



California Surf Lifesaving Association

Southwest Region – United States Lifesaving Association

PO Box 366 – Huntington Beach, California 92648

www.cslsa.org

BOARD OF DIRECTORS MEETING AGENDA

Castaic Lake Aquatic Center

32132 Castaic Lake Drive,

Castaic, CA

9:00 AM, October 7th and 8th, 2021

I. Call to Order- The meeting was called to order at 9:34am.

- A. Pledge of Allegiance - Mr. Avila
- B. Welcome and Introductions - Mr. Humphreys
- C. Roll Call of Delegates - Ms. Schwene (Mr. Graham)

Chapter	No. of Members	Possible No. of Delegates	Delegates Present	Proxies	Total Votes
California State	243	7	4	3	7
Capitola	1	0	0	0	0
Carpinteria	1	0	0	0	0
Coronado	7	2	1	1	2
Del Mar	11	2	0	0	0
Encinitas	9	2	0	0	0
Huntington Beach	175	6	2	2	4
Imperial Beach	3	2	0	0	0
Laguna Beach	120	5	0	0	0
Lake Mission Viejo	2	2	0	0	0
Los Angeles City	9	2	0	0	0
Los Angeles County Beaches	135	5	4	1	5
Los Angeles County Lakes	25	3	3	0	3
Long Beach	100	4	3	0	3
Newport Beach	22	3	3	0	3
OC Lifeguards -C.O.L.A.	17	3	0	0	0
Oceanside	12	2	0	0	0
Pendleton Coast	1	0	0	0	0
Pismo Beach	24	3	0	0	0
Port Hueneme	8	2	0	0	0
San Clemente	44	3	1	1	2
San Diego	135	5	0	0	0
San Luis Obispo County	24	3	0	0	0
Santa Barbara City	11	2	1	1	2

Santa Barbara County (Campus Pt.)	2	2	0	0	0
Santa Cruz	34	3	3	0	3
Santa Monica Harbor Patrol	8	3	0	0	0
Seal Beach	38	3	0	0	0
Solana Beach	2	2	0	0	0
Tucson, AZ	1	0	0	0	0
Ventura County	2	2	0	0	0
Ventura Harbor Patrol	2	2	1	1	2
Independent/Unaffiliated	3	0	0	0	0
TOTAL	1231	85	26	10	36

Guest Speaker- Chief Chris Graham (LA County Lakes) thanked his staff for putting on the meeting and gave a summary of the department. He spoke about the history and importance of CSLSA and presented a retirement badge to Gary Hill, Retiree.

II. Approval of Minutes – Virtual via Zoom, April 15th, 2021

Motion- Mr. Richardson

Second- Mr. Ragsdale

MPU

III. Motion: Moved by Mr. Moore *To move the Election of Officers to after Lunch on Thursday, October 7th.*

Second- Mr. Richardson

Discussion-None

Action- MPU

IV. Officer's Reports

A. [President](#) - Mr. Humphreys

1. Mr. Humphreys spoke about his recent illness and thanked those who supported him throughout. He specifically thanked Mr. Avila and Mr. Beuerlein for stepping up. He mentioned that he will be running again for President. He mentioned that the guidance documents are a fantastic way to ensure continuity as different people work in new roles. Mr. Humphreys spoke about the management liaison and how fundraising is key as the organization looks to the future. Mr. Moore spoke and said that he is happy that Mr. Humphreys is running again and about how impressed he is that the EB jumped in and helped.

B. [Vice President](#) - Mr. Avila

1. Mr. Avila spoke about Gary Hall and wished him a happy retirement. Thanked Mr. Beuerlein for his help. Spoke about how the USLA attempted to define COVID protocols and told the group how happy he was to be meeting in person for this meeting. He spoke about the Regionals and gave props to HSBJGLA for stepping up. Thanked the sponsors and the volunteers as well. Spoke about the ILS meetings and his involvement, and the fact that we have selected two athletes to the ILS sport commission. He indicated that he will be running again for Vice President.

C. [Secretary](#) - Ms. Schwene

1. As submitted

D. [Treasurer](#) - Mr. Etnyre

1. Mr. Etnyre detailed his report and told the Board of Directors where to find documents. He thanked the board for the support over the last four years, as he will be stepping down.

E. [Past President/ Advisor](#) - Mr. Beuerlein

1. Mr. Beuerlein spoke about the rewards associated with being involved with CSLSA. He thanked the two departing Executive Board members and Mr. Humphreys for their service. Mr. Beuerlein represented CSLSA

on a few virtual votes. Mr. Beuerlein spoke about the EMR standards in Orange County and spoke about Capitola and Central Fire.

- F. [1st Executive Delegate](#) - Mr. Butki
 - 1. Mr. Butki spoke about LA County getting re-certified, worked with Mr. Avila on Regionals. The SoCal Paddledown went well. There were about 2/3rds the regular attendance at regionals. Mr. Butki spoke about safety and the injuries. Mr. Butki attended the Nationals and was impressed with the South Padre Island event. Mr. Butki welcomed Mr. Humphreys back into the organization.
- G. 2nd Executive Delegate - Mr. Graham
 - 1. Refer to JG Committee report.
- H. [3rd Executive Delegate](#) - Mr. Hughes
 - 1. Mr. Hughes gave a descriptive history of the LA County Lakes Department.
- I. 4th Executive Delegate - Mr. Sholl
 - 1. No Report.

V. Committee Reports

- A. [Bylaws/Policies & Procedures](#) - Mr. Moore and Mr. Richardson
 - 1. Mr. Moore and Mr. Richardson spoke about the updated Policies and Procedures on the Website.
- B. [Certification](#) - Mr. Lombardi
 - 1. Mr. Lombardi outlined the agencies that gained certification and re-certification
- C. Exchanges - Mr. Fiamengo & Ms. Schwene
- D. Grants - Mr. Busatto & Mr. Etnyre
- E. Junior Lifeguards - Mr. Graham & Mr. Egan
 - 1. As submitted.
- F. [Legislation](#) - Mr. Sandler
 - 1. Mr. Moore spoke on behalf of Mr. Sandler and gave an update on the license plate project.
- G. [Lifesaving Sport & Fitness](#) - Mr. Butki & Mr. Prosser
 - 1. Mr Butki detailed the ILS, CSLSA and USLA recent past and future competitions.
- H. [Membership](#) - Mrs. Graham and Ms. Schwene
 - 1. As submitted.
- I. Newsletter - Mr. Hughes
 - 1. Mr. Hughes mentioned that he was looking to step away from the role of editor and plans to run for Secretary.
- J. Professional Standards - VACANT
- K. [Public Education](#) - Mr. Silvestri
 - 1. Mr. Egan read the report. Mr. Beuerlein suggested that the Public Education create a plan to get the PSA into airports and hotels.
- L. [Public Information Officer](#) - Mr. Sandler
- M. Public Relations - Ms. Jackson
- N. Social Media - Mr. Richards, Ms. Page, & Ms. Schwene
- O. [Special Awards & Presentations](#) - Mr. Richardson
 - 1. Mr. Richardson spoke about the 6 nominations for 22 personnel. He outlined all of the events. Approval of the first one from SD (cave). Approval of second one: Point Loma (Panga). Third approved (Reef). Fourth one: approved (Port Hueneme). Fifth one (Mike Eich).
 - 2. **Motion**-Moved by Mr. Moore to approve the six nominations by Mr. Richardson.
 - Second-Discussion**-None
 - MPU**
- P. [Statistics](#) - Mr. Burton

1. Mr. Sholl spoke on behalf of Mr. Burton and requested agencies submit their statistics (<https://www.usla.org/page/STATISTICSFORM>).

