



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

GENERAL BOARD MEETING

Huntington Beach Surf Lifesaving Association

April 6 & 7, 2006

MINUTES

Thursday, April 6, 2006 – Huntington Harbor Yacht Club

- I. Meeting called to order by Mr. McGowan at 9:20 AM.
 - A. Pledge of Allegiance - Mrs. Graham
 - B. Welcome and Introductions - Mr. McGowan
 - C. Roll Call of Delegates - Mr. Beuerlein

CHAPTER	Members	Delegates	Delegates Present	Proxies	TOTAL VOTES
California State	96	4	4	-	4
Camp Pendleton	28	3	3	-	3
Capitola	0	0	0	-	0
Coronado	4	2	0	-	0
Del Mar	64	4	1	-	1
Encinitas	6	2	1	-	1
Huntington Beach	140	5	5	-	5
Imperial Beach	22	3	1	1	2
LA City	26	3	3	-	3
LA County Lakes	28	3	2	-	2
LACOLA	173	6	5	1	6
Laguna Beach	85	4	2	2	4
Long Beach	62	4	1	-	1
Mission Viejo	9	2	2	-	2
Newport Beach	96	4	4	-	4
Oceanside	9	2	2	-	2
Pismo Beach	24	3	0	-	0
Port Hueneme	36	3	0	-	0
San Clemente	37	3	2	1	3
San Luis Obispo Co.	22	3	0	-	0
San Diego	41	3	2	-	2
Santa Barbara	36	3	1	-	1
Santa Cruz	35	3	0	-	0
Seal Beach	44	3	0	-	0
Solana Beach	16	3	0	-	0
Tucson	1	0	0	-	0
US Ocean Safety	13	2	2	-	2
Ventura County	0	0	0	-	0
Mexico	0	0	0	-	0
Members-at-large	0	0	0	-	0
TOTAL	1153	80	43	5	48

II. Approval of Minutes – L.A. County Lakes Lifeguard Assoc. (Oct. 13 & 14, 2005)

MOTION: Moved by Mr. Lombardi to approve the minutes as corrected.
SECOND: Mr. Ragsdale
DISCUSSION: Mr. McGowan pointed out that the motion to adjourn was made by Mr. Gray not Mrs. Gray.
ACTION: MPU

III. Officer's Reports

A.	President	Mr. McGowan	ATTACHMENT A
B.	Vice President	Mrs. Graham	ATTACHMENT B
C.	Secretary	Mr. Beuerlein	ATTACHMENT C
D.	Treasurer	Mr. Williams	ATTACHMENT D
E.	Recurrent Rep	Mr. Graham	ATTACHMENT E
F.	Advisor	Mr. Moore	ATTACHMENT F
G.	1 st Delegate	Mr. Rohrer	ATTACHMENT G

IV. Committee Reports

A.	Certification	Mr. Rohrer	ATTACHMENT G
B.	Competition	Mr. Butki	ATTACHMENT H
	1.	Mr. Avila discussed California State Parks and CSLSA hosting the USLA National Games at Huntington State Beach.	
C.	Exchanges	Mr. Graham	ATTACHMENT I
D.	Heroic Acts	Mr. Richardson	ATTACHMENT J
E.	Junior Lifeguards	Mrs. Boyer	ATTACHMENT K
F.	Legislation	Mr. Peabody	VERBAL REPORT
	1.	Mr. Peabody is working with Mr. Klosterman and OES to incorporate lifeguard standards into legislation.	
	2.	Request that Legislation Committee meet to discuss the above issues.	
G.	Membership	Mrs. Graham	ATTACHMENT B
H.	Newsletter	Mr. Godino	ATTACHMENT L
I.	Public Education	Mr. Humphreys	ATTACHMENT M
J.	Training & Operations	Mr. Scott for Mr. Peden	ATTACHMENT N
K.	Website	Mr. Moore	ATTACHMENT O

V. Committee Workshops (as directed)

VI. Mr. Moore announced that the CSLSA Board of Directors had voted for Mr. McGowan to bestow a CSLSA Life Membership.

Meeting adjourned for the day at 4:17 P.M.

Meeting reconvened on Friday, April 7, 2006 at 9:12 AM.

VII. Committee Reports from Workshops

A. Recurrent Representative ATTACHMENT P

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

B. Certification Mr. Rohrer VERBAL REPORT

1. Mr. Rohrer accepted the Imperial Beach application for USLA Advanced Certification. He will review it and report back to the CSLSA Board of Directors.

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

C. Competition Mr. Butki ATTACHMENT Q

MOTION: Moved by Mr. Ragsdale to approve the report as submitted.
SECOND: Mr. Richardson
DISCUSSION: None
ACTION: MPU

D. Junior Lifeguards Mrs. Boyer ATTACHMENT R

MOTION: Moved by Mr. Williams to approve the report as submitted.
SECOND: Mr. Silvestri
DISCUSSION: None
ACTION: MPU

E. Membership Mrs. Graham ATTACHMENT S

MOTION: Moved by Mr. Moore to approve the report as submitted.
SECOND: Mr. Gray
DISCUSSION: Discussion regarding potential membership dues increase.
ACTION: MPU

F. Newsletter Mr. Godino ATTACHMENT T

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

G. Public Education Mr. Humphreys ATTACHMENT U

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

SECOND: Mr. Giles
DISCUSSION: Mr. Rohrer displayed some classic posters from his personal archives and discussed the concept of our poster project. Mr. Williams asked if he could borrow Mr. Reuter's slogan for the USLA Public Education Committee. Mr. Humphreys said that would not be a problem. Mr. Williams asked that Mr. Humphreys add to his report that all Big Wednesday funds collected will be earmarked for the poster project. Mr. Humphreys agreed.
ACTION: MPU

VIII. Old Business

A. Approval of Treasurer's report from Thursday, April 6, 2006

MOTION: Moved by Mrs. Graham to approve the report as submitted.
SECOND: Mr. Butki
DISCUSSION: Mr. Moore complimented the Treasurer on a job well done.
ACTION: MPU

B. CSLSA Recurrent Representative

MOTION: Moved by Mr. Moore to confirm Mr. Graham to replace Mr. Pounds as the CSLSA Recurrent Representative.
SECOND: Mr. Graham
DISCUSSION: None.
ACTION: MPU

C. USLA Drowning Prevention Award

1. Mr. Bartlett said that this project has been referred to the USLA Heroic Acts Committee.

D. USLA Bylaw Revisions

MOTION: Moved by Mr. Gray to support the CSLSA delegation carrying the proposed USLA Bylaw revisions to the Spring 2006 USLA meeting and to give the delegation the authority and flexibility to make necessary changes if there are any unforeseen developments.
SECOND: Mr. Silvestri
DISCUSSION: None.
ACTION: MPU

E. CSLSA Bylaw Revisions

1. Send any proposed revisions to Mr. Richardson.

F. USLA Endorsement/Sponsorship Proposal ATTACHMENT V

1. Mr. McGowan informed the CSLSA Board of Directors that USLA had finally agreed to give SHP a chance to raise funds for the national organization.
2. Mr. McGowan highlighted the SHP sponsorship proposal.

G. USLA Certification Officers

1. The USLA Certification Chairman has asked for San Diego area Certification Officers.
2. Mr. Giles volunteered to serve as a Certification Officer.

H. *Da Fin*

1. Product received positive reviews from CSLSA Board of Directors.

IX. New Business

A. Website Allocations

MOTION: Moved by Mr. Bartlett to allocate \$350 to address the website budget issues.
SECOND: Mr. Gray
DISCUSSION: None
ACTION: MPU

MOTION: Moved by Mr. Ragsdale to allocate up to \$100 to purchase a gift for the Webmaster.
SECOND: Mr. Rohrer
DISCUSSION: Mr. Moore complimented the Treasurer on a job well done.
ACTION: MPU

B. Hosting of USLA National Games

MOTION: Moved by Mr. Moore to make an advisement at the Spring 2006 USLA Meeting for the USLA to reexamine the burden placed on the host chapter and region for the USLA National Games.
SECOND: Mr. Butki
DISCUSSION: Mr. Williams recommended that Mr. Butki make this statement at the USLA Competition Committee Meeting and that the matter be brought to the floor only if it is not properly addressed in committee.
ACTION: MPU

C. *Adobe Acrobat Writer*

MOTION: Moved by Mr. Richardson that if CSLSA does not have access to *Adobe Acrobat Writer*, the Treasurer be authorized to purchase *Adobe Acrobat Writer*, not to exceed \$500.
SECOND: Mr. Bartlett
DISCUSSION: None
ACTION: MPU

D. CSLSA Meeting Dates

1. Mr. Moore said that he would like to see the *CSLSA Policies and Procedures* reflect that the CSLSA Regional Meetings be held two (2) weeks prior to the National Meetings.

