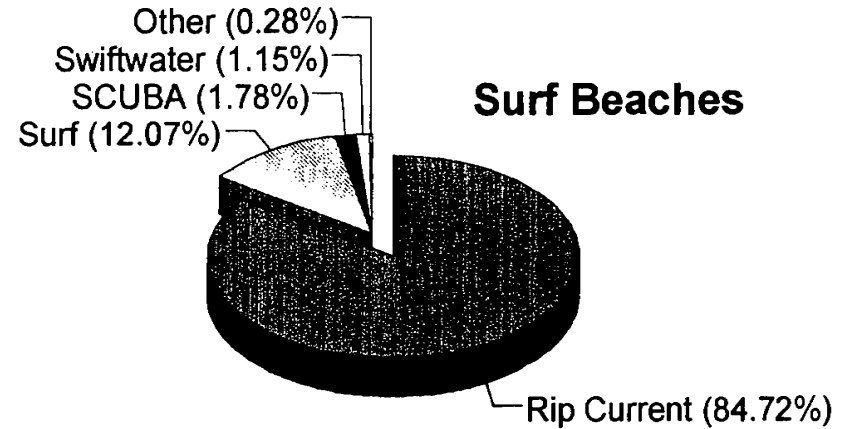
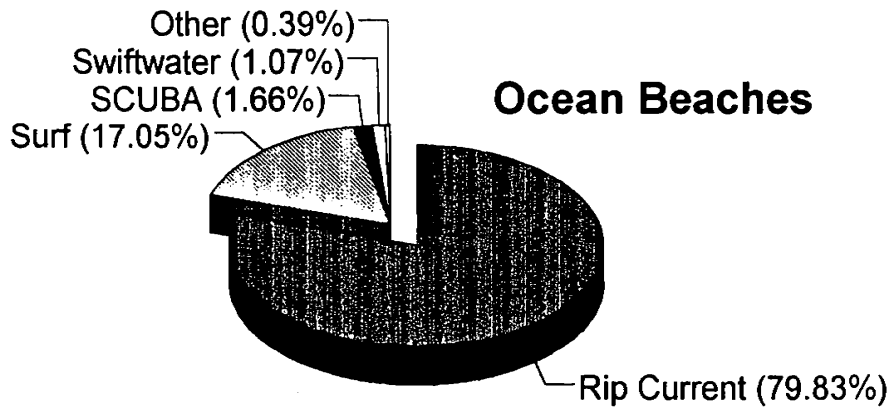
CALIFORNIA SURF LIFE SAVING ASSOCIATION - 1994 LIFESAVING STATISTICS

CHAPTER/ AGENCY	BEACH ATTENDANCE	RESCUES						CLIFF RESCUES	BOAT RESCUES			BOAT ASSISTS		
		TOTAL	RIP CURRENT	SURF	SCUBA	RIVER	TOTAL		PEOPLE	VESSEL VALUE	TOTAL	PEOPLE	VESSEL VALUE	
CALIFORNIA STATE PARKS	32,876,000	7,043	n/a	n/a	104	0	11	190	439	\$2,587,650	467	1,027	\$5,604,000	
CAPITOLA	282,460	16	6	8	0	0	0	0	0	\$0	5	22	\$10,000	
CORONADO	77,660	248	212	36	0	0	n/a	2	10	\$110,000	5	12	\$190,000	
DEL MAR	2,138,892	1,158	1,138	n/a	0	30	3	0	0	\$0	3	12	\$40,000	
ENCINITAS	1,391,000	215	170	43	0	2	1	2	4	\$29,000	3	3	\$15,000	
HUNTINGTON BEACH	6,338,954	2,066	2,066	n/a	0	0	0	15	55	\$387,000	0	0	\$0	
LAGUNA BEACH	2,393,973	1,852	1,437	200	185	25	3	11	28	\$222,000	23	62	\$460,000	
LOS ANGELES CITY	850,000	250	n/a	n/a	n/a	n/a	68	90	450	n/a	290	1,400	n/a	
LOS ANGELES COUNTY	50,369,739	8,311	n/a	n/a	n/a	n/a	n/a	833	n/a	\$11,667,648	n/a	n/a	n/a	
LOS ANGELES COUNTY LAKES	1,522,458	683	n/a	n/a	0	2	n/a	2,446	9,784	\$34,939,600	551	2,204	\$826,500	
LAKE MISSION VIEJO	240,300	85	n/a	n/a	n/a	n/a	0	148	370	\$133,200	848	2,544	\$763,200	
LONG BEACH	6,200,000	876	70	806	0	0	0	2,063	3,701	\$38,932,440	n/a	n/a	n/a	
MORRO BAY	80,000	14	13	1	0	0	0	10	21	n/a	42	88	n/a	
NEWPORT BEACH	9,512,500	4,176	3056	1120	0	0	0	18	49	\$101,050	21	56	\$357,000	
OCEANSIDE	4,000,899	825	738	82	5	0	n/a	33	71	\$713,800	n/a	n/a	n/a	
PISMO BEACH	40,000	18	16	2	0	0	2	0	0	\$0	0	0	\$0	
PORT HUENEME	145,000	417	417	0	0	0	0	0	0	\$0	0	0	\$0	
PORT SAN LUIS	n/a	9	9	n/a	n/a	n/a	1	0	0	\$0	0	0	\$0	
SAN CLEMENTE	1,776,147	776	650	126	0	0	0	20	n/a	n/a	183	n/a	n/a	
SAN DIEGO	16,135,644	3,951	3,436	247	3	124	38	77	209	\$854,000	372	986	\$4,464,000	
SANTA BARBARA	340,000	30	5	4	n/a	n/a	3	15	45	\$100,000	14	35	\$75,000	
SAN LUIS OBISPO COUNTY	74,500	26	4	12	0	0	0	0	0	\$0	2	4	\$2,000	
SANTA CRUZ	2,811,600	284	60	224	0	0	6	8	23	\$127,000	17	69	\$481,000	
SEAL BEACH	1,700,000	652	500	152	n/a	n/a	n/a	72	109	\$591,800	41	57	\$217,000	
SOLANA BEACH	974,150	259	254	0	1	n/a	1	2	4	\$30,000	n/a	n/a	n/a	
TUCSON, ARIZONA	4,619,000	267	n/a	n/a	n/a	9	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
USLA HAWAII	16,843,727	1,041	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	
VENTURA COUNTY	358,500	92	80	0	0	0	0	2	6	\$18,000	9	18	\$90,000	
TOTALS	184,093,103	36,640	14,337	3,063	298	192	137	6,067	16,378	\$91,644,188	2,899	8,607	\$13,616,700	

CHARTER/AGENCY	PREVENTIVE ACTIONS	MEDICAL AIDS	DROWNING		FATALITIES	ENFORCEMENT ACTIONS			LOST & FOUND PERSONS	PUBLIC SAFETY		
			TOTAL	UNGUARDED		GUARDED	WARNINGS	CITATIONS		ARRESTS	LECTURES	STUDENTS
CALIFORNIA STATE PARKS	232,022	4,033	6	8	0	4	n/a	2,761	257	1,408	185	27,840
CAPITOLA	5,211	139	0	0	0	0	2,294	0	16	45	10	500
CORONADO	4,210	372	0	0	0	0	210	11	3	165	6	500
DEL MAR	2,864	380	0	0	0	0	2,143	85	2	117	28	897
ENCINITAS	29,000	870	0	0	0	3	25,000	259	18	181	8	1,450
HUNTINGTON BEACH	30,573	1,092	0	0	0	5	526	46	4	500	52	25,403
LAGUNA BEACH	33,994	2,333	4	4	0	0	33,689	300	5	158	44	1,100
LOS ANGELES CITY	3,700	220	0	0	0	0	n/a	n/a	n/a	125	20	5,100
LOS ANGELES COUNTY	473,806	7,230	9	6	3	n/a	208,194	n/a	n/a	1,794	83	25,168
LOS ANGELES COUNTY LAKES	11,064	485	0	0	0	4	12,645	605	3	310	3	155
LAKE MISSION VIEJO	6,807	238	0	0	0	0	8,944	0	0	50	20	3,110
LONG BEACH	27,155	1,259	0	0	0	6	27,155	164	15	156	93	860
MORRO BAY	500	18	3	3	0	2	2	0	0	6	50	1,500
NEWPORT BEACH	103,516	2,940	1	1	0	0	33,473	6	0	615	178	23,057
OCEANSIDE	117,155	894	0	0	0	5	26,948	146	17	447	103	7,221
PISMO BEACH	544	8	0	0	0	0	104	0	0	24	4	80
PORT HUENEME	800	53	0	0	0	0	0	0	0	0	0	0
PORT SAN LUIS	929	129	0	0	0	4	1,305	3	5	31	2	30
SAN CLEMENTE	22,000	275	0	0	0	0	n/a	20	n/a	178	18	693
SAN DIEGO	n/r	3,127	9	8	1	4	18,060	1,167	88	553	22	1,100
SANTA BARBARA	486	245	0	0	0	0	180	n/a	n/a	9	25	500
SAN LUIS OBISPO COUNTY	4,670	27	0	0	0	0	2,900	0	0	18	n/a	n/a
SANTA CRUZ	7,394	301	0	0	0	1	19,746	464	69	119	17	500
SEAL BEACH	13,589	837	0	0	0	0	9,265	155	n/a	85	27	210
SOLANA BEACH	15,758	157	0	0	0	0	5,323	12	0	14	5	300
TUCSON, ARIZONA	947	532	0	0	0	0	184	26	6	88	59	46,317
USLA HAWAII	196,732	630	6	2	4	n/a	1,002	n/a	n/a	34	48	1,000
VENTURA COUNTY	4,000	68	0	0	0	0	239	n/a	n/a	16	0	0
TOTALS	1,349,426	28,888	40	32	8	38	439,531	6,230	508	7,248	1,110	174,691