Q. Training & Operations - VACANT

R. Ways & Means - Mr. Etnyre

1. Mr. Etnyre requested that any mid-year budget change request be submitted.

S. Website - Mr. Kine & Mr. Etnyre

VI. Election of the CSLSA Board of Directors for 2022-2023:

President Nominee: Mr. Bill Humphreys

Nominated by: Mr. Avila

Second: Mr. Richardson.

Motion to Close Nomination: Mrs. Graham

Second: Mr. Richardson

Motion to Elect by Affirmation: Mr. Beuerlein

Second: Mr. Ragsdale

MPU

Vice President Nominee: Mr. Gus Avila

Nominated by: Mr. Graham

Second: Mr. Beuerlein

Motion to Close Nomination: Mrs. Graham

Second: Mr. Richardson

Motion to Elect by Affirmation: Mr. Gray

Second: Mr. Sholl

MPU

Secretary Nominee: Mr. Jim Hughes

Nominated by: Mr. Ragsdale

Second: Mr. Gray

Motion to Close Nomination: Mr. Richardson

Second: Mr. Ragsdale

Motion to Elect by Affirmation: Mr. Richardson

Second: Mr. Egan

MPU

Treasurer Nominee: Mr. Tony Sholl

Nominated by: Mr. Ragsdale

Second: Mr. Beuerlein

Motion to Close Nomination: Mr. Richardson

Second: Mr. Matsuyama

Motion to Elect by Affirmation: Mr. Prosser

Second: Mr. Ure

MPU

Past President/ Advisor Nominee: Mr. Michael Beuerlein

Appointed by: Mr. Humphreys

Motion to Confirm by Affirmation: Mr. Richardson

Second: Mr. Sholl

MPU

1st Executive Delegate Nominee: Mr. Jay Butki
Nominated by: Mrs. Graham
Second: Mr. Beuerlein
Motion to Close Nomination: Mr. Richardson
Second: Mr. Abosolo
Motion to Elect by Affirmation: Mr. Beuerlein
Second: Mr. Richardson
MPU

2nd Executive Delegate Nominee: Mr. Casey Graham
Nominated by: Mr. Sholl
Second: Mr. Etnyre
Motion to Close Nomination: Mr. Gray
Second: Mr. Beuerlein
Motion to Elect by Affirmation: Mr. Egan
Second: Mr. Beuerlein
MPU

3rd Executive Delegate Nominee: Mr. Skip Prosser
Nominated by: Mr. Butki
Second: Mrs. Graham
Motion to Close Nomination: Mr. Egan
Second: Mrs. Graham
Motion to Elect by Affirmation: Mr. Richardson
Second: Mr. Matsuyama
MPU

4th Executive Delegate Nominee: Mr. Sean Carey
Nominated by: Mr. Graham
Second: Mr. Avila
Motion to Close Nomination: Mr. Ragsdale
Second: Mr. Richardson
Motion to Elect by Affirmation: Mr. Sholl
Second: Mr. Ure
MPU

VII. Committee Action Reports

Motion by Mr. Ragsdale to have Committees give summaries of actionable items

Second by Mr. Gray

Discussion-None

MPU

A. Lifesaving Sport and Fitness- Laser printer and composite teams

B. Junior Guard Committee- motion to amend the guidelines with respect to gender equity on relays for youth. The registration for regionals will include t-shirts for \$20 with \$12 going to committee and the remainder to the host.

C. [Membership](#)- none

D. [Heroic Acts](#)- All were approved and will be sent to USLA.

VIII. Old Business

- A. Website Updates
- B. Committee Guidance Documents Update
- C. California Marine Safety Chiefs Association Update- Mr. Carey gave updates on PTSD injuries, commission on training and standards, 501c3 status, the date of the Fall CMSCA meeting is Nov 13, amicus letter from SD city, appealed to the state supreme court who ruled in the favor of the victim.
- D. 2021 CSLSA Regional Championships
- E. 2021 USLA National Championships
- F. Junior Lifeguard 50/50 Dues Split
- G. Two-Tier JG Membership Proposal
- H. Past Due Chapter Dues to CSLSA & USLA
- I. Amazon Smile Account- Mrs. Graham explained the program and how it should function to get money to the CSLSA if members use it as their non-profit of choice.
- J. Membership Drive for 2021/22
- K. Re-Elect Same CSLSA and USLA Officers due to COVID-19- Mr. Avila gave background on why this was brought up so that elected officers would have a chance to serve a full term in more normal times with in-person meetings.
- L. Training Committee- Mr. Daly volunteered to serve in this role.
- M. USLA-New Jersey
- N. Fake E-mail Accounts
- O. New Regionals Proposal- Proposal Interest by HSBJGLA to return to Huntington State Beach, with no new proposals from other beaches, so Mr. Avila will reach out to them to indicate that they are under consideration.
- P. State Lifeguard Photo Project- Mr. Etnyre gave an update and offered to share contact info

IX. New Business

- A. COVID Impacts on Meetings- Events and gatherings have been affected and continue to be affected by COVID-19. Mr. Beuerlein spoke of the effects of it on the upcoming USLA meeting.
- B. CSLSA Elections -See motion in Section III.
- C. USLA Elections
- D. 2022 Budget Approval
 - 1. **Motion**-moved by Mr. Moore to approve 2022 budget.
 - Second**- Mr. Ragsdale
 - Discussion**- Mr. Humphreys asked about the Officers' travel line item. Mr. Richardson spoke about the importance of sending a full slate of delegates. Mr. Moore spoke about why he moved to approve the budget, and how he believes that the full slate goes to the meeting, but we do not have the money in the budget, and it would be appropriate to go over budget if needed. Mr. Beuerlein mentioned that since we added an 8th USLA delegate, we should consider sending all of our delegates. Mrs. Graham spoke, agrees that there should be money set aside.
 - Question called by Mr. Richardson.
 - Action**- Passed by all except for 1 Nay by Mrs. Graham.

X. Future Meetings

- A. CSLSA Meetings and Dates
 - 1. Spring 2022
 - a. Location: Encinitas
 - b. Dates: April 7th and 8th, 2022
 - 2. Fall 2022

- a. Location: LA County
- b. Dates: October 6th and 7th, 2022
- B. USLA Meetings and Dates
 - 1. Fall 2021
 - a. Location: Virtual
 - b. Dates: November 4th and 5th
 - 2. Spring 2022
 - a. Location: Great Lakes Region (hosted by USLA)
 - b. Dates: April 21st-23rd, 2022

XI. Privilege of the Chair

Mr. Humphreys spoke and thanked everyone for attending. He spoke and reminded us that we are public servants, and it is neat to see everyone talking about how we can better serve that public. The networking is also part of the meeting. Do not wait until 6 months later to follow-up on the programs; do something every day. Remember those we have lost or those who are sick: Bob Burnside, Pat Zuniga, who is in a coma.

XII. Adjournment

Motion- Moved by Mr. Avila to adjourn in honor of T. Rodd Bancroft.

Second- Mr. Carey

Discussion- None

Action- MPU



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

TO: CSLSA Board of Directors
FROM: Bill Humphreys
DATE: October 7, 2021
SUBJECT: President's Report

Introduction

Welcome and thank you to everyone who took the time to be here today. Specific thanks go out to our hosts, LA County Lakes. We know it was tough being postponed multiple times, and we appreciate your flexibility in hosting our meeting.

General Updates

As you may know, not long after our fall BOD meeting in 2020, I was diagnosed with throat and neck cancer. The treatment was tough and left some permanent damage, but it was effective – something I am very thankful for. I still don't have all of my energy back but am making progress daily. Thank you to everyone who reached out to me in support – I really appreciate it.