E. Future Meetings

1. USLA Meeting Dates & Locations

a. Fall – 2006

- 1) Location: South Lake Tahoe, NV (NW Region)
- 2) Dates: 11/02/06-11/04/06
- 3) Suggested Agenda Items

b. Spring – 2007

- 1) Location: Chicago, IL
- 2) Dates: 4/26/07-4/28/07
- 3) Suggested Agenda Items

2. CSLSA Meeting Dates & Locations

a. Spring - 2007

- 1) Location: Morro Bay (CA State)
- 2) Dates: 10/12/06 & 10/13/06

b. Fall – 2007

- 1) Location: LACOLA, Long Beach,
Newport Beach
- 2) Dates: 4/12/07 & 4/13/07

X. Privilege of the Chair

- A. Mr. McGowan thanked everyone for their participation.
- B. Mr. McGowan thanked the Huntington Beach Surf Lifesaving Association for hosting an outstanding meeting at such a great site. Mr. McGowan particularly thanked Gordon Gray and John Ragsdale.
- C. Mr. McGowan thanked the CSLSA Board of Directors for the honor of his CSLSA Life Membership.

XI. Adjournment

MOTION: Moved to adjourn by Mr. Richardson
SECOND: Mr. Gray
DISCUSSION: None
ACTION: MPU; Meeting adjourned at 10:56 AM

Respectfully Submitted,

Michael A. Beuerlein
CSLSA Secretary



California Surf Lifesaving Association

A

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

PRESIDENT'S REPORT TO THE BOARD OF DIRECTORS April 6, 2006

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

Thank you for attending the 2006 Spring meeting of the CSLSA Board of Directors, and thanks to the City of Huntington Beach and the HBSLSA for hosting the meeting. Although it has been the "off-season" for lifeguarding since our last meeting in October of 2005 at Lake Castaic, the members of the Executive Board of the CSLSA have been busy carrying on the business of the association, and representing the CSLSA to the USLA. For those of you unable to attend the Lake Castaic meeting, it was an election meeting, and some new faces were added to the Executive Board to represent you for the next two years. Elected officers were Rob McGowan, President, Charlotte Graham, Vice President, Mike Beuerlein, Secretary, Rob Williams, Treasurer, Ross Pounds, Recurrent Representative, Don Rohrer, Mike Bartlett, and Alex Peabody, Executive Delegates; and Bob Moore was reappointed and confirmed as Advisor. I would like to thank Vince Lombardi for his years of service on the board, wish him well in his future endeavors, but hope to see him at our biannual Board of Directors meetings. A few months following the election, Ross Pounds advised me that due to personal reasons, he would be unable to fulfill his term on the board. Chris Graham graciously accepted my invitation to rejoin the board as Recurrent Rep, pending confirmation of the Board of Directors at this meeting. We have a few new committee chairs for the next term too. Charlotte Graham, as Vice President, is the new Membership Chair, Alex Peabody took over Legislation, and Bill Humphreys of San Clemente will chair the Public Education Committee.

Following our regional meeting, we hosted the USLA National Board of Directors Meeting at Dana Point last November. Rob Williams organized an outstanding meeting that was enjoyed by all in attendance. It was the most productive USLA meeting I have ever attended. It included an excellent educational conference and an afternoon tour of the Crystal Cove restoration project. Special thanks to Ken Kramer for organizing and leading the tour. National officers were elected and Chris Brewster and Jerry Gavin were re-elected President and Vice President, Nikki Bowie of the South Atlantic Region was elected Secretary to replace Dave Shotwell who stepped down after serving for twelve years (great job Dave), Greg Farry was re-elected Treasurer, Chris Graham was elected Recurrent Rep, and Peter Davis, from Galveston was appointed and confirmed as the Liaison Officer. Tim Gallagher stayed on as Advisor. New National Committee Chairs include Eric Bauer (Certification), Ed Zebrowski (Competition), Adrienne Groh (Heroic Acts), and Rob Williams took over as the Public Education Committee Chairman. Other highlights of the meeting included the presentation of Heroic Acts awards to Brit Horn, Steve Reuter and Mackenzie Lothian, and the unanimous adoption of a resolution to enter into a letter of agreement with SHP, Inc. to provide fundraising for the USLA. Ralph Goto, of Hawaii agreed to be the primary point of contact between the USLA and Scott Hubbell. Mr. Hubbell is busy finding sponsorship agreements for the USLA Nationals, membership incentives, regional competitions, and public education. We are all hopeful that it becomes a successful venture, since the USLA has been without significant sponsorship for too long. A subcommittee spent the better part of three days updating and correcting the USLA bylaws. The revised version has been distributed to the regions for review and will be voted on at the Spring 2006 USLA Meeting, scheduled for April 27 through 29 in Annapolis, Maryland. The Fall 2006 meeting will be in Seattle in November.

The USLA Nationals are coming to Huntington Beach this summer on August 10, 11 and 12 at Beach Blvd. The Huntington State Beach Lifeguard Association is the host Chapter and Gus Avila is the organizing committee chair. Plans are in the works for a great event, and it's not too late to sign up to help. You can email Gus at eljefe209@aol.com if you want to volunteer. A few competition rule changes were adopted at the Dana Point meeting. Starting in 2006, competition age groups will end with the 65+ group, false starts will not be allowed in any beach flags preliminary heats or age group finals, the Taplin (swim-board-ski) will be added as a demonstration

event with a limit of two teams per Chapter, and the Pacific Islands Region will be added to the Nationals rotation and will be considered part of the west coast within the rotation. Agenda items for the National Competition Committee Meeting include the make-up and purpose of sending the USLA National team to International competitions, funding of the team, adoption of the ILS rules in our competitions whenever possible, and selection of officials for the 2006 Nationals. If you have an interest in officiating at Nationals or Regionals, or anything else pertaining competition, be sure to attend the committee meeting or speak to Jay Butki.

The CSLSA Regionals are scheduled for August 5 at the Hermosa Beach Pier. On a one time basis, we have split the dates and locations for the Junior Lifeguard and Lifeguard Regionals. This year the Juniors will compete in Santa Barbara on July 21. The Lifeguard Regionals will be on the same day as the Taplin Relay and all agencies are encouraged to bring a team to compete in the Taplin, under the lights, following Regionals.

Dukes Restaurant here in Huntington Beach is sponsoring a public education fundraiser for us. Thanks to connections established by Steve Reuter with sponsors in the surf industry, Dukes will be hosting a series of "Big Wednesdays," starting April 19 and continuing through June 7. We need assistance from all Chapters to help host at these Wednesday night functions. More information and a sign-up sheet will be available at this meeting.

In conjunction with the rewrite of the National Bylaws, Bill Richardson, Don Rohrer, Bob Moore and I got together and did a total revision of the CSLSA Bylaws. Since Bill had already done a majority of the work, the process wasn't really too painful. Thanks to Bill and the other life members for their hard work. We will have a final draft to hand out today for your review, to be voted on at the Fall Board of Directors Meeting at Hearst Castle.

In addition to stepping up to take on the Recurrent Rep position on the Executive Board and updating the Employment test dates and pay rates page of our website, Chris Graham has remained busy in his duties as the Exchange Committee Chairman. Peter Belden from Newport Beach and Chris Geldert from Camp Pendleton are our returning Exchange guards, and they will be sharing their experiences in New Zealand with us today. We will be hosting two New Zealand lifeguards in Southern California this summer, so if you are interested in helping out, be sure to let Chris know. The announcement for the 2006 – 2007 exchange is available and can be downloaded from the CSLSA (www.cslsa.org) website. The application deadline is August 23, 2006.

Charlotte Graham, our new Vice President and membership committee chair has been very busy too. Thanks to her efforts we have an attractive membership kit available for the Chapters to pick up at today's meeting. Charlotte coordinated with our fund raiser, Scott Hubbell, and with the T-shirt printer to produce a first-rate shirt in record time. She also arranged for us to get Croakies and key chains for the membership kits. With the USLA Nationals on the west coast this year it should be a good membership year; let's go for a new membership record!

I received a statistics update from Rick Gould, and the following agencies have not submitted their 2005 statistics to the USLA: Camp Pendleton, Del Mar, Encinitas, Long Beach, LA County Lakes, Pt. Hueneme, San Luis Obispo County, Santa Barbara, Seal Beach, and Solana Beach. That's almost a third of our member agencies. Please do anything you can to get your stats in; they are critical to the USLA statistics database. I am interested in creating a Statistics subcommittee that would work on standardizing the collection, reporting and compilation of statistics among all of our agencies. Anyone interested in serving on, or chairing this committee, please let me know.

I also received a request from a researcher from the California State Library wanting to know if the CSLSA has a position on dog beaches or dog zones. She is studying dog beaches at the request of State Assembly member Ted Lieu. This could be a discussion topic for the legislation committee, and perhaps we can come up with a position statement. If your agency has a dog beach or zone, please provide your input. If you would like to respond directly to the researcher, her name is Lisa Foster, Senior Policy Analyst, California Research Bureau, California State Library. Her email address is lfoster@library.ca.gov and her phone number is (916) 653-6372.

I'm looking forward to a productive meeting and a great summer, with a lot more sun and surf, and a lot less red tide and jellyfish than 2005! Hope to see you at Regionals and Nationals.



California Surf Lifesaving Association

B

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

VICE PRESIDENT'S REPORT TO THE BOARD OF DIRECTORS APRIL 6, 2006

Welcome to the CSLSA Board of Directors Meeting and thank you to the Huntington Beach Lifeguard Association for hosting this event.