California Surf Lifesaving

Primary Rescue Causes 1994

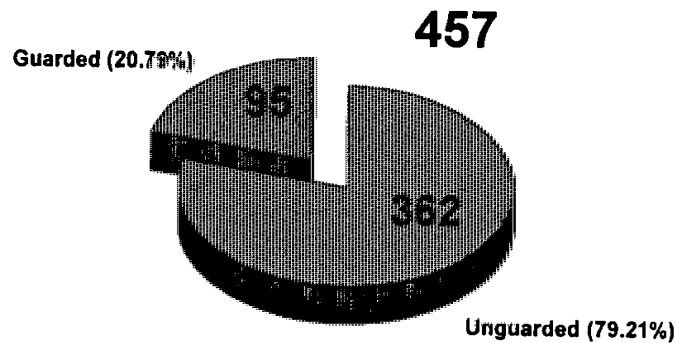


Total Rescues
35,640

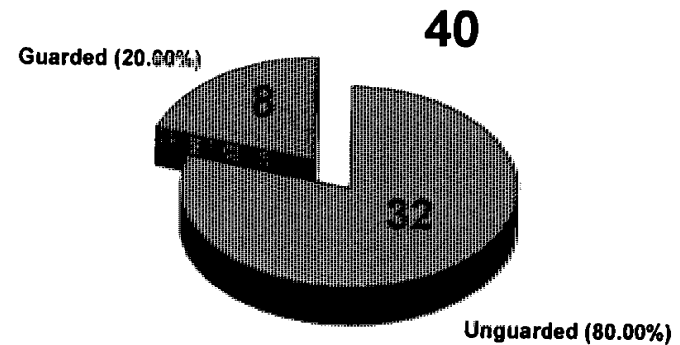
California Surf Lifesaving

Drowning Location Comparison

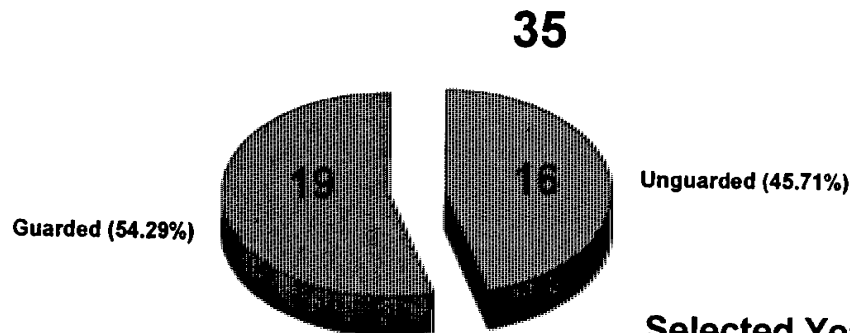
10 Year Total



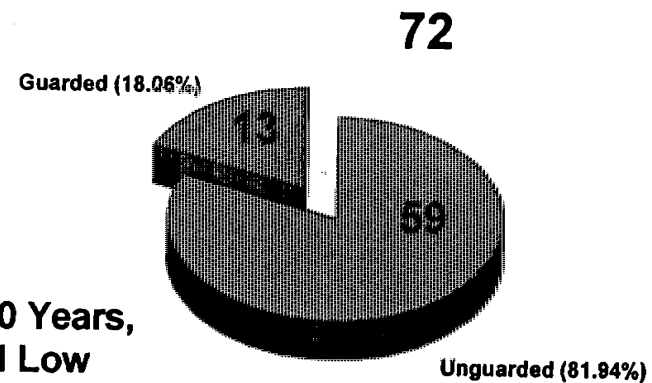
1994 Total



1987 Total

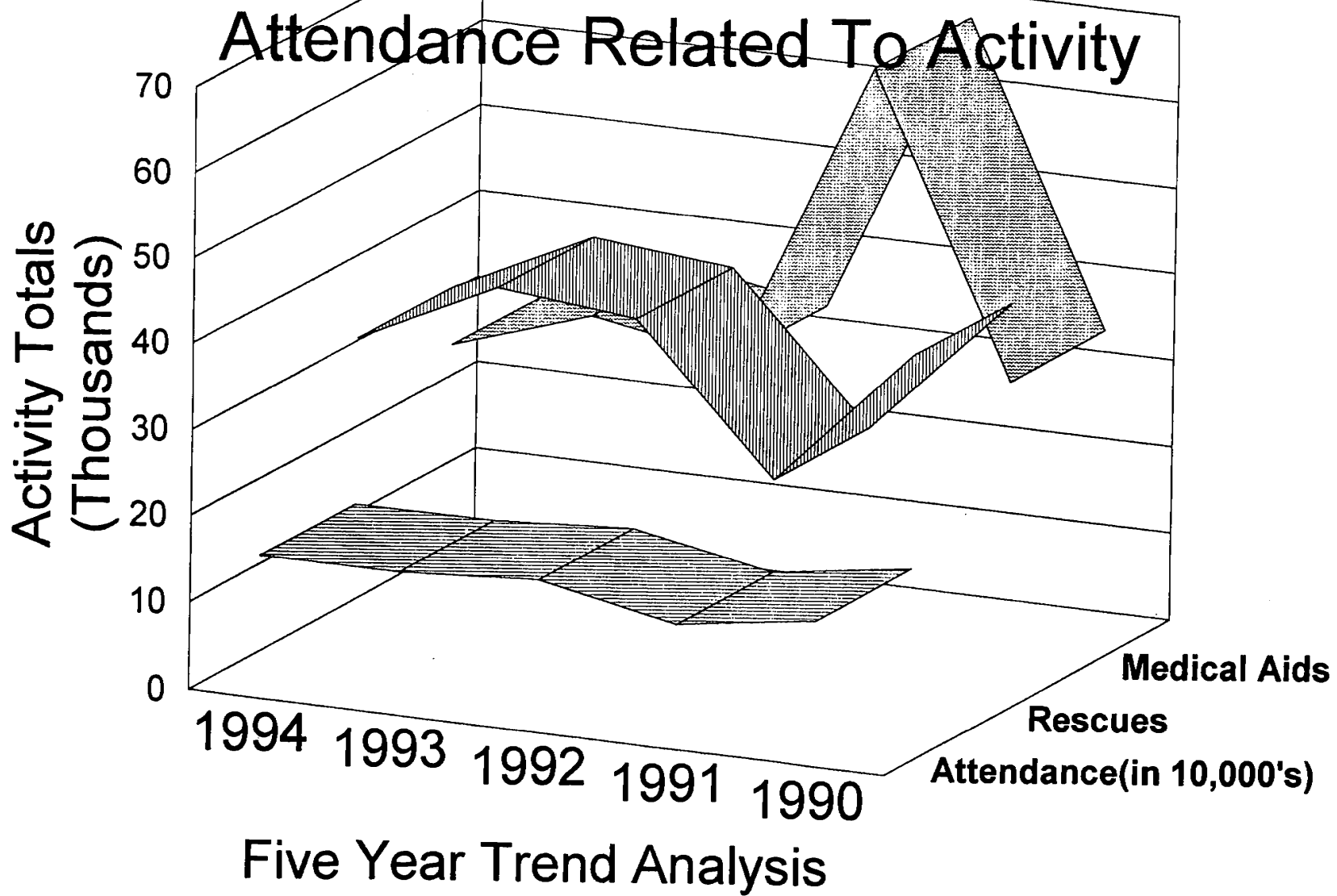


1986 Total



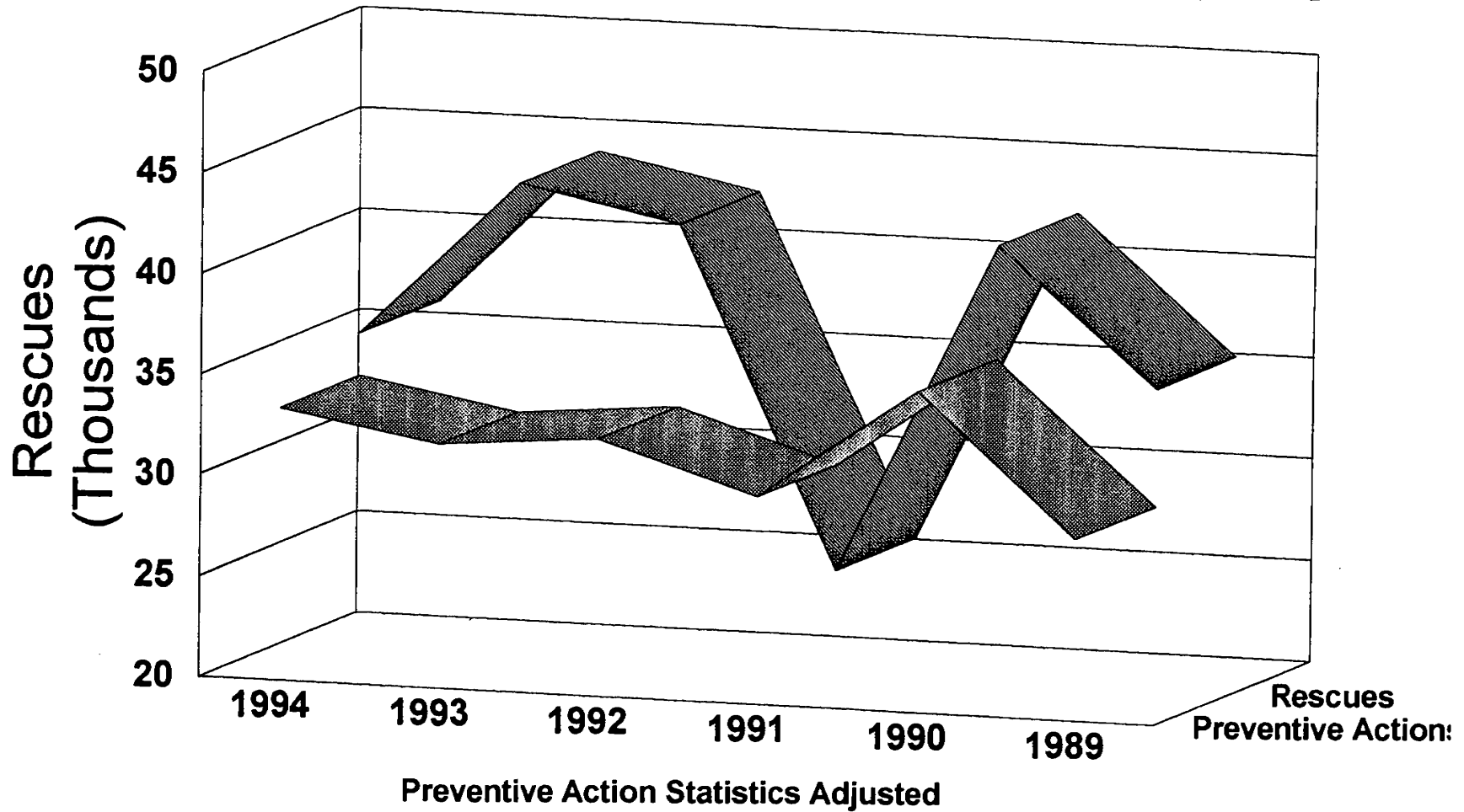
Selected Years -10 Years,
1994, High, and Low

Lifesaving Statistical Trends



Lifesaving Statistical Trends

Rescues Related to Preventive Actions



California Surf Life Saving Association

Lifesaving Statistics - Historical Totals - 1994-1964

Statistic	Third Decade	Second Decade	First Decade	TOTAL
BEACH ATTENDANCE	1,471,212,842	590,857,270	874,926,959	2,936,997,071
RESCUES	346,293	171,261	231,709	749,263
PREVENTIVE ACTIONS	10,416,168	2,628,149	2,068,416	15,112,733
MEDICAL AIDS	335,391	160,274	278,124	773,789
BOAT RESCUES	86,780	28,734	33,168	148,682
PASSENGERS	213,062	16,444	0	229,506
VESSEL VALUE	\$847,251,620	\$917,753,387	\$61,005,987	\$1,826,010,994
DROWNING	457	214	283	954
UNGUARDED	362	152	136	650
GUARDED	95	62	33	190
LOST AND FOUND PERSONS	65,732	42,067	94,608	202,407
PUBLIC SAFETY LECTURES	13,193	0	0	13,193
STUDENTS	1,437,510	0	0	1,437,510
Years Reported	10	5*	8*	

*NSLSA-Includes Agencies Outside California

California Surf Life Saving Association

Lifesaving Statistics - Historical Comparison

	1994	1993	1992	1991	1990	1989	1988	1987	1986	1985	1984
BEACH ATTENDANCE	164,093,103	163,294,662	174,176,478	143,488,067	167,641,276	168,346,793	129,846,751	119,800,000	116,472,058	124,073,654	1,471,212,842
RESCUES	35,640	43,453	41,816	25,048	41,586	34,841	27,235	29,056	33,081	34,557	348,293
PREVENTIVE ACTIONS	1,349,426	1,207,221	1,276,488	1,025,982	1,588,668	901,535	729,089	814,553	720,497	802,709	10,416,168
MEDICAL AID	28,886	34,202	31,356	67,019	32,378	29,156	28,004	25,090	28,030	31,269	335,381
BOAT RESCUES	6,057	7,035	8,832	8163	8144	11,380	9,745	7,502	10,107	8,815	86,760
PASSENGERS	16,378	19,283	18,435	17,409	20,589	24,282	27,366	19,820	25,887	24,663	213,062
VESSEL VALUE	\$91,544,188	\$115,408,970	\$100,698,767	\$91,336,057	\$108,811,398	\$143,680,900	\$105,181,540	\$87,109,000	\$87,739,770	\$30,150,000	\$847,261,620
CHOKING	40	42	51	51	47	42	31	35	72	46	457
UNGUARDED	32	35	41	45	37	36	23	16	58	39	362
GUARDED	8	7	10	6	10	7	8	19	13	7	95