Because of this, I put myself on the IR list for CSLSA. I'd would like to take a minute and specifically thank a couple of people who stepped up and took on extra duties in my absence. First is Vice President Gus Avila, who in addition to being the USLA President, assumed the duties of CSLSA President. I'd also like to thank Past President/Advisor Mike Beuerlein, who took on many duties which Mr. Avila could not, either for potential conflicts of duty or procedural reasons pertaining to the USLA. You'll hear more about the work they did in their respective reports. However, I'd like to ask everyone to give them a warm thank you now with a round of applause.

I'd like to thank our Executive Board members for the work they've done, not just in the past year, but for the past two years of their terms. Thank you all! A similar heartfelt thanks goes out to Committee Chairs and Committee Members who have continued to work so hard on behalf of the CSLSA. From the Executive Board, to Committee Chairs and Members, these volunteers are working hard on advancing our profession, supporting our members, and providing public education to enhance open water safety. You'll hear about much of this work during various officer and committee reports. Thanks once again.

Upcoming Events and Goals for the CSLSA

As you may know, this is an election meeting. We have a few key positions which are being vacated, so please let us know if you are interested in running for a position.

At this time, I'd like to thank our Secretary Leslie Schwene and our Treasurer Bryan Etnyre for their hard work during this past term. Both will be stepping down and both will be greatly missed.

Related to the election, I will be running for president again. I believe that I have something to offer to our association and members. However, if the Board of Directors selects someone else, I will give my full support to them - of course.

Regardless of the outcome of the election, here are a few things that I believe are priorities for the CSLSA in the next few years. The first two are continuations, the third is new.

- Committee Guidance Document – I would like to see us finish this document and continue to refine it. This will serve as a guidebook for new committee chairs and Executive Board members, as well as a reference tool for existing ones. I believe that it is vital to any organization to systematically document systems that work, modify and improve those that need improvement, and not leave it up to someone to start from scratch to figure it out on their own.
- Chapter and Agency Liaisons – This is a continuation of a project we are working on. Although we are a member/chapter-based organization, it is critical that we stay in close contact with leaders in each agency in order to better serve them. If you might be interested in this project, please let me know.
- Fund raising. Our organization currently is funded through membership and sponsorship, which is wonderful. However, as we move forward, there are opportunities for fundraising which we have not ventured into and I believe are necessary for the financial stability of the organization. For example, we've discussed printing T-Shirts with a CSLSA logo or message and having chapters sell them, splitting the profits with the chapters so both groups benefit. We can also expand our funding through alumni supporters at various levels, and increased solicitation for sponsorship. We may even want to create a specific ad hoc committee to focus revenue enhancements for a short time period.

Finally, once again I am inspired to see all of the dedicated men and women here today, working together to improve yourselves, your chapters, and this noble profession of serving and protecting the public. You are truly an inspiration.

Sincerely,



Bill Humphreys, CSLSA President



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Gustavo S. Avila, Esq.
DATE: October 7, 2021
SUBJECT: President's Report-Vice President's Report

Since our previous meeting, the following has taken place:

I have spent a lot of time dealing with issues related to my position as the USLA President. Many of the issues do not affect the Southwest Region Directly.

Issues that I have been involved with related to our Region include the following:

Received and reviewed the Flyer for the CSLSA BOD meeting at Castaic Lake, sent to Board for review and posting.

Prepared and submitted President's Letters for American Lifeguard Magazine and for the CSLSA Magazine.

Participated in discussions and vote to cancel the USLA meeting in Idaho, scheduled for later this month.

I reviewed an issue brought up by USLA National's sponsor, Jersey Mike's. They were displeased because there was a news report covering LA County team winning Nationals, and there was no mention of Jersey Mike's. FYI, they did not sponsor the County team.

Attended Nationals at South Padre Island, TX. It was a great event, though attendance was down. I ended up as an official for the entire event.

I attended Regionals Championships. I had to represent different interests throughout the event. Attendance was down a bit. But there were great racing conditions.

I represented USLA and CSLSA at the retirement of Cal State/LA County guard, Ed ~~Vodrazka~~. It was a well attended event, in San Clemente. I presented Ed with an award from the USLA.

I attended and presided over the USLA Board of Directors' virtual Spring Meeting.

I had the USLA Coaches appointments posted on the USLA Web Page. The SW Region is well represented on that list.

I voted on issues related to the ILS, and BOD votes.

Prepared a video on water safety for Meow Meow Foundation. It is an association started by a mother and father to focus on water safety. Their daughter drowned in a pool while at summer camp.

Responded to emails from a vendor who supplies JG equipment and uniforms, they want to donate some equipment to the Association. It was referred to the committee Co-Chairs.

Responded to emails regarding boat rescue in San Diego. Issue was a submission of recommendations for awards.

I reviewed applications for submissions for representatives to the ILS Athletes Representative.

Submissions were made by USLA Athletes Advisory members. I was told that there would be approximately 9 or so applications. Only 2 were received.

After reviewing them, I submitted SW Region members Kelsey Cummins and Brian Murphy for positions on the committee. The ILS will review all submissions made and they will make the selections.

On Thursday, June 3, 2021, I was advised by Matt Roberts of Carpinteria, that they would not be able to host Regionals. They do not have the staffing, and their county is still in a more restrictive tier due to COVID. He said that even if the County would reduce their restrictions, he is not sure that the City would allow the event to take place. I advised all of the CSLSA Board members of the situation on that day.

There have been a number of phone calls made and received regarding this issue in the last 3+ days. I anticipate that we will have lengthy discussion on this matter today.

I attended the ILS Board of Directors virtual meeting.
I voted in the ILS elections.

I received and reviewed an email from CSLSA President Bill Humphreys, stating that he was prepared to return to his position as CSLSA President. I thank Bill for allowing me to fill his shoes during his absence. I hope that I was able to take care of business on behalf of the association. I thank Mike Beuerlein, and everyone else involved, for their help during meetings and voting on issues related to the USLA.

I welcome Bill back to the Board, and silently return to my position as CSLSA Vice President.

Respectfully submitted,



Gustavo S. Avila, Esq.
CSLSA Vice President



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Leslie Schwene, Secretary
DATE: 7 October 2021
SUBJECT: SECRETARY REPORT

First, I would like to express my apologies for not being able to attend this Board of Directors Meeting. I was looking forward to an in-person meeting and getting to see everyone. As you may know, there was a major oil spill off of the Orange County coast on Saturday and it has affected Huntington Beach. I have been activated as the Planning Section Chief in our Emergency Operations Center for Huntington Beach since then. Thank you to Casey Graham for filling in for me and taking the minutes.

For the last few months, I have participated in various discussions with the Executive Board relative to the CSLSA and USLA. I have written agendas and taken minutes at the Executive Board Meetings. I prepared the minutes for the last CSLSA BOD meeting that was held virtually, and I prepared the agenda for this meeting.

Thank you.