I began my term as your Vice President on January 1st. I would like to thank the Board of Directors for your vote of confidence in me to serve as your Vice President and Membership Chair for the next 2 years. I am both humbled and gratified by your choice, and will serve to the best of my ability.

Since we last met at Castaic Lake, I have been attending and participating in CSLSA Executive Board meetings. I was tasked with updating our Executive Board and Regional contact information for the USLA website, and have handled several membership inquiries. I have also been busy coordinating the transfer of membership records from our former Vice President Vince Lombardi, and preparing for this year's membership drive. I have been working on ordering the items that the Membership Committee requested for this year's kit and packaging those items for each chapter. I also worked with our sponsor, SHP Inc. to negotiate and procure T-shirts for our kits.

In addition to the T-shirts, our 2006 membership kits include a Croakies sunglass holder, an engraved brass keychain, and a CSLSA decal. The membership kits for each chapter have been assembled and are ready to be picked up. Please be sure to send one member from your chapter to meet with me during the distribution period later today.

Finally, countless hours of work have been dedicated by Rob McGowan, Bob Moore, Don Rohrer and Bill Richardson to the revision of the USLA bylaws. Their hard work led to a very productive Bylaws committee at the USLA Board of Directors meeting in Dana Point last November. As we head to the Spring USLA Board of Directors meeting in Annapolis, where we hope the revised Bylaws will be approved, these four dedicated board members decided to also review and revise our own CSLSA Bylaws in accordance with the upcoming proposed changes in the national bylaws, in order to present them to you at this meeting. I strongly encourage every chapter to take an active role in reviewing these revised bylaws and supporting the tremendous efforts by these dedicated gentlemen. May we continue to move forward and always strive to be the most outstanding organization we can be.

Respectfully submitted,

Charlotte Graham
Vice President, Membership Chair



California Surf Lifesaving Association

C

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert McGowan
President,

Vincent N. Lombardi III
Vice President

Michael A. Beuerlein
Secretary

Robert Williams
Treasurer

Robert A. Moore
Advisor

Christopher Graham
Recurrent Representative

Don Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Charlotte Graham
Alternate Executive Delegate

Secretary's Report to the Board of Directors April 6, 2006

Since the Fall 2005, CSLSA General Board Meeting at Castaic Lake, I have been busy with the following projects:

1. Completing and distributing the minutes from Fall 2005 CSLSA General Board Meeting.
2. Completing and distributing the agenda for the Spring 2006 CSLSA General Board Meeting.
3. Attending and participating in CSLSA Executive Board Meetings.
4. Completing and distributing the agendas and minutes from CSLSA Executive Board Meetings.
5. Collecting and distributing CSLSA mail.
6. Editing and revising the CSLSA Communication List.
7. Representing CSLSA at the Fall 2005 USLA General Board Meeting.

In an effort to facilitate communication, I would like to ask that all General Board members complete the sign-in sheet and include their current e-mail address. I would also like to request that all Executive Board Members and all Committee Chairs e-mail **all** of their reports to the Secretary at mbeuerlein@surfcity-hb.org. In the case of Committee Chairs, this will include both the pre-committee and post-committee reports.

Respectfully Submitted,

Michael A. Beuerlein
Secretary



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert C. McGowan
President

April 4, 2006

Charlotte M. Graham
Vice President

Treasurer's Report

Prepared by Rob Williams

Michael A. Beuerlein
Secretary

ASSETS

Robert E. Williams
Treasurer

Cash and Bank Accounts	
Checking – B of A	\$12,109.69
Money Market – Payne Webber/Smith Barney	\$12,655.22
Savings – HBCEFCU	\$16,368.01

Christopher Graham
Recurrent Representative

TOTAL Cash and Bank Accounts \$41,132.92

Don C. Rohrer
First Executive Delegate

TOTAL ASSETS **\$41,132.92**

Michael S. Bartlett
Second Executive Delegate

Board Of Directors Allocations

Alex K. Peabody
Alternate Executive Delegate

2002 Spring CSLSA Mtg. CP Fund	\$899.00
Competition Trailer	\$1,000.00
Junior Lifeguard Account	\$15,446.00
Membership Account	\$3,615.00
New Zealand Exchange	\$1,500.00
Public Education Committee	\$5,000.00
Website Committee	\$2,000.00

Total Liabilities **\$29,460.00**

General Fund Total minus Allocations

\$11,672.92

Notes:

The Executive Board voted in June, 2005 to allocate \$2,500 for awards for the 2004 Junior Lifeguard Regional Competition and \$2,500 for awards for the 2005 Junior Lifeguard Regional Competition from the Junior Lifeguard Account to the Long Beach Lifeguard Association. In June, 2005, I notified the representative from Long Beach to submit an invoice with receipts to be reimbursed. The invoice was never received and monies remain in the Junior Lifeguard Account.



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

Cash Flow 1/1/2006 – 4/4/2006

INFLOWS

PaineWebber	80.53
TOTAL INFLOWS	80.53

OUTFLOWS

2006 Spring USLA Meeting	1,587.68
Executive Board Meetings	129.27
Junior Lifeguard Committee	150.00
Membership Committee	1,385.00
Rec and File	-55.34
TOTAL OUTFLOWS	3,196.61

OVERALL TOTAL

-3,116.08



California Surf Lifesaving Association

E

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert C. McGowan
President

CSLSA Recurrent Representative Report APRIL 6, 2006

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Good Morning,

Robert E. Williams
Treasurer

I have attached the employment page to my report for your review and discussion (see <http://www.cslsa.org/employment/testdates.asp>). It is great to see that we received updated information from all but four agencies.

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Question:

Don C. Rohrer
First Executive Delegate

First how would you like to see the payrate shown on the employment page? Would you like to see it shown as a pay range or the starting pay only?

Michael S. Bartlett
Second Executive Delegate

On a different note, I was voted as the National Recurrent Chair at the Fall USLA Meeting in Dana Point, California. I would like to thank those that were supportive and stood up when a few tried to bring the vote to the floor of the entire USLA Body. It was really great to have support of Vince Lombardi, Mike Scott, and Ross Pounds during the Recurrent Meeting.

Alex K. Peabody
Alternate Executive Delegate

I am looking to you for input on how best to set-up a National Employment page that will be available on the www.usla.org website.

Thank You,

Chris Graham

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

ADVISOR'S REPORT TO THE BOARD OF DIRECTORS APRIL 6-7, 2006

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

Past President/Advisor

By Robert A. Moore

The last six months have been trying for the Moore family. As you remember I left the Fall meeting at Castaic early due to a family emergency. My Mother-in-Law passed away one week later. Last month my Mother passed away. I have also had two surgeries. This difficult time has allowed me the opportunity to reflect on my 40 years of experience in the Association. I realized that what I have been saying for years was demonstrated again. When one member of the Executive Board fails to carry his or her weight, the remainder of the Board members step up to the plate to fill the void. At no time does any of your Executive Board members complain, they just do what needs to be done. I have observed this over the years and have been proud of my peers and myself for doing the right thing. But this time, I was the one who needed support and they were there. I want to thank the Executive Board and Webmaster Pat Francis for their unquestioning loyalty to the cause of lifesaving and their support in my time of need.

I am sure that others will report on similar topics, but I want to give you my perspective. I served on our Bylaws committee with Chair Don Rohrer, member Rob McGowan, and member and work horse Bill Richardson. We reported at the last meeting on the work that we had done on revising the USLA Bylaws and were going to present at the USLA meeting at Dana Point. Well, we presented! Don Rohrer and myself served on the USLA Bylaws Committee for 3 days! We met all day Wednesday prior to the meeting. We met a half-day on Thursday during committees. We met all day Friday while others enjoyed the well-planned Educational Conference. And we met for part of Saturday to finalize what we discussed so we had a printed document to distribute for Proposed Bylaw Changes to be voted on at the Spring meeting in Annapolis, MD. I could say many things, but what struck me the most was the spirit of cooperation throughout the country. The people who served on the committee were the right people for the job. The committee members were there to work as a team. Thanks to the hard work of the CSLSA we had a document to work off of instead of the original Bylaws, which were in disarray as-far-as orderly progression. Our fears never materialized. There was never the feeling that others felt that the CSLSA was trying to shove something down their throats. As we went through each and every word we explained our reasoning. Other regions questioned, supported, reasoned, offered other suggestions, disagreed, but it never got nasty! When there was a difference of opinion and the topic was thoroughly discussed there was a vote taken. Majority ruled and we moved on to the next topic. Done! No one held a grudge, they just moved on to the next topic. It was amazing. All of those hours holed up in a room when it was a beautiful day outside or the 'fun' events were going on, no one complained, everyone was there for the same reason – success of the organization! Wow! It was the best USLA meeting that I attended since forming the USLA in 1979!

The final product for the USLA Bylaws was distributed for review and to be voted on at the meeting in Annapolis at the end of this month. The positive thing is that there were representatives from all regions so the committee members were to sell the document to their respective regions. This should prevent the 'negative reaction without information to explain' syndrome. I am hopeful that the document that we worked on so hard will be approved unanimously in Annapolis. If not, it will be another six months before we can vote again. I strongly recommend that the CSLSA Board of Directors support this document and authorize our delegates to vote in favor of the USLA Proposed Bylaw Changes at the USLA Board of Directors meeting. This support should also allow us the flexibility to withhold any piece of the document if there is something that was overlooked or grossly out of place due to a new legal interpretation.