LOST AND FOUND PERSONS	7,248	5,594	7303	5114	11,481	5,642	5,571	5,287	5,113	7,389	65,732
PUBLIC SAFETY LECTURES	1,110	657	2,151	1,348	2,124	778	2,341	1,079	859	746	13,193
ATTENDERS	174,591	138,080	220,833	368,614	184,748	60,247	69,744	59,129	62,775	88,749	1,437,510
Agencies Reporting	28	28	28	27	25	22	20	n/a	19	20	

	1994	1993	1992	1991	1990	1979	1978	1977	1976	1975
BEACH ATTENDANCE	117,481,300		64,417,933	166,881,872	142,759,578				99,316,589	590,857,270
RESCUES	34,847		21,749	62,283	37,412				24,970	171,281
PREVENTIVE ACTIONS	756,314		209,816	718,698	623,895				320,426	2,628,149
MEDICAL AID	26,417		20,964	35,332	35,720				41,841	160,274
BOAT RESCUES	5,728		5,921	6,780	6,712				3,593	28,734
PASSENGERS	16,444		n/a	n/a	n/a				n/a	16,444
VESSEL VALUE	\$738,883,000		\$23,395,680	\$76,982,171	\$50,197,606				\$28,294,950	\$917,753,387
CHOKING	37		46	45	57				29	214
UNGUARDED	14		38	31	45				24	152
GUARDED	23		8	14	12				5	62
LOST AND FOUND PERSONS	6,870		5,921	11,576	8,302				8,599	42,067
PUBLIC SAFETY LECTURES	n/a		n/a	n/a	n/a				n/a	0
ATTENDERS	n/a		n/a	n/a	n/a				n/a	0
Agencies Reporting	20		19	25	24				14	

	1974	1973	1972	1971	1970	1969	1968	1967	1966	1965
BEACH ATTENDANCE	108,919,543	87,848,109	119,350,000	128,700,000	118,485,000	102,011,109	101,000,000	108,613,198		874,926,959
RESCUES	33,833	25,064	37,259	33,386	31,152	27,618	19,849	23,548		231,709
PREVENTIVE ACTIONS	783,890	223,870	1,080,656	n/a	n/a	n/a	n/a	n/a		2,068,418
MEDICAL AID	49,642	28,174	33,737	35,120	37,330	32,441	22,712	40,968		278,124
BOAT RESCUES	4,596	4,542	4,750	3,878	4,252	3,079	3,869	4,202		33,188
PASSENGERS	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		0
VESSEL VALUE	\$23,879,734	\$18,173,753	\$18,952,500	n/a	n/a	n/a	n/a	n/a		\$81,005,987
CHOKING	48	44	36	43	26	49	13	26		283
UNGUARDED	34	37	30	35	n/a	n/a	n/a	n/a		136
GUARDED	12	7	6	8	n/a	n/a	n/a	n/a		33
LOST AND FOUND PERSONS	11,316	8,418	12,257	12,606	11,893	10,733	12,669	14,716		94,608
PUBLIC SAFETY LECTURES	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		0
ATTENDERS	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a		0
Agencies Reporting	20	16	16	16	16	14	13	12		0

*NSLSA - Agencies reporting include other parts of the United States.

** Statistics taken from drift agencies not represented: Oceanside, Mission Viejo, LA County, LA County Lanes, LA City, Santa Barbara County, San Diego State, Pendleton State.