California Surf Lifesaving Association
Profit and Loss Budget vs. Actual
 January 1st- October 5th, 2021

	JAN-DEC 2021	2021 Budget	\$ Over Budget
Income			
Events	\$ -	\$ -	\$ -
Donation Received	\$ 2,000.00	\$ 2,000.00	\$ -
Interest	\$ 2.11	\$ -	\$ 2.11
Lifesaving Sport Registration	\$ 15,581.12	\$ 17,400.00	\$ (1,818.88)
Member Dues	\$ 12,835.00	\$ 25,500.00	\$ (12,665.00)
Officer Travel Inflows	\$ -	\$ -	\$ -
Events Banquet	\$ -	\$ -	\$ -
Sponsorship	\$ -	\$ -	\$ -
Royalties (Amazon Smile)	\$ 10.20	\$ -	\$ 10.20
Total Income	\$ 30,428.43	\$ 44,900.00	\$ (14,471.57)
Expense			
Donation Given	\$ 250.00	\$ -	\$ 250.00
Exchange Committee	\$ -	\$ 1,300.00	\$ (1,300.00)
Executive Board	\$ -	\$ 300.00	\$ (300.00)
Insurance	\$ 4,870.00	\$ 5,000.00	\$ (130.00)
Junior Lifeguards	\$ 4,557.83	\$ 9,250.00	\$ (4,692.17)
Lifesaving Sport	\$ 1,048.67	\$ 5,000.00	\$ (3,951.33)
Magazine	\$ -	\$ 1,000.00	\$ (1,000.00)
Membership Committee	\$ -	\$ 5,000.00	\$ (5,000.00)
Membership Payments	\$ 90.00	\$ -	\$ 90.00
Office Supplies	\$ 252.32	\$ 300.00	\$ (47.68)
Professional Fees	\$ 675.00	\$ 670.00	\$ 5.00
Public Education	\$ 235.00	\$ 4,500.00	\$ (4,265.00)
Public Relations	\$ -	\$ -	\$ -
Reconcilile Discrepancies	\$ -	\$ -	\$ -
Special Awards & Presentations	\$ 340.49	\$ 400.00	\$ (59.51)
Travel & Meetings	\$ 1,220.00	\$ 11,550.00	\$ (10,330.00)
Website	\$ 509.50	\$ 630.00	\$ (120.50)
Total Expense	\$ 14,048.81	\$ 44,900.00	\$ (30,851.19)
Net Income	\$ 16,379.62	\$ -	\$ 16,379.62



California Surf Lifesaving Association

Profit and Loss

January 1 - October 5, 2021

	TOTAL
Income	
Donation Received	2,000.00
Interest	2.11
Lifesaving Sport Registration	12,293.12
Junior Lifeguard Competition	3,288.00
Total Lifesaving Sport Registration	15,581.12
Member Dues	12,315.00
Chapter Membership	330.00
Junior Members	10.00
Professional Members	180.00
Total Member Dues	12,835.00
Miscellaneous Income	10.20
Total Income	\$30,428.43
GROSS PROFIT	\$30,428.43
Expenses	
Donation Given	250.00
Insurance	4,870.00
Junior Lifeguards	4,557.83
Lifesaving Sport	1,048.67
Membership Payments	90.00
Office Supplies	252.32
Professional Fees	0.00
Tax Filings	675.00
Total Professional Fees	675.00
Public Education	235.00
Special Awards & Presentations	340.49
Travel & Meetings	0.00
Meeting Registration	1,220.00
Total Travel & Meetings	1,220.00
Website	509.50
Total Expenses	\$14,048.81
NET OPERATING INCOME	\$16,379.62
NET INCOME	\$16,379.62



California Surf Lifesaving Association

Balance Sheet
As of October 5, 2021

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Bank of America Business Advantage Select Savings	15,631.48
Bank of America Checking	32,594.14
Smith Barney Money Market	0.00
Total Bank Accounts	\$48,225.62
Accounts Receivable	
Accounts Receivable	-3,012.00
Total Accounts Receivable	\$ -3,012.00
Other Current Assets	
Uncategorized Asset	0.01
Total Other Current Assets	\$0.01
Total Current Assets	\$45,213.63
TOTAL ASSETS	\$45,213.63
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
Exchange Fund	0.00
Junior Lifeguard Restricted	14,182.63
Lifesaving Sport Restricted	3,259.51
Public Education Restricted	125.66
Total Long-Term Liabilities	\$17,567.80
Total Liabilities	\$17,567.80
Equity	
Opening Bal Equity	0.00
Unrestricted Net Assets	11,266.21
Net Income	16,379.62
Total Equity	\$27,645.83
TOTAL LIABILITIES AND EQUITY	\$45,213.63



California Surf Lifesaving Association

TO: CSLSA Executive Board
FROM: Michael A. Beuerlein
DATE: September 20, 2021
SUBJECT: Past President Report

- Welcome back President Humphreys!
- I represented CSLSA on the following USLA e-Votes:
1) COVID Vaccines & Testing, 2) Virtual Meeting.
- The OC Health Care Agency Responded to the USLA Certification Chairman's letter requesting a letter stating that Laguna Beach's internal medical aid training course for seasonal lifeguards meets DOT Emergency Medical Responder standards (assuming they found that it did). The OC Health Care Agency has now issued such a letter. This letter will allow Laguna Beach to be certified at the advanced level. The letter is attached to this report.
- San Clemente also considers its internally taught medical aid course for seasonal lifeguards to meet EMR standards, although they did not apply for advanced certification. If San Clemente were to apply for advanced certification and a similar letter were issued regarding their course (and they meet other advanced requirements), they too could be approved at the advanced level. Vince Lombardi has relayed this information to San Clemente Captain Rod Mello and has been waiting for a reply.
- In June, I assisted Vice-President Avila with the Host Agreement for Regionals.
- At the CSLSA President's request, I continue to review CSLSA Agendas & Minutes and submit recommendations to the President & Secretary prior to their distribution to the Executive Board.
- I continue to provide counsel and advise to the CSLSA President as needed.



California Surf Lifesaving Association

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PO Box 366 - Huntington Beach, California 92648

William J. Humphreys Jr.
President

Gustavo S. Avila
Vice President

Leslie M. Schwene
Secretary

Bryan R. Etnyre
Treasurer

Michael A. Beuerlein
Past President/Advisor

Jay M. Butki
First Executive Delegate

Casey T. Graham
Second Executive Delegate

James A. Hughes
Third Executive Delegate

Joseph A. Shall
Fourth Executive Delegate

TO: CSLSA Board of Directors
FROM: Jay Butki
DATE: October 7, 2021
SUBJECT: 1st Executive Delegate Report

Since our previous meeting, in addition to our CSLSA Executive Board Meetings:

I zoomed in at the Spring 2021 USLA Virtual BoD meetings and represented CSLSA at multiple Committee meetings and break out discussions.

Helped the LACoFD Lifeguard Division, LACoLA, and LA Co HR and the USLA come to an agreeable and amenable solution to return the LA County Fire Dept, Lifeguard Division back to meeting the requirements to be a USLA Advanced Certified Agency. Responded to multiple inquiries from LA County recurrents regarding the "new" LACoFD LG ocean swim recheck standards of 500 meters in under 10 minutes. I advised them of the proposed new processes, the rationale, and that they review LACoLA's Collective Bargaining Agreement and our MOU.

On June 3 the CSLSA was officially notified by City of Carpinteria that they were unable to host the 2021 California Surf Lifesaving Championships. This was 7 weeks before the event! Scrambling to save Regionals I contacted individuals with CSLA, Hunt State, Hunt City, Newport, Seal Beach and LA County to try and get an alternate venue on super short notice. After several weeks of discussions, debates, and communications the Huntington State Beach Junior Lifeguard Association signed the contract to step up to the plate and host at Huntington State Beach and hosted a fantastic event. Thank you HSBJLA.

2021 SoCal PaddleDown was a Paddle Up this year. It started on June 3 a couple weeks later than past years. I had donated two new \$2200 12" Deep OceanBoards paddleboards for the So Cal PaddleDown but they did not get used until North San Diego County. Progress was slow and communications and social media a bit disjointed. The Boards made it from Long Beach to Cabrillo Beach in LA in late July, the next day the Cabrillo crew had to perform CPR on one of their own and the Boards were forgotten. Paddle Up stopped at Torrance Beach. Need to re-examine the coastal paddleboard relay's event methodology, rational and communications.