A new committee was formed with the same players to review the CSLSA Bylaws and Policy and Procedures. We met and used a document that Bill Richardson constructed based on the proposed USLA Bylaw changes. We wanted to tailor our Bylaws to coincide with the USLA Bylaws that included our own special needs. What will be presented today will be CSLSA Bylaw Changes Proposal. This proposal is based on the approval of the USLA Bylaws. By presenting today, we allow the six-month time period to progress for approval at our Fall Board of Directors meeting. If we wait for the USLA to approve their Bylaw Change Proposals this Spring, propose our Bylaw Change Proposals in the Fall, we would have to wait until next Spring to vote. Our efforts were to streamline the process. If for some reason the USLA Bylaws are not approved or parts of them are withheld, then I would recommend that we approve what we can in the Fall. Then we make the appropriate changes to correspond with the USLA's changes. We would then distribute those remaining changes and vote on them in the Spring of 2007. Clear as mud?

On the USLA front, I am optimistic for the first time in quite some time. We have had great leadership in the past, but the spirit of the organization, regionalism, and general lack of trust was not healthy. If what was demonstrated in the Bylaws Committee at Dana Point continues, the USLA's future will thrive. The future of the organization is the strong committee work, consensus building, spirit of cooperation, and trust. The leadership is important, but without the work of the Board of Directors and Executive Committee, the leader has no value. In other words, you are only as strong as your team. Allowing the body to take some of the load and not have everything tied up with one or two people is a healthy thing. There are many talented people in our organization, with their positive support and hard work; the USLA will reach its goals. Bridges have been built. We can only hope this 'trust' will continue. It only takes one selfish act to destroy what we have. I hope the leadership acknowledges this and treads lightly through difficult issues and facilitates positive solutions that build trust within the Board of Directors and Executive Committee. This is critical even if the action taken by the Board of Directors or Executive Committee is not the desired result of leadership. It is not personal; it is the right thing to do. The USLA is a ground up organization, not a top down one. Keep up the good work!

I am concerned with the progress of the USLA Nationals in Huntington Beach. I know there are a few hard working individuals who are putting it all on the line. We need cooperation throughout the region. In the future, the USLA needs to step up and organize their own Nationals. It should be a machine that goes to a location and sets up shop, like the OP Pro as an example. Huntington City Lifeguards do not have to do the work or organizing the OP Pro, they are contracted to provide public safety by the OP Pro machine. Tom Gill from Virginia Beach faced a similar situation last year. It is killing the host agency and organizers! It needs to stop.

As I mentioned earlier, I was preoccupied a bit so I did not offer as much 'Advice' as usual. I am not too sure that the President did not welcome the peace and quiet. I look forward to a positive 2006 and hopefully I will heal both physically and emotionally. I will be giving more advice as time moves on, so Mr. President, get ready!



California Surf Lifesaving Association

G

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Delegate/Certification Activity Report

April 6, 2006

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

Proposed Television Contract. I participated in discussions with six (6) regional USLA reps regarding a proposed television contract for the USLA 2007 National Championships.

ISSUE: Should the USLA Executive Committee enter into a proposed television contract without bringing it to the entire Board of Directors?
For discussion and resolution.

RESULT: The issue of the proposed television contract negotiations will come before the National Board of Directors at its next meeting in November.

Communications. I have fielded many inquiries on various association subjects either through telephone or by e-mail contacts. All inquiries have been answered or referred to appropriate contacts for additional information or resolution.

Certification. The CSLSA Vice President was contacted by the City of Del Mar Lifeguards regarding a certification problem that has existed between that agency and the USLA for some three (3) years. Ms. Graham referred the issue to me.

I contacted the Del Mar representative. We had an extensive conversation on the issues and Del Mar's prior challenges in seeking recertification. After the discussion, I asked Del Mar to complete a new application and forward it to me. Del Mar did complete a new application. I have their submission here for further review.

As I understand the certification problem, there were two (2) issues with the prior submission. One issue dealt with the number of hours dedicated to First Aid training, and the second appears to be some confusion over Del Mar's classification of "Student Lifeguard." After reviewing the new application, the issue dealing with hours dedicated to First Aid training seems to be addressed and is no longer a problem for certification. On the second issue, that of "Student Lifeguard", I will ask Reenie Boyer and Charlotte Graham to review this Del Mar classification. It appears that the Del Mar "Student Lifeguard" classification parallels what many other agencies refer to as a "Cadet Classification". If Boyer and Graham agree with my assessment, I will ask the CSLSA Board to support the recertification of Del Mar with the intent of taking the Del Mar application to the National meeting with affirmative support from CSLSA.

New Certification Level. I am continuing to explore a concept of adding a new and higher level of certification than currently exists. This new type of certification would mirror one which is used by many fire departments across the nation. The new level would be a "Class One Lifeguard Service". This would be the highest level of certification that a lifeguard agency could receive within the USLA. We have many agencies that far exceed the requirements for Advanced Certification. As an organization, we should be able to properly recognize these agencies.

New Personal E-mail address. My new e-mail address is don_rohrer@verizon.net

Don Rohrer, CSLSA Delegate and Certification Chair



California Surf Lifesaving Association Competition Committee

H

www.cslsa.org

TO: CSLSA Board of Directors
FROM: Jay Butki
SUBJECT: Competition Committee Chair Report
DATE: April 6, 2006

2005 Fall USLA National Board of Directors Meeting

A silent New Jersey led East Coast coup ended Carl Drake's term as USLA Competition Committee Chair. Thus ended what I viewed as the most productive, proactive organized and progressive period in my USLA recollections. Carl heard about the change from a third party and since his departure nothing has been updated as far as the results of the Fall meeting.

Agenda Items for the 2006 Spring USLA National Board of Directors Meeting

1) National team

We need to agree on the purpose of sending our team to International competitions. Set guidelines and requirements for membership on the team and funding of the team.

2) Rules

Changing our rules to mirror ILS rules whenever possible.

If a region has any proposed rule changes please forward a copy of the proposal so we may review it and include it in the report.

3) Officials for 2006 USLA Nationals in Huntington Beach.

Let me know who else is planning on attending and if there are any who will not be available this year. Please notify of any possible new additions.

Rescue 2006

The International Life Saving Federation World Lifesaving Championships, Rescue 2006, was contested on February 10-26th in Lorne, Victoria, Australia. This international championship, held every two years, is comprised of several competitions including events for National teams, Interclub teams and Masters competitors in events such as ironman / ironwoman, board rescue, rescue medley, Taplin relay and many more ocean, beach and pool events.

Congratulations to the US National Team, whose members finished seventh overall in Australia, only 3 points out of 6th place, 6 points out of 5th place, and 12 points out of 4th place (with 32 teams competing).

This is USA's best finish ever at a world championships held in a foreign country since pool and surf competitions were combined. It ties our best finish at Daytona in 2002. It was tough competition, but the team did a great job. World record times were turned in by Blaine Morgan and Sara McLarty.

We look forward to further improvements in advance of Rescue 2008 (July) in Germany. Several strategies have been discussed, which are likely to be very helpful. These include encouraging changes to certain international competition rules, fully regularizing all appropriate USLA competition events with international rules to help our athletes practice to succeed at the world level, and even better recruiting strategies, to name a

few. These will be discussed at the next USLA Competition Committee meeting.

USLA Team Manager Kevin Sweat
USLA Team Coach Mitch Kahn-CSLSA-LA County
USLA Team Physician Peter Wernicki

2006 National Team Members:

Micha Burden-CSLSA-Huntington Beach City	Andy Bailey –CSLSA-San Clemente
Maggie Hogan-CSLSA- San Diego	Blaine Morgan-CSLSA-LA County/HB City
Tilleea Hoskins	Brian Murphy-CSLSA-LA County
Renee Locarnini-CSLSA-LA County	Matt Simonton
Dana McCreary	Kicker Vencill
Sara McLarty	Shane Watson

2006 CSLSA Southwest Regional Championships

The Southwest Regional Championships will be hosted by the LA County Lifeguard Association in conjunction with Beachsport.org on August 5 at 8AM at the Hermosa Beach pier.

The Junior Lifeguard Regional Championships will be hosted by the Santa Barbara Lifeguard Association and Beachsport.org on July 21 as part of the Semana Nautica on East Beach.

2006 USLA National Championships

The 2006 USLA National and Junior Lifeguard Championships will be held in Huntington Beach on August 10, 11 and 12 between Beach Blvd. and Newland Street.

There are some problems with the website as all the 2006 info currently shows up on the 2005 Virginia Beach site

New Zealand Surf Lifesaving High Performance Developmental Squad

There has been some interest expressed about a NZ Juniors 16-21 traveling squad visiting California (SF-SD) in July.

Wieland Shield 2007

Due to attendance conflicts with this past February's 2006 World Championships in Victoria the 19th Wieland Shield Surf Life Saving Competition between California and Victoria was re-scheduled for the end of January 2007 in Victoria, Australia.