United States Lifesaving Association

1995 NATIONAL LIFESAVING STATISTICS

Agency	Chapter	Region
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Activity Observations

Category	Data	Category	Data
Beach Attendance		Preventive Actions	
Rescues (Total)		Medical Aids	
<i>Primary Cause</i>	Rip Current	Drowning (Total)	
	Surf	Unguarded	
	SCUBA Divers	Guarded	
	Swiftwater	Fatalities	
Cliff Rescues		Enforcement Actions (Total)	
Boat Rescues		Warnings	
Passengers		Citations	
Vessel Value		Arrests	
Boat Assists		Lost and Found Persons	
Passengers		Public Safety Lectures (Total)	
Vessel Value		Number of Students	

Weather Observations

		Above Average	Average	Below Average
General Weather	Overall			
	Summer			
Surf Conditions	Overall			
	Summer			
Wind Intensity	Overall			
	Summer			

Submitted by: _____ Title: _____ Phone: _____ Date: _____
Please Print

FAX or Mail forms to:

Rick Gould
 USLA National Statistics Coordinator
 323 Church St.
 Santa Cruz, CA 95060

408.426.7728 FAX 408.429.3197 Office

Please Submit forms by February 1, 1996

Statistic Definitions on Reverse

CALIFORNIA SURF LIFESAVING ASSOCIATION
PROPOSED BUDGET 1995-96

ATTACHMENT D

INCOME	Actual 1993		Actual 1994		Proposed 1995		Adopted 1995
Dues	(775)	17,250.00	(908)	18,105.00	(1,200)	24,000.00	24,000.00
Hubbell, Inc.		5,000.00		5,000.00		5,000.00	5,000.00
Ocean Festival		2,500.00		0.00		0.00	0.00
Treo's		0.00		2,500.00		0.00	0.00
Thousand Mile		850.00		750.00		0.00	0.00
United Way		117.00		44.00		50.00	50.00
Memorial		225.00		0.00		0.00	0.00
Emergency Services Directory		125.00		0.00		0.00	0.00
Jr. Lifeguard Members		0.00		80.00		0.00	1,000.00
USLA Stipend		0.00		300.00		600.00	600.00
Associate Members		15.00		65.00		65.00	65.00
Vendor Fees		50.00		50.00		100.00	0.00
Refunds		6,294.00		749.00		0.00	0.00
30th Anniversary		0.00		1,892.00		0.00	0.00
Interest		149.00		0.00		400.00	400.00
Regional Championships		560.00		0.00		0.00	0.00
Miscellaneous		15.00		150.00		0.00	0.00
TOTAL INCOME		33,150.00		29,685.00		30,215.00	31,115.00
EXPENSES							
USLA Dues	(729)	4,374.00	(903)	5,418.00		7,200.00	7,200.00
USLA Dues 94/95		0.00		0.00		1,134.00	1,134.00
Clothing Bags		0.00		5,334.00		8,400.00	8,400.00
USLA Meetings		9,333.00		0.00		13,000.00	13,583.00
USLA Spring Meeting '94		0.00		3,951.00		0.00	0.00
USLA Fall Meeting '94		9,224.00		1,997.00		0.00	0.00
USLA Fall Mtg '93		0.00		1,319.00		0.00	0.00
USLA Championships '89		3,132.00		0.00		0.00	0.00
30th Anniversary		70.00		2,265.00		0.00	0.00
Cal Surf News		1,945.00		932.00		2,000.00	2,472.00
Hubbell, Inc.		2,831.00		849.00		750.00	750.00
Competition		68.00		519.00		500.00	0.00
Mugs		0.00		0.00		1,800.00	1,800.00
Decals		0.00		541.00		610.00	610.00
Postage/Shipping		249.00		448.00		300.00	700.00
NZ Exchange		1,000.00		430.00		1,000.00	1,000.00
Heroic Acts		0.00		311.00		1,200.00	1,200.00
Telephone		291.00		210.00		600.00	600.00
Board or Directors Meetings		0.00		215.00		80.00	0.00
Public Education		440.00		100.00		3,000.00	3,100.00
Parks & Harbor Association		0.00		100.00		0.00	0.00
Office Supplies & Printing		147.00		108.00		100.00	200.00
Visa Card Fee		0.00		50.00		50.00	50.00
Certification		0.00		13.00		0.00	0.00

Emergency Services Directory	668.00	0.00	0.00	500.00
Awards	486.00	0.00	0.00	0.00
Executive Board Meetings	587.00	0.00	300.00	0.00
Franchise Tax Board	15.00	10.00	10.00	10.00
Refund Dues	1,880.00	5.00	0.00	0.00
Secretary of State	0.00	5.00	5.00	5.00
Lapel Pins '94	0.00	0.00	1,530.00	1,530.00
SUB TOTALS	36,740.00	25,130.00	43,569.00	44,844.00
EXPENSES PAID AS OF APRIL 18, 1995			-11,079.00	-11,079.00
ESTIMATED EXPENSES TO BE PAID, REMAINDER OF '95			31,590.00	33,765.00
Income vs. expenses	-3,558.00	4,555.00	-1,375.00	-2,650.00
<u>CASH ASSETS CARRIED OVER FROM APRIL 18, 1995</u>				8,722.00
ESTIMATED CASH ASSETS AS OF DECEMBER 31, 1995			7,347.00	6,072.00

Reported by,

Max Bowman
Treasurer

**CALIFORNIA SURF LIFESAVING ASSOCIATION
INCOME AND EXPENSES
JANUARY 1, 1995 - APRIL 18, 1995**

INCOME

Dues 94/95	(60)	1,200.00
		126.82

TOTAL INCOME		1,326.82
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EXPENSES

Duffle Bag Duffle Bag Deposit '95	4,200.00
Lapel Pins '94	1,530.00
Cal Surf News	1,172.49
USLA Dues 94/95	1,134.00
Mugs - Deposit '95	900.00
USLA Spring Meeting Airfares	791.00
Decals '95	606.20
Telephone	340.42
Executive Board Meetings	203.37
Postage/Shipping	191.99
Franchise Tax Board	10.00

TOTAL EXPENSES	11,079.47
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INCOME OVER EXPENSES	-9,752.65
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CASH ASSETS AS OF APRIL 18, 1995

Savings	7,867.94
Checking	854.16

TOTAL ASSESTS	8,722.10
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Reported by,

Max Bowman
Treasurer



California Surf Lifesaving Association
P.O. Box 366 • Huntington Beach • California • 92648

1995 CSLSA Lifeguard Exam Survey

A survey prepared for persons interested in employment opportunities within the field of Open Water Lifeguarding and Marine Safety. This report was completed on Jan 31, 1995.

Contents:

- | | |
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| 1. Exam information (Agency, Phone number, Exam date, Minimum hire age, Starting pay, Training dates) | page 1 - 4 |
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| 3. 1995 CSLSA Lifeguard starting pays | page 5 |
| 4. CSLSA Lifeguard agency map | page 6 |

Submitted By: Kai Weisser
*CSLSA Recurrent Representative
Huntington Beach Marine Safety Officer*

The California Surf Life Saving Association (CSLSA) is a non-profit corporation dedicated to promoting 1) professional lifeguard standards and 2) open water public safety awareness. The CSLSA is the Western Region of the United States Lifesaving Association (USLA).

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1995 CSLSA Lifeguard Exam Information
California Surf Life Saving Association, P. O. Box 366 Huntington Beach CA 92648

Lifeguard Agency	Exam Date	Exam Events	Minimum Age	Starting Pay
California, State of Carlsbad State Beach (619) 435-0126	Sat, Apr 1 9:00 am	1,000 Ocean Swim 1,000 Run-Swim-Run Interview	16 by June 1	\$10.51
<i>Training Dates: TBA Weekends in late May and early June</i>				
California, State of Huntington Sate Beach North: (714) 536-1454 South: (714) 492-5172	Sat, Apr 15 9:00 am	Same as Above	16 by June 1	\$10.51
<i>Training Dates: TBA Weekends in Late May and early June</i>				
California, State of Manresa State Beach (408) 476-4992	Sat, Apr 22 10:00 am	Same as Above	16 by June 1	\$10.51
<i>Training Dates: TBA Weekends in late May and early June</i>				
California, State of San Beuna Ventura State Beach (805) 648-3321	Sun, Mar 22 9:00 am	Same as Above	16 by June 1	\$10.51
<i>Training Dates: TBA Weekends in late May and early June</i>				
Camp Pendleton (619) 725-2703 (619) 725-2078	Sat, Apr 22 9:00 am	800 Swim < 18 Min 1,000 Run-Swim-Run Interview / Written Exam	16 by May 1	\$8.66
<i>Training Dates: TBA</i>				
Capitola, City of (408) 475-7300	TBA in April April / May	1,000 yd Swim 1,000 yd Run-Swim-Run Written Exam	17 by June 1	\$8.69 \$9.19 (EMT)
<i>Training Dates: TBA in June</i>				
Coronado, City of (619) 435-1955 (619) 522-7342	TBA May	1,000 yd Swim 1,000 yd Run-Swim-Run	18 by June 1	\$9.51
<i>Training Dates: TBA in June</i>				
Del Mar, City of (619) 755-1556	TBA Late March	1,100 yd Run-Swim-Run Rescue Board Paddle Interview	17 by June 1 H S Diploma	\$9.99
<i>Training Dates: TBA</i>				