I spent 4 long days setting up and breaking down the 2021 CSLSA California Lifesaving Championships, my 16th time doing so. Towed the CSLSA Surf Lifesaving Sport Gear Trailer arriving at 6 am on Thurs, Fri and Sat and didn't leave the beach until 10 pm Sat night. I was the head official on the beach during the Lifeguard and Masters day. CSLSA and the hosts need to recruit more officials and volunteers to assist in the running of the event. Thanks to all the volunteers, especially Dale Adama and John Anderson who helped me set up on Thursday and break down late Saturday night, as well as the Cal State staff that worked the event. Water Safety in the area around the event needs to be addressed as I watched multiple rip rescues being performed by competitors.

I travelled to the Nationals in South Padre Island, TX. with my 1st timer C JG sons. Rough trip to get there but overall, despite the rainstorm on the JG day, it was a good event with a fun and very well-organized venue, hotel arrangement for all teams, and well-planned social activities, though it was somewhat poorly attended with only 90 JGs and 319 LGs registered for a grand total of 409 competitors.

Worked with CSLSA PIO Adam Sandler to get word out in press, TV, and social media about our CSLSA Lifeguard's successes at the 2021 USLA National Championships including several newspaper articles showcasing the athletes and their agencies/chapters including Ben Brewer and James Bray.

I responded to an issue brought up by an individual affiliated with 2021 USLA Nationals sponsor Jersey Mike's. Despite viewership of Lifesaving Sports after 4 broadcasts the individual was unhappy after he saw a clip of FOX 11 TV news report that was shared with Ed Zebrowski covering the LA County team winning 2021 Nationals and there was no mention of "Jersey Mike's" during the broadcasts. FYI, Jersey Mike's does not sponsor the LACoSLSA team and Tampa Bay Buccaneers don't mention Bud Light or Verizon when talking about their Super Bowl win. 3 broadcasts at 7am, 8am and 9am were on Good Day LA with an audience of over 28,000 including local & national and the noon viewing audience was 973,636 nationally.

Working to better align our LA County Chapter with the LA County Fire Foundation.

I initiated discussions with the USLA Medical Committee and discussion and votes at the USLA and CSLSA levels regarding the safety and optics of holding an in-person Fall meeting of USLA in Idaho during the rationing of health care in the entire state of Idaho. The impacts of the Covid emergency in Idaho were affecting EMS and hospital care in Idaho, and spilling over to Washington, and Oregon. A USLA Exec Committee Vote took place and approved a virtual meeting in place of the in-person meeting in Coeur D'Alene.

Was approached by the Santa Cruz Junior Guards Booster Club with long standing complaints about gender equity among the CSLSA's JG relay events. My proposal is in the Sport report.

I joined the CPR and Rescue working group of the CA Water Safety Coalition the local subsidiary of the US National Water Safety Action Plan.

Dick Wolf Productions "LA Fire and Rescue" will follow LACoFD Firefighters and Lifeguards as they protect the lives and homes of the 4 million residents of Los Angeles County. "From helicopter mountain rescues, lifeguard beach SOS, fireboats, hazmat units, to California's raging wildfires... they do it all, these are true everyday heroes, and their compelling stories will be told alongside the heart-pounding action of unpredictable and dangerous circumstances as they face the front lines of life and death." "LA Fire and Rescue" will air sometime after the Super Bowl in 2022. Lifeguards are featured in the first episode.

Thanks for returning to your position Bill Humphreys. Glad you are feeling healthy enough to resume your duties as our CSLSA President.

Respectfully submitted,
Jay Butki



California Surf Lifesaving Association

To: CSLSA Board of Directors
From: Jim Hughes, Third Delegate
Date: October 7, 2021
Subject: Third Delegate Report

Third delegate report:

I am very happy to be here today. As some of you may know, this lake lifeguard agency, was my home agency for 36 years out of my 41-year career in lifesaving. I started out here at Castaic Lake in the early 1980's as part of the "great migration" of lifeguards who fled the approaching doom of Hansen Dam's dwindling shoreline. Myself, along with Gordon Gray, John Ragsdale, Traig Trumbo, Finn and Alan McCafferty, made the brave crossing "over the border" from city to county to work this state-of-the-art, brand new ...*Aquatic Wonderland!*

You have to remember that Castaic and Santa Fe Dam didn't even exist until the mid-1970's. When lifeguards were first placed here at Castaic, there were no logbooks or accident reports to study, there was no Vince Moorhouse or Bob Burnside to take them out in the truck and show them the hazards and blind spots, because the history simply hadn't been written yet!!

There was no "Deadman's Cove", "Suicide Cliffs" or "Skier's rocks" or other nicknames coined up over decades of tragedy. And so, we began a long and albeit painful learning curve in those early days.

Castaic Lake was a brand-new, man-made lake, which, I'm sure looked very nice on a blueprint or scale model. But there was no location of any kind for a "tower 0," in which the senior lifeguard had a full view of the lifeguard towers. The lifeguards on the towers, couldn't see around the coves between the beaches as well. Furthermore, there was this concrete "apron" along the shoreline to prevent erosion. But once the sand washed away, algae formed on the concrete, and it became very slippery to both the bather and the lifeguard. To top things off, ...once you're in the water at a certain point it drops off to a depth as low as 70 feet! So, if you were swimming out to a victim who goes down perhaps only 30 feet offshore ...you knew you had to take a very, large breath!

It was not uncommon, to find a kid sitting on the bottom with his arms folded in his lap simply waiting to be rescued. The lifeguards here became very skilled at donning a mask, fins, and SCUBA tank within seconds, to dive-in upon the Boston Whaler's arrival at the swim line. Many people were recovered and revived in this manner, giving much credit to the divers in the Lake Lifeguard's Underwater Unit.

When I first started here at Castaic in the early 80's I was amazed! ...with its crystal-clear water and hot desert-air drying out your trunks before you even return to the tower. On weekdays, the beaches were covered with ...how do I say this: persons of a feminine gender, from the San Fernando valley, working on their tans! One moment we were pinching ourselves wondering why we were actually getting paid for this ...and in the next moment we were having someone's burger and beer being blown in our face during CPR, ...or doing free-dive body-searches well into the night!

There was no PPE, no gloves, no pocket masks. In those days "PPE" was a bottle of Listerine in the glove compartment of the lifeguard truck.


But what I have found most rewarding about being in CSLSA while working for this department was watching the lifeguard services at all three lakes grow and evolve for over three decades. And my point here today is that this association was a major mentor, resource, and supportive force in this agency's growth and development. I will list a few examples:

- In the mid 1980's we had a young boy drown at a low-head dam in the river above Santa Fe Dam, I went to the following CSLSA meeting in San Diego and started asking around. I was pointed to a guy named Marshal Parks. And he turned me on to something called "swift water rescue" that was being adapted from kayaking river-rescue teams. He gave me the phone number of *Rescue 3 International* and that's how we started our first swift water rescue team.
- I remember when we were trying to get into the 911 system. I was able to use some of the tragic stories and other support from our CSLSA members to bolster our own case. And eventually we got our lake lifeguard service into the 911 system at all three lakes.
- I remember when we were facing layoffs in 2004, Chris Brewster USLA President at the time, actually wrote letters to all five members of the LA County Board of Supervisors urging them to place our agency into the County Fire Department. Which didn't happen of course, but the layoffs eventually got reversed.
- The USLA Certification Program was a tremendous asset in justifying needed equipment and training. Our own legal people soon realized that "certifying" the lifeguard's training, equipment, and preparedness in a similar way to CPR and other skills, could reduce liability exposure.
- The CSLSA Junior Lifeguard Committee and regional competitions were a haven for our JG Program's coordinators and instructors and offered many opportunities to obtain support, compare programs, network, and apply new ideas to our own programs.
- USLA/CSLSA has provided countless other resources such as vendors for swimsuits, rescue cans, paddleboards, first aid devices, PPE, dive equipment, electronics, communications, and the list goes on.