This event marks 50 years since the first International Surf Lifesaving competition held as part of the 1956 Melbourne Olympics and attended by Bob Burnside, Greg Noll, and Tom Zahn among other luminaries in our sport. It also marks the 50th anniversary of the first truly International Lifesaving Association meeting. The Wieland Shield is the longest running competitive Lifesaving event and surf Lifesaving information and cultural exchange

The 3 women and 7 men selected to represent California will be selected based upon performances at the 2005 CSLSA Regionals and USLA Nationals. Selection and sponsorship marketing efforts are ongoing.

2006 Calendar

4/22 Waterman Spring Classic –Golden West, Huntington Beach

5/27 ASRA-Hermosa Beach Pier

6/3 June Tune-Zuma Beach

6/17 Ed Perry Regatta -26th Ave, Venice Beach
6/24 Jay Moriarty Paddleboard Race-New Brighton, Santa Cruz
7/1 South Bay Surf Club Event-Ave I, Redondo Beach
7/15 and 16 San Clemente Surf Festival-San Clemente Pier
7/21 JG Regionals-Santa Barbara
7/22 Semana Nautica ASRA-Santa Barbara
8/5 CSLSA Regionals-Hermosa Beach Pier
8/5 Judge Taplin Relays-Ave C, Redondo Beach
810-12 USLA National Championships-Huntington State Beach

Respectively Submitted,

Jay Butki
Competition Committee Chair

Jay Butki
Competition Committee Chair
8309 Loyola Blvd.,
Los Angeles, CA 90045-2642
Aquamoose@aol.com
Phone: (310) 849-5955 FAX (310) 348-9117



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

**California / New Zealand Lifeguard Exchange
2006 Spring Board of Directors Meeting
City of Huntington Beach, CA
April 6, 2006**

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

"This Exchange has been the best experience of my life without exaggeration. I had high hopes coming into the trip and it was better than I could have imagined. New Zealand is the most beautiful and diverse country I've ever seen and all the guards here have been some of the nicest people I've ever met".

Peter Belden

Please take the attached 2006-2007 California / New Zealand Lifeguard Exchange announcement back to your organization and post it where Recurrent Lifeguards can see it. This announcement is also available on our www.cslsa.org website.

Please welcome them back as they are here to provide us with some highlights of their exchange experience.

Peter Belden (Newport Beach)
Christopher Geldert (Camp Pendleton)

Thanks,

Chris Graham, Exchange Chair



California Surf Lifesaving Association

J

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert C. McGowan
President

TO: CSLSA Board of Directors

Charlotte M. Graham
Vice President

FROM: Bill Richardson, Committee Chair

Michael A. Beuerlein
Secretary

DATE: April 6, 2006

SUBJECT: **Heroic Acts Committee Report**

Robert E. Williams
Treasurer

The following submissions were duly reviewed by a representative of each chapter present at the Spring Board of Director's meeting:

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

- | | | |
|---------------------|-----------------|--|
| 1. Joel Gitelson | Lifeguard/Medic | Submitted and approved for Medal of Valor |
| 2. Kip Kennedy | Lifeguard | Submitted and approved for Award of Merit |
| 3. Jason Weatherley | Non-Lifeguard | Submitted and approved for Heroic Acts Award |

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

All three candidates were approved unanimously for the categories listed. It is recommended that each be submitted to the USLA Heroic Acts Committee for approval as well. Copies of the applications will be forwarded to the USLA Heroic Acts Chair.

Copies of the apps will be forwarded to the CSLSA Secretary with the electronic report for inclusion in the Minutes.

If you need applications or have requests for materials can be sent directly to me via e-mail, fax or regular mail at the following:

Bill Richardson
Heroic Acts Committee Chair
9361 Cloudbaven Drive
Huntington Beach, CA 92646

Phone: (714) 968-9360

E-Mail: cslsasheroicacts@verizon.net



**CALIFORNIA SURF LIFESAVING ASSOCIATION
Junior Lifeguard Committee
2006 SPRING ACTIVITY REPORT**

REGIONAL COMPETITION

2006 will be hosted by Santa Barbara July 21st. The mandatory Coordinators meeting will be the evening of July 20st at the Competition site. There was clarification that the B-10' and under and C-9' and under paddle boards need to be all soft.

CAL STATE GAMES

2006 will be hosted by San Diego at Mission Beach on July 14th.

SANTA BARBARA FIESTA

2006 will be hosted in Santa Barbara on July 28th.

NATIONAL COMPETITION

2006 will be in Huntington Beach on August 10th.

2006 POSTER CONTEST

The Contest Rules are attached.

TIDEBOOKS

Tide Books were distributed at the Committee Meeting.

USLA JG MEMBERSHIP

Mail your \$10 registration fee and participants name and address to:

JG USLA Membership
P.O. Box 322
Avon By the Sea, NJ 07717

STICKERS

The new JG stickers were distributed at our Committee Meeting.

2006
CALIFORNIA SURF LIFESAVING ASSOCIATION
JUNIOR LIFEGUARD
POSTER CONTEST

THIS YEAR WE ARE HAVING A BEACH SAFETY POSTER CONTEST FOR USLA JUNIOR LIFEGUARD MEMBERS.

THERE WILL BE A \$100 USLA and \$500 CSLSA PRIZE AWARDED TO THE TOP "AA", "A", "B" and "C" CONTEST WINNERS.

JUNIOR LIFEGUARD COORDINATORS or REGIONAL REPRESENTATIVES NEED TO SUBMIT (IN PERSON OR BY MAIL) THEIR ORIGINAL POSTERS TO THE JG CHAIRPERSON AT or BEFORE THE FALL USLA MEETING.

THE BACK OF THE POSTER MUST INCLUDE:

- JG' S FIRST AND LAST NAME
- DIVISION "AA", "A", "B" or "C"
- HOME PHONE NUMBER
- HOME ADDRESS
- JG PROGRAM
- JG COORDINATOR'S NAME
- JG COORDINATOR'S/PROGRAM'S PHONE NUMBER
- RELEASE FORM

THE POSTER SHOULD BE ONE-DIMENSIONAL AND THE SIZE MUST BE AT LEAST 8.5" BY 11" AND NO LARGER THAN 11" BY 17".

USE ANY MEDIUM TO CREATE YOUR POSTER (EXAMPLES: PAINT, PEN, MARKERS, CHALK, CRAYONS OR YOUR IDEA).

JUNIOR LIFEGUARDS ARE ENCOURAGED TO USE THESE BEACH SAFETY TIPS AS POSTER CONTEST ENTRIES:

1. Swim Near a Lifeguard
2. Learn to Swim
3. Never Swim Alone
4. Don't Float Where You Can't Swim
5. Obey Instructions of the Lifeguard
6. Don't Dive in Headfirst
7. Take Precautions for the Heat and Sun
8. Obey Warning Signs and Flags
9. Understand and Avoid Rip Currents and Dangerous Areas
10. Respect the water and the environment!

Reenie Boyer
P.O. Box 1768, Newport Beach, CA 92658-8915
(949)644-3170



California Surf Lifesaving Association

Southwest Region – United States Lifesaving Association

PO Box 366 – Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert McGowan
President

Charlotte Graham
Vice President

Michael A. Beuerlein
Secretary

Robert Williams
Treasurer

Robert A. Moore
Advisor

Christopher Graham
Recurrent Representative

Don Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex Peabody
Alternate Executive Delegate

NEWSLETTER REPORT Spring 2006 Meeting

The Spring 2006 issue contains the tale of an outstanding rescue by Laguna Beach lifeguard Kip Kennedy last September. It also has some notes on the big swell last December and a few photos. The Fall meeting is summarized and a calendar section highlights some 2006 dates of interest. Also in this issue is a call out for lifeguard volunteers to help out in Baja, a quest spearheaded by Richard Hidalgo of Imperial Beach. The President's message ties it all together with Regional news, new appointments and national information.

Once again I am asking for articles. There are 1100 members in CSLSA. I know there are more stories out there than the few in this issue. Please contribute. Articles, notices, photos are all welcome. CalSurf is your newsletter.

In committee I hope to discuss three topics:

- The idea, started by Eric Sandy, of having at least one agency profile in each issue. I have sent information to a couple of agencies but received no reply. I know the rest of the region would like to see other beaches up close and personal.
- Sponsors. Once again sponsors contacted failed to reply. How can we bring them in?
- Area contacts. I appreciate the help I get in San Diego from Rich Hidalgo and Eric Sandy. Mike Bartlett always sends articles and issues from Orange County (and across the nation). I would like to get someone from L.A. County or Long Beach to help me with information from the L.A. area and someone to serve as points of contact for stories, topics, and photos in Ventura/Santa Barbara and Pismo north to Santa Cruz.

I want to apologize for not having some actual copies of this issue available at this meeting. And finally, I want to thank Rob McGowan, Mike Bartlett, Rich Hidalgo and Mike Tockstein for providing articles, info and photos for this issue.