1995 CSLSA Lifeguard Exam Information
California Surf Life Saving Association, P. O. Box 366 Huntington Beach CA 92648

Lifeguard Agency	Exam Date	Exam Events	Minimum Age	Starting Pay
Encinitas, City of (619) 633-2748 (619) 633-2750 <i>Training Dates: June 17 - 22</i>	Sat May 27 1:00 pm	1,100 yd Run-Swim-Run Surf Swim Sprint Interview on May 28 & 29	17 by hire	\$9.48
Hawaii, State of (808) 922-3888 <i>Training Dates: TBA in May</i>	Feb - May Fri & Mon At Ala Moana	2,000 Run-Swim < 25 Min Pass physical exam upon hire	18 by Hire	\$8.31 \$10.37 DOE
Huntington Beach, City of (714) 536-5281 <i>Training Dates: April 8 - 15, interview April 16</i>	Sun, Mar 26 8:00 am	1,000 yd Ocean Swim 500 yd Ocean Swim 1,000 yd Run-Swim-Run, Interview	17 by June 1	\$10.47
Laguna Beach, City of (714) 494-6571 / 6572 <i>Training Dates: Consecutive weekends in May</i>	Sun, Apr 9 9:00 am	1,000M Ocean Swim > 20 Min 1,500M Run-Swim-Run 300M Swim	18 by June 15 16 by June 15 (Rookie)	\$9.62 \$7.25
Long Beach, City of (310) 432-4496 <i>Training Dates: Weekends in June</i>	Sun, Apr 23 8:00 am	1,000 yd Swim 1,200 yd Run-Swim-Run Interview	17 by July 1	\$10.13 EMT bonus
Los Angeles, City of (213) 765-5392 <i>Training Dates: TBA in May (Call by April 1 if intersted)</i>	Sat April 23 Sun April 24 10 am	1,000 yd ocean swim < 18 min 600 yd Run-Swim-Run Interview	18 by July 1	\$13.07
Los Angeles County (310) 577-5700 (310) 577-5703 <i>Training Dates: Weekends in May</i>	Sat, Apr 1 7:00 am	1,000 M ocean swimm Interview for top 80 applicants	18 by Aug 1	\$15.29
Los Angeles County Lakes (805) 257-4055 <i>Training Dates: TBA in May</i>	Feb 4 and 11 8 am	1,000 meter pool swim < 18 min	18 by May 1	\$12.21

1995 CSLSA Lifeguard Exam Information
California Surf Life Saving Association, P. O. Box 366 Huntington Beach CA 92648

Lifeguard Agency	Exam Date	Exam Events	Minimum Age	Starting Pay
Mission Viejo, Lake. (714) 770-1313 ext #220	Sat, Apr 15 8:00 am	1,000 yd Swim 1,500 yd Run-Swim-Run Interview	16 by Hire	\$7.50 EMT bonus SCUBA bonus
<i>Training Dates: May 13, 14, 20, 21, 27, 28</i>				
Newport Beach, City of (714) 644-3047	Sun, Mar 19 8:00 am	800 yd Ocean Swim 1,100 yd Run-Swim-Run 400 yd Paddle (optional)	16 by July 1	\$10.45
<i>Training Dates: April 29, 30, May 6, 7, 13, 14, 20, 21</i>				
Oakland, District of (510) 635-0135	Sat, Apr 8 Sat, May 27	Run (1 mile) - Swim (1000 yd) Interviews the week following: April 11, 12 and May 31, June 1	16	\$9.91
Oceanside, City of (619) 966-4536	Sat, Apr 15 8:00 am	500 yd Pool Swim < 8 Min 2,400 yd Run-Swim-Run < 27 Min 200 yd Sprint Swim CPR Test, Written Test, Interview	17 by Hire	\$10.66
<i>Training Dates: Weekends in April</i>				
Pismo Beach, City of (805) 773-7031	Sat, Apr 9 Sat, Apr 16 8:00 am	1,000 yd Ocean Swim 800 yd Run-Swim-Run Interview on Apr 19, Time TBA	18 by May	\$9.00
<i>Training Dates: May 14, 15, 21, 22; (** Application Deadline: March 25)</i>				
Port San Luis Harbor Dist Avilla Beach (805) 595-5400	Sat March 4 9 am	800 yd Ocean Swim 500 yd Pool Swim Interview	H S Grad	\$7.76
<i>Training Dates: TBA in March. (Application deadline Feb 13. Possible second test before summer)</i>				
San Clemente, City of (714) 361-8219	TBA in April 8:00 am	1,200 yd Run-Swim-Run Interview	16 by Hire	\$9.73
<i>Training Dates: TBA</i>				
San Diego, City of (619) 221-8899	Sat, April 8 Sat, April 15	600M Run-Swim-Run < 10 Min Interview	17 by Training	\$10.24 EMT bonus
<i>Training Dates: June 10 - 15. Contact city personnel office for further info (619) 236-6400</i>				

1995 CSLSA Lifeguard Exam Information
California Surf Life Saving Association, P. O. Box 366 Huntington Beach CA 92648

Lifeguard Agency	Exam Date	Exam Events	Minimum Age	Starting Pay
San Luis Obispo County (805) 781-5200 <i>Training Dates: TBA mid April, May weekends</i>	TBA End of March 8:00 am	Run-Swim-Run First aid skills evaluation Strength and endurance test Written exam	17 by June	\$8.45 \$9.98 DOE
Santa Barbara, City of (805) 965-0509 <i>Training Dates: TBA, May weekends and week in June</i>	Sat, Apr 18 9:30 am	1,000M Swim < 16 Min 400M Run-Swim-Run Interview	18 by April	\$8.00
Santa Cruz, City of (408) 429-3747 <i>Training Dates: TBA late May end early June</i>	Sat, Apr 15 9:00 am	1,000 yd Swim < 20 Min 2,000 yd Paddle < 20 Min 600 yd Run-Swim-Run < 8 Min	18 by June 15	\$8.36
Seal Beach, City of (310) 430-2613 <i>Training Dates: TBA in June</i>	TBA late May 8:00 am	1,000 yd Ocean Swim 600 yd Run-Swim-Run	18 by June 15 or HS diploma	\$10.05 EMT bonus
Solana Beach, City of (619) 755-1569 <i>Training Dates: April 10 - 14.</i>	Sat, March 25 9 am	1700 yd Run-Swim-Run < 20 min 880 rescue board paddle < 10 min Interview	18 by June 1	\$9.68
Tucson (AZ), City of (602) 791-4245 <i>Training Dates: February 27, March 16, March 23, April 8, April 15, May 13.</i>	Sat, Mar 4 Sat, Apr 1 Sat, May 6 9:00 am	Two Timed Swims CPR and First Aid Exam Timed Submerged (14 ft) Victim Recovery Interview	16 by May 19	\$5.92 \$8.15 DOE
Ventura, County of (805) 385-8697 <i>Training Dates: First week in summer</i>	TBA April	1,500M Run-Swim-Run 1,000M Ocean Swim (each event completed < 18 Min)	16 by Hire or H S Grad	\$8.38

1995 CSLSA Lifeguard Exam Information

California Surf Life Saving Association, P O Box 366 Huntington Beach CA 92648

Lifeguard Tryouts by Earliest Exam

Hawaii, State	Feb - May
LA County Lakes	Feb 4 & 11
Tucson (AZ)	March 4
Newport	March 19
CA State, Ventura	March 22
Port San Luis	
Obispo Harbor	March 24
Huntington City	March 26
Del Mar	March TBA
San Luis Obispo County	March, TBA
CA State, Carlsbad	April 1
LA County	April 1
Tucson (AZ)	April 1
Oakland	April 8
San Diego City	April 8 & 15
Pismo Beach	April 9 & 16
Laguna	April 9
CA State, Huntington	April 15
Lake Mission Viejo	April 15
Oceanside	April 15
Santa Cruz City	April 15
Santa Barbara City	April 18
CA State, Manresa	April 22
Camp Pendelton	April 22
Long Beach	April 23
L A City	April 23 & 24
San Clemente City	April, TBA
Ventura County	April, TBA
Capitola	April / May, TBA
Tucson (AZ)	May 6
Encinitatas	May 27
Oakland	May 27
Coronado	May, TBA
Seal Beach	May, TBA

Lifeguard Starting Hourly Pays

L A County	\$15.29
L A City	\$13.07
LA County Lakes	\$12.21
CA State	\$10.83
Oceanside	\$10.66
Huntington City	\$10.47
Newport	\$10.45
San Diego City	\$10.24
Long Beach	\$10.13
Seal Beach	\$10.05 - 11.55 DOE
Del Mar	\$ 9.99
San Clemente City	\$ 9.73
Solana	\$ 9.68
Laguna	\$ 9.62
Pismo	\$ 9.00
Camp Pendelton	\$ 8.66
Capitola	\$ 8.44 - 8.94 EMT Bonus
Ventura County	\$ 8.38
Santa Cruz City	\$ 8.36
Hawaii, State	\$ 8.31 - 10.37 DOE
Santa Barbara City	\$ 8.00
Port San Luis Obispo Harbor	\$ 7.57
Laguna	\$ 7.50 Rookies < 18 yrs
Lake Mission Viejo	\$ 7.50
San Luis Obispo County	\$ 7.00 - 9.98 DOE
Tucson (AZ)	\$ 5.92 - 6.98 DOE

(DOE) depending on experience
(EMT) emergency medical technician
(TBA) to be announced



California Surf Lifesaving Association

April 27-28, 1995

Past President/Advisor Report
by Robert A. Moore

The National meeting in San Diego was a well attended meeting. San Diego City Lifeguards were excellent hosts with their educational conference and practical demonstrations. If you missed the meeting, it was your loss. Attending the National meeting would have demonstrated the necessity for our region to send the maximum number of delegates that are possible to attend the many different committees. There is a need for CSLSA representation on the many distinct committees that often meet at conflicting times. It is imperative the region continue to support maximum participation on the national level.