So, when you look around the lake today, I hope you notice some of the influences the USLA & CSLSA had on this agency. And I'm very proud to have been part of both entities and I continue to serve humbly on this executive board knowing that this association is always progressing and growing, thanks to the brothers and sisters who continue to make it happen.

Thank You.

Respectfully submitted,


Third Delegate



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

October 7-8, 2021

Bylaws/Policies & Procedures

By Robert A. Moore and William J. Richardson, Committee Co-Chairs

William J. Humphreys Jr.
President

Gustavo S. Avila
Vice President

Leslie M. Schwens
Secretary

Bryan R. Etnyre
Treasurer

Michael A. Beuerlein
At-Large Member/Member

Jay M. Butki
Joint Executive Delegate

Casey T. Graham
General Executive Delegate

James A. Hughes
Third Executive Delegate

Joseph A. Sholl
Joint Executive Delegate

The CSLSA Executive Board tasked the Bylaws/Policies & Procedures Committee in February 2020 to implement their suggestions to the Policies and Procedures Manual Number II-K, **CSLSA Executive Board Delegate Travel Policy**.

The policy was proposed at the 2020 Fall Board of Directors virtual Zoom meeting on October 8, 2020. Included in the Minutes of the meeting, under **VI. New Business A.** the Proposed Policy was moved by Mr. Beuerlein and seconded by Mr. Ragsdale. The motion passed with an **MPU** vote.

Upon review of the P&P's on the website, the new policy has not been included to supersede to outdated policy.

As the Bylaws/Policies & Procedures Co-Chairs, we request the website be updated to reflect the Board action.

There were no requests for any further action by Bylaws/Policies & Procedures Committee since the last Board of Directors meeting.

DRAFT



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Vincent Lombardi, Certification Committee Chair
DATE: 10-05-2021
SUBJECT: CERTIFICATION COMMITTEE ACTIVITY REPORT

Rick Gould and I continue to serve as CSLSA's Certification Officers reporting our activity to USLA. Congratulations to Captain Larry Giles on his retirement from the City of Encinitas Marine Safety Division this past July.

Certification Results – Fall 2021

<u>Agency</u>	<u>Category</u>	<u>Cert. Officer</u>	<u>Status</u>
City of Santa Barbara Fire	ARRT	Gould	Approved 10-01-21
City of Santa Barbara Aquatics Section	Regular	Gould	Approved 10-01-21
MCB Camp Pendleton Lifeguard Service	Advanced	Gould	Approved 10-05-21
Laguna Beach Dept of Marine Safety	Advanced	Lombardi	Approved 6-30-21 *

* OC Health Care Agency (EMS) approved Laguna Beach's Public Safety First Aid and CPR Training Program as meeting the standards of Title 22 as required by the California Code of Regulations.

Extensions Requested/Awaiting Application

City of Seal Beach	Advanced	Lombardi	Extension
Los Angeles City	Regular	Lombardi	Awaiting Application
Los Angeles County Fire/Lifeguard	Advanced	Gould	Awaiting Application
City of Long Beach	Advanced	Lombardi	Awaiting Application
Oxnard City Fire	ARRT	Gould	Awaiting Application

Southwest Region Certification Officers Area Assignments

<u>Geographical Area</u>	<u>Certification Officer</u>	<u>E-Mail Address</u>
<u>Area I – San Diego County</u>		
Camp Pendleton	Rick Gould	roughwaterswim@gmail.com
Camp Surf YMCA	Vince Lombardi	certification@cslsa.org
Coronado	Vince Lombardi	
Del Mar	Vince Lombardi	
Encinitas	Vince Lombardi	
Imperial Beach	Vince Lombardi	
North Island	Vince Lombardi	
Oceanside	Vince Lombardi	
San Diego	Vince Lombardi	
Solana Beach	Vince Lombardi	
<u>Area II – Orange County – South LA County</u>		
California State Parks	Rick Gould	
Huntington Beach	Vince Lombardi	certification@cslsa.org
Laguna Beach	Vince Lombardi	
Lake Mission Viejo	Vince Lombardi	
Newport Beach	Vince Lombardi	
Monarch Bay	Vince Lombardi	
OC Lifeguards	Vince Lombardi	
San Clemente	Vince Lombardi	
Seal Beach	Vince Lombardi	
<u>Area III – Los Angeles County north through Santa Barbara County</u>		
LA City	Rick Gould	roughwaterswim@gmail.com
LA County	Rick Gould	
LA County Lakes	Rick Gould	
Long Beach	Rick Gould	
Oxnard Fire Dept. (AART)	Rick Gould	
Port Hueneme	Rick Gould	
Santa Barbara (County)	Rick Gould	
Santa Barbara (City)	Rick Gould	
Ventura County Harbor Patrol	Rick Gould	
Ventura County Fire Dept. (AART)	Rick Gould	
Ventura City Fire Dept. (AART)	Rick Gould	
<u>Area IV</u>		
Morro Bay	Rick Gould	roughwaterswim@gmail.com
Pismo Beach	Rick Gould	
Port San Luis Harbor District (Avila Beach)	Rick Gould	
Santa Cruz	Rick Gould	

{insert JG Committee}



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Adam Sandler, Legislation Committee Chair
DATE: October 7, 2021
SUBJECT: LEGISLATION COMMITTEE ACTIVITY REPORT

Current Legislation

In the 2021-2022 California Legislative Session no laws were passed that directly impact Ocean Lifeguards.

CSLSA Specialized License Plate

As previously noted, I have written draft Legislation for the CSLSA sponsored license plate.

The lifeguard tower image*, which was voted on by members at a previous Board of Directors meeting, has been cleared for use on the license plate through a Use Agreement between the owner of the image, California State Parks, and the CSLSA. The agreement was signed on December 12, 2019.

However, on January 9, 2019, Governor Newsom ordered an overhaul of the DMV — which he called "chronically mismanaged" — and among the many constraints was a moratorium on new specialized license plate requests through legislation.

Due to the overhaul, as well as the reduction in services and branch closures due to the pandemic, the moratorium remains in effect.

As a reminder, the CSLSA would need to secure 7,500 orders at \$50.00 each for the plate, after the Legislation is passed and before the DMV would begin any production. We would have 12 months to reach the goal, but would be given an additional 12 months, if needed. If the plate fails to maintain at least 7,500 owners at any point, the DMV will stop producing it.

When the California Legislature returns from its winter recess on January 3, 2022, I will inquire if/when our Bill can be introduced.

**Taken by Ryan Gates.*

DRAFT





California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association
PO Box 366 - Huntington Beach, California 92648

TO: CSLSA Board of Directors
FROM: Jay Butki
DATE: October 7, 2021
SUBJECT: Lifesaving Sport and Fitness Report

William J. Humphreys Jr.
President

Gustavo S. Avila
Vice President

Leslie M. Schwene
Secretary

Bryan R. Etryre
Treasurer

Michael A. Beuerlein
Past President/Advisor

Jay M. Butki
First Executive Delegate

Casey T. Graham
Second Executive Delegate

James A. Hughes
Third Executive Delegate

Joseph A. Sholl
Fourth Executive Delegate

In the late Spring I did a complete rewrite and revision of the 74 pages and 24 diagrams in the USLA Lifesaving Sport rules to meet the current International Life Saving Federation's Spring 2021 rule changes and get our printed rules caught up with our rule proposal revisions.