Respectively submitted,

Richard Godino
Editor – CalSurf News



California Surf Lifesaving Association

M

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Public Education Committee - Spring 2006

Robert C. McGowan
President

Charlotte Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
Executive Delegate

Michael S. Bartlett
Executive Delegate

Alex Peabody
Executive Delegate

Special thanks to Ross Pounds who stepped down from chairing the Public Education committee to pursue other endeavors. We wish him the best of luck in this transition.

Public Education is currently focusing on the following projects which will be discussed in committee today:

1. Creation of beach safety badges (stickers) similar to ones used by Police & Fire.
2. Continuing promotion of the 5 basic ocean safety tips for all education materials. Tips:
 - a. Learn to swim
 - b. The ocean is a dangerous place
 - c. Always check with a lifeguard
 - d. Wear sunscreen
 - e. Always wear a leash and/or fins when surfing and body boarding
3. Educational campaign for the San Clemente beach train in collaboration with Project Wipeout, featuring posters and/or materials available to advertise beach safety tips.
4. Duke's "Big Wednesday" charity event for CSLSA public education. Steve Reuter will be discussing this in committee. Assistance will be needed from all agencies.
5. Encouraging local chapters to promote beach and ocean safety through local surf shops, manufacturers, and large events to target beginning surfers and body boarders.
6. Creation of more public educational materials, using USLA artwork with a Junior Lifeguard message, including: stickers, magnets, and posters.
7. Distributing beach and ocean safety materials to hotels and stores to target visitors.

New projects for consideration:

1. I will be presenting a sample CSLSA "inventory" matrix to the committee for use by committee and possible inclusion on the web site. Inventory will list all available public education materials, contact information and price, and whether-or-not Spanish versions are available.
2. A campaign to promote "You're the Lifeguard" for parents.

Thank you and please join us in the committee meeting to share your ideas.

Bill Humphreys



California Surf Lifesaving Association

N

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert C. McGowan
President

Charlotte Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
Executive Delegate

Michael S. Bartlett
Executive Delegate

Alex Peabody
Executive Delegate



Report to the Board of Directors April 6, 2006

The *California Lifeguard Training Officers Association* has had three meetings since our last October CSLSA meeting in Castaic. We met at Lake Mission Viejo on October 26, 2005, for an *Incident Command System (ICS)* training exercise. We simulated a lost swimmer off of a sailboat in approximately 25 feet of water, with seven (7) incoming mutual lifeguard agencies responding. We staged the vehicles in the Lake Mission Viejo parking lot and sent them into the drill one-by-one. This included California State Parks, Huntington Beach City, San Clemente City, Crystal Cove, Newport Beach, Laguna Beach, and Lake Mission Viejo. There were approximately 32 participants in the drill, and Captain Peden was the IC, Lieutenant Burton was in-charge of Operations, and Lieutenant Scott handled Logistics. Thank you to all those who participated in this drill, and made this a very instructive event.

CURRICULUM REVIEW

Our next meeting was on February 24, 2006, at United States Ocean Safety's Headquarters in Dana Point. A draft of a proposed certification outline, detailing different training levels was discussed. Three levels were re-examined and revised; the Basic, Intermediate, and Advance Certification levels. Specific requirements for how each of these three levels was designed was also discussed and revised. A flow chart illustrating the different *Lifeguard Certification Tracks* was also reviewed.

MARCH MEETING

The Training Officer's Association was asked by the *Orange County Lifeguard Chief's Association* to attend their meeting on March 9, 2006, in Huntington Beach. At the meeting Ron Sutherland explained that each Chief was now going to pick someone specific from each department, including from the present group of Training Officers present, to attend Training Officer meetings, for which they had also prepared an agenda. This included analyzing methods of response, recommendations concerning safety issues, training, the use of various kinds of apparatus, manuals, and developing a marketing plan that would assist with recruiting, public relations, etc.

CONCLUSION

It seems only natural that the chief's can request that other association members attend one of their meetings, but coming from one association to another, it shouldn't be mandated? Isn't an association of professionals, peers that get together to establish certain standards, and to promote their own particular needs? For the Chiefs to invite all the Training Officers to a meeting, and then to appoint themselves in-charge of selecting whom they want to go to the next Training Officer's meeting, isn't that rather intrusive? For example, here at a CSLSA meeting no one is anyone's boss. We each have our own voice, and vote according to our own perspective - and the majority rules. For instance, when someone from the CSLSA goes to a National meeting, no one from another region is going to tell him or her what they are supposed to work on, or attempt to demonstrate any authority over them. Imagine if our own CSLSA Board of Directors each picked someone from the Mid-Atlantic Region, and mandated that they attend a meeting on a certain date so they could give them an agenda to follow. Can you imagine what would happen? And, rightfully so.

Shouldn't it be the same with any two associations, regardless of who's the boss at work? It seems only fair that either association should feel free to invite anyone that they want, from any other association, to attend their meetings, but not require it of another association member. Each Chief should certainly feel free to have a meeting with any member of their own staff, to discuss whatever they feel necessary, however, to require every member, or specific members of another association to attend another association meeting doesn't seem to reflect the true spirit of an association. I hope the Chief's can have enough confidence in their Training Officers to allow them to create their own purpose and goals, and, I hope the Training Officers can appreciate and respect how many years of experience the Chiefs have to share. Instead of "reassembling" anyone, perhaps sharing of ideas can be welcomed and encouraged.

THE FUTURE ASSOCIATION

I hope in the future that both these groups can appreciate each other's right to assemble freely on their own, in the true spirit of an association. And, to work together to improve Lifeguard Training in California through the CSLSA as our parent Association.

I, David Peden, would also like to resign as the CSLSA Chairman for Training and Qualifications. I have enjoyed serving on the committee, and as of the first of the year I have reassigned Lieutenant Scott as our official department's Training Officer. I would also like to nominate Lt. Mike Scott for President McGowan's consideration, for the position of *CSLSA Chairman of Training & Qualifications*.



California Surf Lifesaving Association



Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert C. McGowan
President

April 6 - 7, 2006

Charlotte M. Graham
Vice President

Website Committee

By Robert A. Moore, Committee Chair

Michael A. Beuerlein
Secretary

The following is a report from our WebMaster, Pat Francis:

Robert E. Williams
Treasurer

Summary of website revisions

Robert A. Moore
Past President/Advisor

Changes and revisions to the CSLSA website since October 5, 2005

Christopher R. Graham
Recurrent Representative

1. Updates/revisions/additions to information on webpages.

- a. CSLSA Agencies/Chapters
 - (1) Updated information and replaced logos as given.
- b. Employment Test Dates and Pay Rates for Agencies
 - (1) Added 2006 information (color-coded).
 - (2) Continually updated information as received.
 - (3) Linked agency test info to their employment webpages
- c. CSLSA Officers and Chairs
 - (1) Updated email addresses.
 - (2) Updated newly-elected and replacement personnel
- d. Exchange Guards
 - (1) Revised Exchange Notice with 2006 information
 - (2) Updated historical listing of NZ exchange guards.
- e. Events and Homepage Announcements
 - (1) Continuous updates of news and upcoming events.
- f. Public Education
 - (1) Removed outdated conference info under News.
 - (2) Added information under Hoag logo on Beach Safety page.
- g. Junior Lifeguards
 - (1) Revised summary on JG contest and added link to Poster flyer.
 - (2) Replaced Poster flyer with Tidebook Cover Flyer.
- h. Sponsors
 - (1) Removed AUS logo
- i. Heroic Acts/Medal of Honor
 - (1) Updated Medal of Honor past recipient list.
 - (2) Updated Heroic Acts list
- j. CSLSA Board Meetings
 - (1) Continually updated current meetings and archived Minutes of earlier.

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

2. Posting of materials:

- a. Board of Directors meetings
 - (1) Fall05 Minutes and attachments.
 - (2) Spring06 Agenda and Information Flyer.
- b. Junior Lifeguards
 - (1) 05 Poster and Tidebook Cover Flyers
 - (2) 05 JG National results
- c. Competition
 - (1) 2005 Regional results
 - (2) 2005 National results - converted from USLA webpage
- d. Employment
 - (1) Agency employment information flyers

3. New Items

- a. *Public Education*
 - (1) *Activity Book summary*
 - (2) *New link to Project Wipeout*
 - (3) *Links to USLA webpage to download Hoag materials.*
- b. *Sponsors*
 - (1) *Added Scion logo*
- c. *Employment*
 - (1) *Posted EMT class announcement on Home News and Training pages.*
- d. *Junior Guards*
 - (1) *Two Contest winning posters*
 - (2) *Added 2005 JG Guards of the Year and 2005 Tidebook winners.*
- e. *Heroic Acts*
 - (1) *Summary of 2005 winner*
 - (2) *Three California recipients to Heroic Acts list.*
- f. *Homepage*
 - (1) *Replaced picture of Learn to Swim item with animated applet.*
- g. *Legislation*
 - (1) *Information about new legislation under California Harbor and Navigations code (from Board Minutes).*

Website Fees

1. *Net Solutions Domain Name Renewal - 1 yr. Due January 3* \$ 35.00
 - a. *Webmaster pays and CSLSA reimburses in maintenance check.*
 - b. *This is for exclusive use of the domain -- cslsa.org*
2. *Interland TrueBasic Plan - 1 yr. Due May 24* \$269.40
 - a. *Treasurer pays after webmaster sends him invoice.*
 - b. *This is for web-hosting of our website.*

Webmaster Response

1. *A big thanks to Bob Moore who continually provides updated information, contacts cslsa personnel for answers, and raises the bar in the hardwork necessary for a current website. He is unbelievable!*
2. *Thanks also to Mike Beuerlein who organizes the Minutes and Attachments in a way that saves me lots of time in posting. This year, the electronic transfer of over 60% of the items saved me time and will save the cslsa money (regardless of my contract, I only charge for the time I spend in maintenance).*
3. *I have no new suggestions. Now that I have a decent computer, I will return to working on adding a short "welcome" video to the homepage.*

I want to thank Pat for all of her hard work and responsiveness to our needs. She is a can do person and cares about her work and our product. As you can see there is much that has been done in the past six months and more to do in the future. Constant updating is imperative to our association to be timely and accurate. Many people and employers depend on our information to be on time and correct.