The CSLSA has many projects underway which will be discussed in committee. There is a major draw on our finances at this time, but that is the nature of the beast. Decisions made to increase membership (i.e. bags, mugs, decals, etc.), the finalization of the rip current poster, "CAL SURF NEWS," and the attendance of national meetings, have caused alarm among some members. As your Past President/Advisor, I recommend looking at the larger picture. The treasury is to be used as we are now doing. There are periods where we have more sponsorship, less expenditures, and we are able to build a nest egg for the future. This is now the future. When funds are raised i.e. promoter, dues, sponsorship, etc. we should find a balance. We have been at the same financial level for years and now we are more ambitious. Look at our past, present, and future, then realize that this is a cyclical occurrence. We will not be printing an expensive poster every year. Sponsorship may increase to cut down on association expenditures for membership items, etc. As stated earlier, full attendance at national meetings is imperative and the region should continue as it has in the past to support it's delegates.

Negotiations between the State of California and the County of Los Angeles has been positive over the past few months, but as of this writing, politics and egos seemed to have taken center stage. State is to take over May 3, 1995, unless something happens between now and then.



California Surf Lifesaving Association

P.O. Box 366 • Huntington Beach • California • 92648

TO: CSLSA Board of Directors
FROM: Rob McGowan
SUBJECT: Competition Committee Report
DATE: April 27, 1995

Thank you to the Santa Cruz Chapter for hosting this meeting. It's always fun to go on a road trip and get out of town. If you like it here in Santa Cruz I'm sure you're looking forward to returning in August for the U.S.L.A. Nationals. The dates have been set for August 10, 11 and 12. The Junior Guards will compete on the 10th, with the Lifeguard events on the 11th and 12th. I've been in contact with Jim McCray, the 1995 Nationals Chairman, and I know he's been working very hard to make the 1995 Nationals a success. If your chapter has not already received the "Travel and Accommodations Info Packet" please see me and I'll make sure you receive one. Jantzen pulled out as the title sponsor, but through the work of Jim McCray and Dick Colosi, Yamaha came on board as the title sponsor and from all preliminary indications, the event should be great. In case you didn't know, the Pacific Northwest Region, in conjunction with the Santa Cruz Surf Lifesaving Association are the hosts of the 1995 Nationals.

Unfortunately, things have not been going quite so smoothly for our Regionals. At the Fall meeting in San Clemente, the Competition Committee voted to hold both the Junior and Lifeguard Regionals in L.A. County. When Jantzen withdrew their sponsorship a monkey wrench was thrown into this plan. We had to do some scrambling, but thanks to the City of Huntington Beach and the San Clemente Ocean Festival, both J.G.'s and Lifeguard Regionals will be held, although not at the same site as we'd hoped. J.G. Regionals will be held in Huntington on Friday July 21 and the CSLSA Regionals will be at San Clemente on Saturday July 22. Please note that this is a change from the originally scheduled dates. A big thank you to the Huntington Beach Lifeguards for picking up the J.G. Regionals.

The most recent meeting of the USLA National Competition Committee was held in San Diego last November. The CSLSA had several rule change proposals pending and we were successful in getting most of them approved. The following rule changes were adopted and will take effect this season:

- (1) Masters and Veterans events will be held as Finals in the morning.
- (2) All events will now score for team scoring, not just the top 8.
- (3) Relays must be signed up by team captains only. This is so we don't get each member of a relay team signing up for the relay events. This includes two person events such as the

Rescue Race and the Rescue Board Rescue Race.

- (4) The Veterans will now compete in all the same races as the Masters, to be run at the same time.

Three of our proposed rule changes failed, but I feel that the most important ones passed. Surfboat (dory) rule changes and the question of a Seniors Division for Women were not addressed; if you want these items addressed next year, you need to bring them to the Competition Meeting today. The use of wetsuits in cold water was also discussed and it was determined that if a change from the **no wetsuit** policy was desired, that it must be proposed as a rule change.

Other items that were discussed at the last National Meeting were the need for a high quality, standardized medal for Nationals that includes an inscription of the year and the event. Permanent funding for a National Team to represent the USLA at World Titles was discussed with the feeling being that some source of financing must be secured. Dick Colosi was given the go-ahead to try to secure this kind of funding. This does not preclude anybody from also securing funds for a USLA National Team to compete at a World Titles.

The other point of interest that was discussed in committee, was that following the 1995 Games, the Nationals should revert back to the National Board of Directors, echoing the feelings expressed at the October CSLSA Board of Directors Meeting. This would mean that the Nationals would be the responsibility of the National USLA Competition Committee and not of the Region that they happen to be in. I feel that this would hopefully give a sense of greater continuity to the Nationals.

Don't forget that the **10'6" Paddleboard** is now the standard for all Regional and National Competition; the 12 foot boards will not be allowed.

The 1996 World Titles, "Rescue 96" are scheduled for Durban, South Africa in May of 1996. There are plans to hold a World Masters Titles in conjunction with the event as well. I have some brochures about the event. Please see me if you are interested.

I also have some brochures about the Craig Hummer Ocean Ironman Clinics to be offered this summer. These clinics may be of special interest to your Junior Guard Programs. Please see me for details.

Thanks to Bill Richardson, the CSLSA has been invited to be a part of the U.S. Open of Surfing at Huntington Pier on Saturday, August 5th. Prime Sports Events Group has approved the following events:

1. Three lap Dory Race
2. One lap Surf Ski Race
3. One lap 10'6" Rescue Board Race
4. Surf Rescue Race
5. Ironman
6. American Ironman

Entries will have to be limited, and will probably be based on Regionals results. I would like to

discuss this in committee today. There would be awards for the top three in each event as well as "incentive gift packages" for each competitor. The opportunity to receive outstanding TV coverage is another incentive that must not be overlooked.

The PSLA schedule has been presented to me as follows:

- June 24 at the Manhattan Pier
- July 1 at East Beach, Santa Barbara
- July 8 at San Clemente Pier
- July 15 at Oceanside Pier
- August 19 at Zuma Beach

I have recently revised and updated the USLA National Lifeguard Championship Rule Book. If you would like a copy, it is available for the cost of duplication, binding and postage, probably about \$4.00 per copy. I would also be happy to supply it on disk (Word Perfect 6.0a Windows) for about \$1.00. Disk copies would not include course diagrams.

Finally, I'm happy to report that I saw Paul Donohue the other day and he was looking great. Paul recently had a bout with brain cancer, but from the looks of things, he won this round. He's back to work and appears to be doing very well.



Los Angeles County Lifeguard Association

"Dedicated to Life Saving"

P.O. Box 5727, Santa Monica, California 90405

April 24, 1995
Heroic Acts Committee Report
Spring Meeting '95
Santa Cruz, Ca.

Through this long, cold, wet winter, the Heroic Acts Committee has been active! This is what we've done:

1. Several awards, which were voted upon at the Fall '94 Meeting, will be presented at the Fall '95 Meeting.
2. Eric Bauer has a design for a Medal of Valor as well as plans for the mold and casting possibilities.
3. The Heroic Acts Criteria Handbook has received a face lift. The entire hand book has been rewritten and edited and will be available next month.
4. Please continue to keep the committee in mind for those outrageous rescues or any civilian rescues that you think may be worthy of recognition.

I've been captured by 50 preschoolers, so was unable to attend this meeting. Any suggestions or questions, give me a call!!

Sincerely,

Shari Latta
310-457-2937 ph
310-457-2857 fax



California Surf Lifesaving Association

April 27-28, 1995

Membership Committee,
by Robert A. Moore & Gordon Gray

Our goal is 1,500 members for the 1995-96 membership year. We have taken the recommendations from the Fall meeting and are just about complete with a few minor exceptions.

The bags are on order thanks to Reenie Boyer and Bill Richardson. The mugs have been ordered, but there has been a hold up due to the art work. That should be resolved within the next couple of days. The 1995 membership decals are done. We hope to pick up the USLA membership cards and decals next week at the National meeting. Eric Bauer had a lead on a bag stuffer, SHP may have a sun care product, and it would be nice to also include a "CAL SURF NEWS" for each new member.