ILS Athletes Committee announced June 16th

Chair of the ILS Athletes Commission and ILS Board Member: Steven Kent (New Zealand)
Secretary of the Athletes Commission: Robert Hendriks (the Netherlands) ILS Europe Region
Athletes Commission:

Yosra Dwidar (Egypt) Female-ILS Africa Region
Brian Murphy (USA) Male-ILS Americas Region
Jake Smith (Australia) Male-ILS Asia Pacific Region
Keita Dekiya (Japan) Male-ILS Asia Pacific Region
Taylor Shrimpton (New Zealand) Female-ILS Asia Pacific Region
Anita Siller (Austria) Female-ILS Europe Region
Zara Williams (Great Britain) Female-ILS Europe Region
Haylie Burton (Canada) Female-ILS Americas Region

Athletes Advisory Groups - established to support the work of the Commission:

Muriel Fejoz & Matias Tombazzi (Argentina)

Kelsey Cummings (USA)

Ky Hurst (Australia)
Sebastian Raj & Tarun Muruges (India)
Jessica Grote (Germany)
Grzegorz Konieczny (Poland)
Primož Pseničnik (Slovenia)
Conception Escatllar (Spain)
Cullen Biddulph (South Africa)

2021 USLA Athlete Committee

Elected Fall 2020 and meeting bimonthly since:

Southwest: Kelsey Cummings, Brian Murphy
Mid Atlantic: Lexy Santer, Tom O'Neill-Committee Chair
South Atlantic: Sylvia Wolff, Mo Peacock
Southeast: AJ Miller, Casey Francis

2022 CSLSA Lifesaving Sport Athletes Committee nominees (LSAC):

Proposed nominees for the 2022 CSLSA Athletes Committee:

Santa Cruz / Monterey / San Mateo County: ?

SLO County: ?

Santa Barbara: Tony Sholl, Zane Booth, Shane Scoggins

Ventura County: Casey Graham, James Bray

Los Angeles County: Tim Burdiak, Jenna Solberg, Austin Trinkle

Orange County: Hayden Hemmens, Porter Hogan, Renae Jackson

San Diego County: Pat McVan, Stephanie Morales, Tobias Fast, Cris Dobrosielski

Cal State: Ryan Gates, Audrey Neilan

Junior Lifeguards/Under 19's: Coral Kemp

USLA Reps: Brian Murphy, Kelsey Cummings

CSLSA LSAC Coordinator / Sergeant at Arms: Skip Prosser

2021 California Surf Lifesaving Championships
(AKA Regionals) July 23 & 24 Huntington State Beach

A very grateful Thank You to the Huntington State Beach Junior Lifeguard Association and the staff and volunteers who stepped up late in the game to host this year's event. All things considered, including beach staffing and the pandemic, Regionals attendance was good at 164 Lifeguards and around 400 plus JGs. Thank you to Chris Egan and his staff for all their help and support. I spent 4 long days setting up and breaking down the 2021 CSLSA California Lifesaving Championships, my 16th time doing so. I towed the CSLSA Surf Lifesaving Sport gear trailer south arriving at 6 am on Thurs, Fri, Sat. I didn't leave the beach until 10 pm Sat night and had to return Monday to finish up after the final buoys were brought ashore. I was the head official on the beach during the Lifeguard and Masters day. CSLSA and the hosts need to recruit more officials and volunteers to assist in the running of the event. Thanks to all the volunteers, especially Dale Adama and John Anderson who helped me set up on Thursday and break down late Saturday night, as well as the Cal State staff that worked the event. Water Safety in the area around the event needs to be addressed as I watched multiple rip rescues being affected by many competitors. Brian Murphy made 3 rescues while his heat waited on the line, 2 using James Bray's board. Ryan Gates dory injury was certainly the gnarliest rescue thankfully the PWC was right on scene. Conditions were fun both days.

Final Scores -Includes Open and Age Group Points

Place	Chapter	Total Registered	Total Points
1	California State Lifeguard Assoc	48	1322.127
2	LA County Surf Life Saving Assoc	30	1056.875
3	Laguna Beach Lifeguard Assoc	19	448.750
4	San Diego Surf Lifesaving Assoc	12	355.375
5	OC Lifeguards	14	258.000
6	Santa Barbara Lifeguard Assoc	5	190.250
7	Long Beach Lifeguard Assoc CA	13	166.750
8	Newport Beach Ocean Lifeguard Assoc	7	131.500
9	Santa Cruz Surf Lifesaving Assoc	3	104.750
10	Seal Beach Lifeguard Assoc	1	24.750
11	Coronado Beach Lifeguards	4	19.500
12	Port Hueneme Lifeguard Assoc	1	13.000
13	Unknown	1	11.000
14	Los Angeles City Lifeguard Assoc	1	8.000
15	Los Angeles County Lakes Lifeguard Assoc	1	5.000

Top 20 Women

1	Kelsey Cummings	LA County Surf Life Saving Assoc	118.000
2	Audrey Neilan	California State Lifeguard Assoc	103.750
3	Daphne Neilan	California State Lifeguard Assoc	85.750
4	Holly Maine	LA County Surf Life Saving Assoc	82.500
5	Coral Kemp	LA County Surf Life Saving Assoc	76.500
6	Leah Timmerman	LA County Surf Life Saving Assoc	61.500
7	Jenna Solberg	LA County Surf Life Saving Assoc	59.500
8	Skye Davies	Santa Cruz Surf Lifesaving Assoc	45.875
9	Tess McVan	San Diego Surf Lifesaving Assoc	44.250
10	Katelyn Nimsy	California State Lifeguard Assoc	42.750
11	Morgan Zevnik	OC Lifeguards	42.625
12	Jaleh Moaddeli	Newport Beach Ocean Lifeguard Assoc	42.500
13	Brittney Gamble	Santa Barbara Lifeguard Assoc	41.750
13	Madison Feldman	California State Lifeguard Assoc	41.750
15	Brandi White	California State Lifeguard Assoc	40.813
16	Grace Lyle	California State Lifeguard Assoc	39.938
17	Mari Friedman	Santa Cruz Surf Lifesaving Assoc	39.875
18	Claire Kelly	Laguna Beach Lifeguard Assoc	37.750
19	Savhanna McClafferty	San Diego Surf Lifesaving Assoc	36.750
20	Paetyn Parman	San Diego Surf Lifesaving Assoc	35.750

DRAFT

Top 20 Men

1	Ben Brewer	California State Lifeguard Assoc	100.000
2	Porter Hogan	Laguna Beach Lifeguard Assoc	97.000
3	James Bray	California State Lifeguard Assoc	95.500
4	Zane Booth	Santa Barbara Lifeguard Assoc	74.750
5	Patrick Jacobson	LA County Surf Life Saving Assoc	72.000
6	Brian Murphy	LA County Surf Life Saving Assoc	62.000
7	Nick Lavayen	Laguna Beach Lifeguard Assoc	57.000
8	Mick Davey	San Diego Surf Lifesaving Assoc	49.500
9	Benjamin Tran	LA County Surf Life Saving Assoc	48.750
10	Tyler Jagers	San Diego Surf Lifesaving Assoc	44.750
11	Grant Glessing	Laguna Beach Lifeguard Assoc	40.750
12	Charles Cole	California State Lifeguard Assoc	38.750
13	Thomas Glessing	Laguna Beach Lifeguard Assoc	37.500
14	Patrick McVan	San Diego Surf Lifesaving Assoc	34.000
15	Joseph Rickabaugh	LA County Surf Life Saving Assoc	33.875
16	Hunter Hay	LA County Surf Life Saving Assoc	32.000
17	Liam McCue	Laguna Beach Lifeguard Assoc	31.625
18	John Hirn	LA County Surf Life Saving Assoc	30.750
18	Bennie Seybold	California State Lifeguard Assoc	30.750
20	Glieb Vasenko	California State Lifeguard Assoc	29.375

2022 California Surf Lifesaving Championships

?Huntington State Beach Junior Lifeguard Association ?