So PLEASE committee chairs, get me any pertinent information that will help us on our mission. If something is outdated, let me know. If something is new and applicable, let me know. If information is inaccurate, let me know. If something is decided in your committee that has something to do with the Website, let me know as-soon-as-possible! I cannot do it without your help! I am the conduit to the Webmaster so use me.

I am requesting that the Treasurer increase the annual Website budget allocations \$350 to cover the annual website fees with some room to allow for fee increases.

Don't forget, e-mail all reports, information, and documentation, it saves the CSLSA money!

Thank you for your support and Pat's comments. I look forward to a successful 2006.



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Recurrent Representative Committee Report Spring Meeting Friday April 7, 2006

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

The Recurrent Representative Chair requested a one-time working committee to discuss future changes and additions to the California Surf Lifesaving Association website employment page.

I would like to thank those that participated in this committee.

- | | |
|-----------------|--------------------------|
| Joe Gaydos | City of Encinitas |
| Gus Avila | California State Parks |
| Jose Koasolo | City of Los Angeles |
| Chris Geldert | Camp Pendleton |
| Vince Lombardi | Camp Pendleton |
| Brian McConnell | City of Huntington Beach |
| Api Weinert | US Ocean Safety |
| Scott Diederich | City of Laguna Beach |
| Mark Klosterman | City of Laguna Beach |

Proposed Changes:

- ? Add Seasonal Tower Lifeguard next to payrate (entry level)
- ? Change payrate to starting payrate only, eliminate the range.
- ? Break the employment page into counties.
- ? Add to the bottom of the blue tool bar compensation study.

This compensation Study will provide salary information above the entry level Seasonal Tower Lifeguard. Laguna Beach is willing to provide the CSLSA with a comprehensive study that they conducted in 2005 to use as a template.

Differentially Submitted,

Chris Graham
Recurrent Representative



California Surf Lifesaving Association

Q

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Competition Committee Minutes - April 7, 2006 Respectfully Submitted by Jay Butki

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

Discussion on 2006 Spring USLA BoD Competition Committee agenda:

1. National Team Selection criteria-participation in Regional and National Championships for selection to USLA representative teams to the ILS World Championships, International Surf Challenge and other competitions.
2. USLA Competition rules-move towards transitioning to and adopting ILS rules
3. Push for the USLA National body to produce and organize their USLA National Championships, and not put all the pressure and financial responsibilities and accountability for success or failure upon a local chapter.

The National Championships competition should be set up similar to the Australian championships, or the US Open of Surfing, where responsibilities for the local chapter are local issues such as venue selection, parking, permits and support staff, and not marketing, budgeting, building ocean/beach courses from scratch.

Motion made for the Southwest Region Competition Committee Chair Butki to insist the USLA re-examine how they contract and operate their USLA National Championships and ask that the National assume the operational parameters to run the Championships rather than force the burden on the local chapter to "re-invent the wheel" each summer as they scramble to come up with the operational framework, marketing savvy, and the \$7000.00 plus marketing percentages for the opportunity to host.

* Solicitation for course officials from the Southwest Region to assist in the running of the 2006 USLA Nationals at Huntington Beach-goal is 10 officials from our region. We only had three officials at 2005 Nationals. CSLSA is still seeking more Volunteer officials.

* Report from Gus Avila on the incident pre-planning, organizational overview and progress of the Huntington State Beach Lifeguard Association's hosting of the 2006 USLA National Championship. All Systems go- Website is up and running, lodging info is available, marketing and organization efforts continue. Butki to follow up on \$500.00 pledged by the National body towards purchasing course equipment for Ocean and Beach at the National BoD meeting in Annapolis, MD.

* Solicitation for host chapters to hold the 2007 JG Regionals and the Southwest Regional Lifeguard Championship.

COLA expressed interest in hosting the JG's. Preference is to hold events together on the third weekend in July. Huntington City will run it by their Management. San Clemente Ocean Festival was approached as a possible venue as there is a potential conflict in July 2007 as SCOF is always the third Sat in July. SCOF board will get back in contact with Butki with a decision.



CALIFORNIA SURF LIFESAVING ASSOCIATION

Junior Lifeguard Committee

2006 Spring Activity Report

REGIONAL COMPETITION

The 2006 Competition will be hosted by Santa Barbara on July 21st and the mandatory Coordinators meeting will be the evening of July 20th. Your reminder post card was great.....THANKS!

CAL STATE GAMES

The Competition will be hosted by The City of San Diego at Mission Beach on July 14th. We are all looking forward to this new venue...Thanks to San Diego JG's!

SANTA BARBARA FIESTA

The Competition will be hosted in Santa Barbara on July 28th. This is a wonderful event for all JG's!

SAN DIEGO COMPETITION

Date of Competition news at our Committee Meeting.

NATIONAL COMPETITION

In Huntington Beach on August 10th attend our Committee Meeting for new information.

2006 POSTER CONTEST

The entries will be judged at the Fall Committee Meeting. They go to the National Meeting for USLA awards. Rules and Information at our Committee Meeting and in the USLA magazine.

2006 JUNIOR LIFEGUARDS OF THE YEAR

JG Coordinators will judge the one page Bio and picture due at our Fall Committee all award winners programs will be presented with a \$100 prize for entries. Each JG Program can award the \$100 as appropriate to the recipients.

JG PRIVATE PROGRAM REQUEST

Will be reviewed if submitted during our Fall Committee. A Special thanks to Mr. Brewster and Mr. McGowan for their continued support of USLA affiliated programs. Sign-Up your JG's!!!!!!!!!!!!!!!!!!!!!!

TIDE BOOKS

Tide Books will be distributed at our Committee Meeting.....THANKS to Mike S.!

JG STICKERS

Stickers will be distributed at our Committee Meeting.....THANKS to Charlotte G.!

USLA JG MEMBERSHIP

2006 JG Information and registration fees are mailed directly to USLA Membership Office. We will discuss a JG fund raising proposal from the USLA office.

WEB INFORMATION UP DATE

Please e mail or report any changes to the JG Chairperson.

HOT TOPICS

2007 Regional Competition Location?

ROUND TABLE

REENIE BOYER

P.O. Box 1768 Newport Beach, CA 92658-9815

Telephone: (949) 644-3170

Fax: (949) 673-3056

rboyer@city.newport-beach.ca.us



California Surf Lifesaving Association

S

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

CSLSA Board of Director's Meeting 4/7/06 **Membership Committee Report**

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

- 2006 Membership kits (grey T-shirts, Croakies, key chains, and stickers) distributed to representatives of each chapter. The 2005 membership records were included for reference. Thank you to Gordon Gray for his assistance.
- Life membership was proposed for President Robert McGowan and approved by secret ballot of each chapter. The CSLSA will carry a nomination for USLA Life Membership for him to the spring Board of Directors meeting in Annapolis. Thank you to Bob Moore for his efforts in gathering documentation and collecting the vote.
- Committee discussed recent requests for advertising space on CSLSA website and in our newsletter in exchange for some benefits to our membership. Agreed that guidelines need to be set. Formal guidelines will be written up to be discussed at the next meeting, but the committee recommends a minimum of wholesale cost of product in exchange for advertising space.
- Committee discussed raising membership dues for permanent (full-time) members to \$35.00/year. We agreed that dues had not gone up at all in the past 20 years or so, and that most likely permanent personnel would be willing to pay a bit more. Ideally the additional monies in our treasury could go into funding better items for the membership kits, as it is always a struggle to buy quality products with limited funds.

Note: --Upon presenting this recommendation to the full board in my report, additional discussion ensued. The advisor noted that our treasury is doing very well financially, so there really is no definitive need to raise dues. Additionally, another member pointed out that a division in fees charged would create additional paperwork and would

be harder to determine in some cases (whether the member paid the correct fee for their membership status). Everyone agreed that the recurrent member dues should not go up. The full board of directors felt that this would not be a good time to raise dues. The membership committee agreed that their recommendation should be tabled, but that chapters should discuss the idea amongst their members to get a feeling for what may be amenable.