Our goal for distribution will be before June so all Chapters will have the kits for their rechecks and pre-summer meetings. It would have been nice to distribute the kits at this meeting, but hauling everything to Santa Cruz and most Chapters hauling it back to Southern California was not practical. Also the art work for the mugs and the National items are not ready.

We need to consider whether it would be important for each kit to include a paper about the organization. Also it would be a good time to insert a flier on the Auckland Exchange. Any other ideas or suggestions will be welcome, but keep in mind that there is limited time. We can accomplish more with more help.

The membership committee will need honest feedback at the Fall meeting as to the successes and failures of this years membership drive. We learned a lot from last year and hopefully we have remedied some of the concerns of the past. Some examples indicating that we did listen to your comments. The kits will be more timely, the CSLSA decal size has been reduced, we have asked the National to reverse the order of the membership/American Lifeguard Magazine sign-up/registration card so that there is only one tear needed instead of two, USLA decals, and one bag color.

It is difficult for many to arrive at a decision. This committee has worked very hard on working together. The direction given has allowed the Executive Board get the job done. Thanks for your support and please continue to be a helpful cog in the CSLSA wheel.



Southwest Region

California Surf Lifesaving Association

P.O. Box 366 • Huntington Beach • California • 92648

CSLSA MEMBERSHIP - 1994

	Paid Memberships	Kits Issued
California State - North	16	6
California State - South	11	11
Camp Pendleton	7	10
Capitola	5	0
Central Coast (San Luis Obispo)	21	16
Coronado	16	13
Del Mar	30	30
Encinitas	5	5
Hawaii	0	0
Huntington Beach	97 (incl. 2 L.M.)	110
Los Angeles City	18	18
L.A. County Lakes	45	45
LACOLA	141	145
Laguna Beach	65	65
Long Beach	40	40
Mission Viejo	21	20
Newport Beach	142	141
Oceanside	6	6
Port Hueneme	1	0
San Clemente	40	38
Santa Cruz	50	50
San Diego	100	100
Santa Barbara	16	14
Seal Beach	34	34
Solana Beach	40	40
Tucson	1	1
Ventura County	0	0
	968	958



California Surf Lifesaving Association

P.O. Box 366 • Huntington Beach • California • 92648

TO: CSLSA Board of Directors
 FROM: Mike Bartlett, Chairman *msb*
 DATE: 4/27/95
 SUBJECT: Newsletter Committee Report

The winter 1995 edition of the Cal Surf News was published and mailed to all the chapters of the CSLSA. The committee would like to thank all those who contributed in a timely fashion. More importantly, we received favorable responses regarding the placement of an action photo on the cover page, moving away from a newsletter to a magazine style format. One set back was the cancellation of our one and only advertiser 1000-Mile Sportswear. The owner of 1000-Mile Sportswear Ken Miller expressed his regrets due to current financial constraints.

Advertising in the newsletter has been a vehicle primarily to off set production costs. Without it, we operate in a deficit. For the next issue, I will be working closely with the assistant editors AJ Summers and Tom Buckner to brainstorm potential advertisers and encourage members to assist us if they have any leads.

Listed below is the Income and Expense Statement for the last edition:

INCOME

no advertising revenue

EXPENSE

Printing	840.00
Type-setting (Renee Story)	285.00
Supplemental (Printing for LACOLA)	<u>46.39</u>
	1171.39

Income over Expense (1171.39)

Obviously without advertising, our production costs rise. So for those of you who are in more favorable positions to persuade product companies, please twist their arms and send them my way. On the reverse side you will find a break down of advertising costs per issue. The absolute latest deadline to receive artwork for advertising in the next issue would be May 15.

I have already received two articles for the Spring Edition, one by Eric Sandy of Del Mar and James Frazee of San Diego. They will qualify for the \$25 award for Member Incentive to write stories for Cal Surf News. The article submission deadline for the spring issue is set for May 1 and distribution by June 1.

For those members who have a story idea or are interested in participating, please contact me or the assistant editors. Thank you.

We are soliciting advertising for the Cal Surf News, the official newsletter of the California Surf Lifesaving Association. The CSLSA is a non-profit parent organization of 27 agencies along the California coastline. Its purpose and objectives are to establish and maintain high standards for professional open water lifesaving; to provide public safety education; to enhance the education of open water lifesaving; to enhance the education of open water lifesavers; and to support and encourage lifesaving efforts.

The CSLSA manages the Cal Surf News and publishes it bi-annually in both Spring and Fall. The 12-page publication is distributed to its 965 members through the various agencies and informs lifeguards and administrators of all aspects of the public safety profession ranging from training programs to educational programs. Advertising revenue is intended to off-set printing costs. The advertising cost per issue is as follows (8 1/2 X 11, black and white):

\$100-business card size

250-quarter page

450-half page

750-full page

Please contact the Cal Surf News managing editor, Mike Bartlett at (714) 898-6966 for questions or space reservations for upcoming issues. Please no alcohol or tobacco product advertisers. Thank you for your support in the lifesaving profession.



California Surf Lifesaving Association

P.O. Box 366 • Huntington Beach • California • 92648

TO: CSLSA Board Members
 FROM: *MB*, Mike Beuerlein, Public Education Committee Co-Chairman
 SUBJECT: Public Education Committee Report
 DATE: April 26, 1995

The following is an update on projects in progress:

National Beach Safety Week (May 22-29, 1995)

A memorandum has been sent all CSLSA Chapter Presidents regarding Beach Safety Week. Sample Requests for Proclamations, Proclamations and News Releases were enclosed. Each chapter is responsible for acquiring their own local proclamations.

New CSLSA Rip Current Poster

We have 2,750 new *CSLSA Rip Current Posters*! Ryan Buell Newman (Santa Cruz) volunteered a tremendous amount of time to make this dream a reality. The final product will greatly enhance our beach safety presentations and help spread the word to thousands of citizens. The posters are being stored in Huntington Beach. To acquire your chapter's posters, you can contact me at (714) 960-8874.

Rodney the Iguana

Since SHP was unable to secure funding for this project, Rodney's promoters are pursuing funding for this project.

Project Wipeout Fundraiser

Hoag Hospital and the Orange County Lifeguard Agencies are showing *Endless Summer II* at the Edward's Lido Theatre in Newport Beach on Sunday, May 7th at 11:30 a.m. Tickets are \$10. For more information, see me or call Kris O'Neal at (714) 760-5528.

COMPETITION COMMITTEE REPORT

April 18, 1995

1. No rule changes to propose.
2. Add Paddle Relay and Run Relay to JG National events.
3. Information and brochures handed out:
 - Hummer Clinics
 - "Rescue 96" in Durban, South Africa
4. Regional - sponsorship discussion - should we open up sponsorship or stick with exclusive SHP as fund raiser?
5. Funding of USLA Teams to World Titles
 - a. Write to South Africa organizers to seek out potential South African Sponsors
 - b. "Baywatch"?
 - c. Surcharge or percentage of USLA Nationals entry fee and memberships
 - d. "Official" postcard or other product with profits earmarked for USLA Team
 - e. More ideas are needed!!
6. U.S. Open of Surfing competition
 - a. Inviting top 15 finishers of each event from Regionals
 - b. Agreed to six events for now - will look at American Ironman turnout for Regionals and consider equipment issues.
7. 1995 Nationals
 - a. Sponsorship for JG Nationals?
 - b. "Santa Cruz Waterman" to be held the Sunday following the Nationals. Events include Longboard Surfing Contest, Paddle Relay, 2-Mile Paddle (w/ 12 foot and under boards).
8. USLA National Championship Rulebook - 1995 Edition is available in two formats
 - Bound with course diagrams
 - On IBM computer disk without the diagrams at this time.

To order, send \$10 per copy to:

USLA Rulebook
 c/o Rob McGowan
 2216 Alma Avenue
 Manhattan Beach, CA 90266

Specify bound or disk version and make checks payable to **CSLSA**.

EXCHANGE COMMITTEE REPORT

April 28, 1995

Attendance:

Chris Graham & Reenie Boyer/Newport, Matt Stephens/Oceanside,
A.J. Summers/Seal Beach, Ryan Buell/Santa Cruz & Kai Weisser/Huntington

1. New Zealand Exchange

A. Finances

- 1) The Treasurer has advised that there is currently no money budgeted for this committee. It is anticipated, however, that in the Fall, after the dues are in, that the normal appropriation of \$ 1,000 will be reinstated.
- 2) Recommend that all expenses on behalf of the Kiwis incurred by the host Chapter (travel & entertainment) will be reimbursed upon submission of receipts at the Fall meeting.
- 3) Recommend deducting \$ 40 from the budgeted \$ 400 for the Kiwis to cover the cost of membership kits for the Kiwis. (New allotment = \$360)

- B. Recommend a revisit of host and Kiwi obligations with regard to the schedule. The intent is to not inconvenience the hosts and their plans. The plan is to improve the host letter and Kiwi orientation.
- C. Recommend that host Chapters bring donations of agency patches and T-shirts to the Fall meeting for our Exchange guards.
- D. Chris Graham & David Royal will make a slide presentation at the Fall meeting.
- E. Rumors are starting about an Exchange Guard Reunion in 1998 during the NZ World Games. We will investigate and suggest meeting halfway, in Hawaii.

2. Inter-agency Exchanges

- A. Continue promotion and communication of training programs to other than host agency members.
- B. Recommend a brief (5 minute) presentation at each Board Meeting. The intent is to share and motivate the Exchange Program Experience. Schedule for the Fall will be A.J. Summers and Reenie Boyer, focusing on Jr. Lifeguard Instructors visiting different agencies.

3. German Summer Job Program

- A. Promotional company, Avante Caroe, has expressed interest in sending another person to southern California for this summer. Last summer's three week program was a success.
- B. A minimum standards and qualifications have been sent to Germany to insure a qualified individual is sent.

4. The issue of creating a Liability Waiver and Hold Harmless was discussed. Such waiver may include the CSLSA and host Chapters.

It also was suggested to contact the Diver's Alert Network at (619) 684-8111 to obtain insurance for the Kiwis and our delegates.

HEROIC ACTS COMMITTEE REPORT

April 28, 1995

The Heroic Acts Committee requested \$1,000 for the Medal of Valor production. The goal is to have one mold and 12 medals made. The design will be one that can be utilized by the National as well.

Eric Bauer will pursue having the USLA pay for the cost of producing the medal or sharing the cost with CSLSA.

The cost is likely to exceed the \$1,000.

LEGISLATION COMMITTEE REPORT

April 28, 1995

1. Talked about setting up a ready reference for State Laws, Codes & Statutes that relate to Lifeguards. Also, how Boating & Waterways applied. A second part of the ready reference would be of local Chapters - - Carl Drake will handle this.
2. Save America's Beaches Organization has been formed to keep federal funds for beach restoration, channel dredging, beach erosion, storm damage, etc. Issues were in regard to any hidden agenda by the organization.
3. AB 144 relates to changing the length of sentence for crimes of attempted murder on a Peace Officer from life with seven years minimum to life with 15 years minimum. Recommended by committees to seek ways to include lifeguards on these kinds of bills.

MEMBERSHIP COMMITTEE REPORT

April 28, 1995

1. Eric Bauer will develop a flier to go in each membership kit that informs the membership what the CSLSA/USLA is all about.
2. Bill Richardson will send a letter to each Chapter informing them of the date and time they can pickup their membership kits. This will coincide with the May Executive Board Meeting date.
3. At the May USLA Board meeting our delegates will recommend years of membership be put on the membership card.
4. At the Hoag Hospital seminar on June 26th in Newport Beach, Gordon Gray and Eric Bauer will do membership signups. It will be up to individual Chapters to participate.
5. At the Fall CSLSA meeting in Newport Beach the Membership Committee will decide on what materials to put into the 1996 kits to begin early purchases.
6. Eric Bauer and Max Bowman will call all Chapters that have low memberships in order to spur a strong membership drive.
7. Agreed that the Board should send a Certificate of Recognition and letter of appreciation to Mike Dwinell who recently retired from Laguna Beach.



California Surf Lifesaving Association

P.O. Box 366 • Huntington Beach • California • 92648

TO : CSLSA Board of Directors
 FROM : Reenie Boyer
 DATE : April 27, 1995
 SUBJECT : Junior Lifeguard Committee Report

The following is a list of important dates for 1995 Junior Lifeguard Programs:

May

Coordinators will receive Jr. USLA membership applications and a list of all special Junior Lifeguard events for this summer.

\$20.00 Fee { 5 CSLSA 7 Kit
 6 National
 2 local

June 16th

Call Reenie Boyer at (714) 675-8420 to RSVP for the annual Junior Lifeguard Coordinators meeting.

June 20th

The Junior Lifeguard Coordinators annual meeting will be held at 6:30pm at the City of Huntington Beach Lifeguard Headquarters which is located at 103 Pacific Coast Highway, Huntington Beach. (Dinner will be served)

June 20th

Jr. USLA Membership cards are due at the Coordinators meeting. \$18.00 to CSLSA per JB

July 21st

Junior Lifeguard Regional Competition at Huntington City Beach.
 - Kits issued

August 10th

Junior Lifeguard National Competition at Santa Cruz.

At the committee please update the attached list of Junior Lifeguard Coordinators and addresses. In addition indicate any special Junior Lifeguard events for the 1995 summer.

Anyone with question or ideas please attend the committee meeting.

* AJ Summers, Seal Beach JB Coordinator will attend Nat. Meeting and get Jr. USLA registration cards.

San Clemente State Jr. Lifeguards
Attention: Pat Higgonson
3030 Avenida del Presidente
San Clemente, CA 92672

L.A. County Lakes Jr. Lifeguards
Attention: Michael Scholz
P.O. Box 397
Castaic, CA 91384

San Diego Jr. Lifeguards
Attention: Charles Mazur
2581 Quivera Court
San Diego, CA 92109

Carlsbad Jr. Lifeguards
Attention: Brenda Delcambre
2680 Carlsbad Blvd.
Carlsbad, CA 92080

L.A. County Jr. Lifeguards
Attention: Ron Crawford/Bill Harkins
2300 Ocean Front Walk
Venice Beach, CA 90291

Huntington State Jr. Lifeguards
Attention: Jim Blalock
18331 Enterprise Lane
Huntington Beach, CA 92648

Santa Cruz State Jr. Lifeguards
Attention: Henry Bates
665 14th Street
Santa Cruz, CA 92672

Long Beach Jr. Lifeguards
Attention: John Dunster
2100 E. Ocean Blvd.
Long Beach, CA 90803

Seal Beach Jr. Lifeguards
Attention: A.J. Summers
211 8th Street
Seal Beach, CA 90740-6379

Capitola Jr. Lifeguards
Quigley Walsh
4400 Jade Street
Capitola, CA 95003

Newport Beach Jr. Lifeguards
Attention: Reenie Boyer
3300 Newport Blvd.
Newport Beach, CA 92659-1768

Silver Strand Jr. Lifeguards
Attention: Matt Margo
3990 Old town Avenue 300-C
San Diego, CA 92110

Coronado Jr. Lifeguards
Attention: Lori Burke
1845 Strand Way
Coronado, CA 92118

Oceanside Jr. Lifeguards
Attention: Mike Wagner
301 N. Strand
Oceanside, CA 92054

Del Mar Jr. Lifeguards
Attention: Mike Emerson
P.O. Box 396
Del Mar, CA 92014

San Clemente Jr. Lifeguards
Attention: Tanya Porter
100 Avenida Presidio
San Clemente, CA 92672

Encinitas Jr. Lifeguards
Attention: Crystal McNalley
505 S. Vulcan
Encinitas, CA 92024

Santa Cruz Jr. Lifeguards
Attention: Kristin Armbruster
323 Church Street
Santa Cruz, CA 95060

Huntington Beach Jr. Lifeguards
Attention: Dave Simcox
103 Pacific Coast Highway
Huntington Beach, CA 92648

Santa Barbara Jr. Lifeguards
Attention: Isme Lombard
2211 Anacapa Street
Santa Barbara, CA 93105

Laguna Beach Jr. Lifeguards
Attention: Danny Miller
505 Forest Avenue
Laguna Beach, CA 92651

Ventura State Jr. Lifeguards
Attention: Carrie Whitman
24 East Main Street
Ventura, CA 93001

Maresa State Jr. Lifeguards
Attention: Jim Murphy
101 Madeline Drive
Aptos, CA 95003

Solana Beach Jr. Lifeguards
Attention: Craig Williams
380 Stevens Ave. #120
Solana Beach, CA 92078

NEWSLETTER COMMITTEE REPORT

April 28, 1995

The following primary goals were set for the Committee:

- I. Increase advertising by targeting three major areas.
 - A. Food & Beverage (i.e. Subway, Fisherman, Carl's Jr., Taco Bell, etc.)
 - B. Wetsuits/surfboards (i.e. O'Neil, victory, Bodyglove, Becker Boards)
 - C. Medical supplies (i.e Dyna-Med, EMS, West Marine, etc.)

- II. Set deadlines
 - A. Article submission - May 1
 - B. Advertising artwork - May 15
 - C. Print deadline - June 1
 - (1) Contact PIP to increase printing to 1,600 copies
 - (2) Send in bulk to Gordon Gray for placement in membership kits

- III. Article Assignments

•	President's Report	-	Brewster
•	Waverunner Story/Photo	-	Giles
•	Competition	-	McGowan
•	Jr. Lifeguard Update	-	Boyer
•	San Diego SRT Response	-	Buckner
•	National Beach Safety Week	-	Beuerlein
•	Agency Profile - Santa Cruz	-	Smith
•	NZ Exchange	-	Graham
•	500 Phone Number Diagram	-	Brewster
•	Associate Memberships	-	Bowman
•	Del Mar Public Education	-	Sandy
•	Computers Aiding Lifeguards-		Frazee