- The Membership Committee decided to implement a \$100 stipend payment for any artwork that we use on membership items, such as the kit T-shirts. As such, we requested \$100.00 from the membership line item budget to pay Mrs. Hanna Gaunce for the design used on this year's shirts.
- Total line item budget for the Membership Committee for FY05-06 is \$5000.00. After payment for kit items and artwork we have used \$4721.00. The silk-screened T-shirts were provided through the sponsorship of BeachSports, Inc. via Scott Hubbell.



California Surf Lifesaving Association

Southwest Region – United States Lifesaving Association

PO Box 366 – Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert McGowan
President

Charlotte Graham
Vice President

Michael A. Beuerlein
Secretary

Robert Williams
Treasurer

Robert A. Moore
Advisor

Christopher Graham
Recurrent Representative

Don Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex Peabody
Alternate Executive Delegate

NEWSLETTER COMMITTEE Action Report - Spring 2006

Obtaining articles and article submission was discussed. The following strategies were discussed and adopted:

- Utilize Board of Directors Meeting attendance roster emails as a contact list and mail out requests and reminders frequently.
- Add a cover photo incentive of \$75 to the existing article with photo incentive of \$50.
- Check and correct online submission link on website.
- Insert an attention box on second page of Newsletter with submission incentives, online submission availability, advertising information and sponsor information (per request from membership committee).
- Assure that all issues are available on line.

The committee suggested that printing the Newsletter in color would to its value to advertisers. The editor will research the additional cost.

The agency profile issue was addressed. Mr. Stone of Oceanside will submit a profile. The profile template will be sent to him as well as to Mr. Bartlett for possible use by ALM. Area contacts will assist with future profile submissions.

It was noted that advertisers have not responded for over a year. A suggestion was made and adopted, with Board approval, to reduce ad space cost and to simplify space choices in the hope of attracting advertisers. It was decided to offer only two space choices – half page and whole page – and to reduce cost by 50% to \$125 and \$180 respectively.

Some progress was made in regards to area concepts. Mr. Boysseranck as well as Mr. Stone will assist Mr. Hidalgo in the San Diego area. Mr. Hanna of Santa Barbara was suggested as the Santa Barbara / Ventura contact. Mr. Edwards of Port San Luis offered to act as northern contact along with his supervisor Mr. Weisberg.

Respectively submitted,

Richard Godino
Editor – CalSurf News



California Surf Lifesaving Association

U

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Public Education Committee Report - Spring 2006

April 7, 2006

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

The following was discussed at the Public Education Committee meeting on April 6, 2006:

1. Duke's Big Wednesday Fundraiser – Request to authorize Steve Reuter to begin conceptual work on a public safety poster, utilizing existing JG posters, Melissa Murphy, Sanuk, or any other source. Authorize up to \$500 for graphic arts work. Request help from all agencies to work at the event. Members from Public Ed. are requested to attend on May 24th for a sub-committee meeting if possible.
2. Mike Silvestri will continue to work on “Join Junior Lifeguards” sticker.
3. Committee will begin work on single message, focused campaigns. First campaign will be “Be Seen, Be Safe... Swim Near a Lifeguard”. Melissa Murphy will begin work on a logo.
4. Committee will work towards goal of distribution of Project Wipeout coloring books at the Project Wipeout event in June.
5. California State beach safety coloring book will be linked to the CSLSA website.
6. Funds from existing line item budget will be used to refurbish the Public Education display booth.
7. Committee will work on updating and completing a Public Education inventory matrix for use in planning and letting chapters know what materials are available and how to obtain them.
8. Reminder/request for all chapters to promote National Beach Safety Week (Monday prior to Memorial Day through Memorial Day). Sample proclamations are available on USLA website.
9. Kade Boisseranc from San Clemente has been assisting with Public Education committee projects and has volunteered to officially serve as Vice-Chairman for the committee (approved after the meeting by Rob McGowan).

Respectfully submitted,

Bill Humphreys, Chairman
Kade Boisseranc, Vice-Chairman

April 4, 2006

TO: USLA EXECUTIVE BOARD

FROM: RALPH S. GOTO, USLA MARKETING LIAISON

SUBJECT: SHP SPONSORSHIP UPDATE

This is to update you on the status of the marketing/sponsorship efforts of Scott Hubbell, for your information, review, and approval.

PATAGONIA

- Seeking:
1. Official Sponsor of the United States Lifesaving Association
 2. Exclusive Clothing Sponsor of the 2006 USLA National Lifeguard Championships.
- Offering:
1. \$1,000 support for Spring BOD Meeting in Annapolis hosted by the Mid Atlantic Meeting April 27-29, will also supply eight dozen t-shirts for attendees.
 2. \$5,000 support for the 2006 USLA National Championships in Huntington Beach CA August 11-13 hosted by the CSLSA and the HBSLSA, plus \$1,000 in product for uniforms / awards.
 3. \$1,000 uniform product/awards for the CSLSA Regional Championships at Hermosa Beach, August 5, hosted by the CSLSA.
 4. \$1,000 support for the Duke's Waterman Challenge, Waikiki Beach, Hawaii, August 26-27, hosted by HLA/Pacific Islands Region
 5. \$1,000 support for the Fall 2006 BOD Meeting in Lake Tahoe, CA, November 3-5, (tentative), hosted by the Northwest Region.
 6. \$2,000 support for remaining four (4) regions, (\$500 each) for the Gulf Coast, Great Lakes, South Atlantic, and Southeast Regions.
 7. USLA Patagonia PRO Program: Significant discounts on Patagonia apparel and clothing items, similar to a pro program for the Ski Patrol, with three levels:
 - a. "Key PRO" for USLA Officers, BOD
 - b. "PRO A Plan" for Permanent Lifeguard Members
 - c. "PRO B Plan" for USLA members (recurrents, seasonals, etc.)
- Terms:
1. Patagonia will have access through the USLA to email the membership on these opportunities.
 2. Patagonia will be able to present their product line at regional and national meetings.
 3. Chapters will use their best efforts to direct Patagonia representatives to uniform acquisitions for their lifeguard service.

4. Patagonia's logo will be placed on all websites with a hyperlink to PRO Plan information.
5. Patagonia logo will be placed on event t-shirts, on on-site signage at events, and in booth space at events.

Length of Term: One (1) year, with first right of refusal for additional years (TBD).

DA FIN SURFING PRODUCTS

Seeking: Use of USLA logo and becoming the "Official Swim Fin of the USLA."

Offering:

1. \$20,000 over a five-year period.
2. Discount pricing to all USLA members (minimum savings of \$25.00 per pair off retail price).
3. Discount pricing for Junior Guards through agencies employing USLA members.

Terms:

1. DaFin logo and a link to website from the USLA website.
2. USLA will post a press release on its website announcing the endorsement of DaFin.

Payment Schedule:

1. \$4,000.00 upon signing of agreement
2. \$16,000 payable in four (4) payments of \$4,000 each on the anniversary of the commencement date for four (4) consecutive years.

ZUBRELLA

Seeking: USLA endorsement of an anchoring device for umbrellas as a product that enhances the safety of beaches.

Offering: Initial fee of \$2,500 for the first year of endorsement, which includes a booth at the BOD meeting in Annapolis (\$500). Each year thereafter, \$2,000 per year to continue the relationship / endorsement from the USLA.

Terms:

1. Zubrella will be the only umbrella, and umbrella support anchoring system, that will be endorsed by the USLA.
2. USLA logo will be applied on the Zubrella product.
3. Zubrella logo will be placed on the USLA website, with a link to the Zubrella website.
4. Zubrella may receive other endorsements from other organizations.

April 4, 2006
Page 3

FOR ACTION:

Executive Board members need to review the three proposals and respond to the USLA Marketing Liaison with comments, concerns, or approval by **4:00 p.m. Hawaiian Standard Time on Friday, April 7, 2006.**

If no response is received, the Marketing Liaison will assume that you approve of the proposals and will then move to formalize the agreements between the USLA and the respective companies. This will include review by the USLA Legal Advisor of the proposed endorsements and agreements.

Thank you for your attention and prompt response. Ideally, this process will be completed in time to present the results at the Spring Board of Directors Meeting in Annapolis, MD, April 27-29.

I look forward to hearing from you.



California Surf Lifesaving Association

W

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Legislative Committee Report for April 6th, 2006

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

➤ Report to the Board of Directors:

- I am currently driving to Monterey, California as part of our department's interview panel for the Lifeguard Supervisor I promotional list and am able to only attend the meeting this morning. The Legislative Committee will not be meeting.

It is an honor to speak to those assembled who truly represent the past and future for our organization. We have the great fortune to have individuals such as Bob Moore, Max Bowman, Bill Richardson, and Don Rohrer who continue to be involved with California Surf Lifesaving Association.

Many thanks!

- Issues I am monitoring/involved with:
 - Setting up a meeting with the State Office of Emergency Services, Fire/Rescue Branch and the Orange County Lifeguard Chiefs organization to develop contact and to investigate the possibility of establishing codified standards for open water lifeguards in California.
 - Monitoring a no-leash issue in Los Angeles County that was to introduced by an assemblyman in the area. This appears to be a non-issue due to the passing of the legislator and significant public and agency opposition to the bill that would have allowed "leash free" dog areas on state beaches.

Alex K. Peabody