2023, 2024, 2025, 2026 California Surf Lifesaving Championships

(AKA Regionals):

CSLSA is actively seeking interested host agencies and chapters for future Regional Championships.

2021 USLA National Lifeguard Championships

Aug 4-7 South Padre Island, Texas

After 2 years and lots of discussions on infection mitigation, strategies, liabilities and our collective and personal responsibilities USLA Lifesaving Sports migrated to the Gulf Coast for the first Nationals in Texas since 1992. Jim Pigg and the South Padre crew stepped up and put together a good event. It was a rough trip to get there but overall, despite the rainstorm on the JG day, it was a good event with a fun and very well-organized venue, hotel arrangement for all teams, and well-planned social activities, though poorly attended at only 90 JGs and 319 LGs registered for a grand total of 409 competitors.

*For reference: the previous National Championships at Virginia Beach 2019 there were 202 JGs and 531 LGs totaling 733 competitors.

USLA record for total attendance and for Junior Guards is still Huntington State 2006 with 623 JGs & 522 LGs totaling 1145 competitors.

Record attendance for Lifeguards is Cape May 2011 with 290 JGs & 703 LGs totaling 993 competitors

The CSLSA proposed Open Men's and Open Women's Paddleboard Relay was finally held as an official event after 13 years of proposing and the men's PB Relay was won by LACoSLSA team of Shane Gallas, Jake Miller, Brian Murphy and the women's race by LACoSLSA team of Kelsey Cummings, Holly Maine, Coral Kemp and the CSLSA proposed Mixed Surfboats was held as an exhibition demonstration event with 9 Mixed Surfboat teams and won by Jose Bolivar and Tiffany LaCasse from Hollywood Beach, FL. and Palm Beach, FL.

Water Safety was also an issue at South Padre as their LG towers were at the back of the beach, and their staff stretched thin by the event. Competitors made multiple rescues throughout the 4 days. Hunter Hay should get the USLA Sportsmanship award for spotting, reacting to and rescuing an injured member of a Mid Atlantic Team, carrying him out of the water and organizing a multi-athlete patient carry back to EMS just moments before Hunter paddled his surfski in his leg of the Taplin Relay.

DRAFT

Skip Prosser's pre-registration and scoring software allowed the event to run much more efficiently with less running around by the athletes to establish heats and allowed for a much smoother overall event.

LACoSLSA Truck loading, travels and unloading went well.

Despite all precautions several members of the LA County contingent returned from Texas testing positive for Covid causing

half dozen alumni and Lifeguards to go into quarantine and 38 working Lifeguards, including myself, to go on Health Monitoring

Howard Lee National Championship Trophy-A Teams (201+ Lifeguards)

Includes Open & Age Group Points

Place	Chapter	Total Points
1	LA County Surf Life Saving Assoc	1197.750
2	Sussex County	717.750
3	Hampton Lifeguard Assoc.	533.254
4	Monmouth County	465.500
5	California State Lifeguard Assoc	461.375
6	Palm Beach County	346.000
7	Volusia Surf Lifesaving Association	164.250
8	Destin	147.750
9	Hollywood Beach	144.625
10	Jones Beach State Park	122.500
11	Galveston Lifesaving Association	119.127
17	Santa Barbara Lifeguard Assoc	52.875
22	Honolulu (City of)	11.000
22	San Diego Surf Lifesaving Assoc	11.000
24	Capitola Beach Lifeguard Assoc	10.000
25	Long Beach Lifeguard Assoc CA	9.750
27	Santa Barbara County-Campus Point	0.00

Greg Farry Championship Trophy-Team with the highest OPEN point total

Place	Chapter	Total Points
1	LA County Surf Life Saving Assoc	831.250
2	Sussex County	642.750
3	Hampton Lifeguard Assoc.	472.254
4	Riis Park	442.875
5	California State Lifeguard Assoc	366.375
6	Monmouth County	312.500
7	Palm Beach County	279.000
8	Fort Lauderdale Ocean Rescue	233.000
9	Carolina Beach	215.750
10	Wrightsville Beach	204.564
19	Santa Barbara Lifeguard Assoc	52.875
28	Capitola Beach Lifeguard Assoc	10.000
29	Long Beach Lifeguard Assoc CA	9.750
31	Santa Barbara County-Campus Point	0.000

There were only 3 teams in the B and C divisions-none from California. Although Santa Barbara and Capitola both would have qualified had they applied.

Division B - USLA Chapter lifeguard agencies with lifeguard staffing between 51 – 200 employees.

Division C - USLA Chapter lifeguard agencies with lifeguard staffing of 1 – 50 employees.

2022 USLA National Lifeguard Championships Aug 10-13, 2022

LACoSLSA are working with the City of Santa Monica to secure the area of South Beach near the Santa Monica Pier as our 1st choice of venues. Venice, Hermosa, and Manhattan Beach remain as alternates. USLA has not yet informed us of any title sponsors or sponsorships.

LACoSLSA is also planning to bid on hosting the 2028 USLA Nationals in LA while the Olympics are in town.

2023 USLA Nats - Virginia Beach???

Virginia Beach is set in pole position for hosting in 2023 unless someone else comes forward with a valid bid at the 2021 USLA Fall meeting.

2024, 2025, 2026, 2027 USLA National Lifeguard Championships:

looking for interested host chapters and Agencies for upcoming Nationals

26th Wieland Shield Lifesaving Exchange & Competition:

Due to Covid-19 Pandemic the Life Saving Victoria Wieland Shield team cancelled the 2020 tour and rescheduled 2021 tour. Due to the resurgence and protocols and limits on Australians International travel in 2021 the 26th Tour has again been rescheduled to 2022.

IF all goes well the LSV team might be heading to So Cal mid-July 2022. The event officially started in 1967 & we celebrated the official 50 years at the last Tour Downunder when the Californians were in Victoria.

Need to establish the 2022 tour plan logistics, hosts, events and accommodations. The LSV Touring Team is traditionally 7 men, 5 women, plus Coaches, Manager, and Educational Staff so could be 16-18 persons or so.

Fall 2021 USLA Lifesaving Sport Committee

Rule Change Proposals are now submitted in the Fall and approved in the Spring
Motions on behalf of the Southwest Region

USLA Southwest Region Proposal 1.

Eliminate the rule that if you propose a new event it must replace an existing event.

In order to

USLA Southwest Region Proposal 2.

Add an Open Mixed Surfboat Race.

1 male rower & 1 female rower per crew. Maximum of 4 Mixed Surfboat teams per chapter.

Row 2 laps of the Surfboat apex course. Utilize the same rules as are applied in the other existing USLA 2 lap Surfboat races. Held as an Exhibition Demonstration Event at South Padre

USLA Southwest Region Proposal 3

Establish separate Open Men's and Open Women's Landline Race

Create a men's and a women's division and return to the traditional historic landline rules-where the Victims are set out offshore at their respective flag buoys and the Landline swimmer starts at the gun. There were far too many entanglement issues this year and there was minimal surf and negligible currents.

Gender Equity in JG Lifesaving Sport Relay Events

Santa Cruz JG Booster Club reached out with an initiative they're kicking off around gender equity amongst the relay teams at JG comps in NorCal by reaching out to other local JG programs to seek their buy-in to move to 50% male and female mix on all relay teams. They're interested in pitching this to CSLSA to seek adoption for regional comps. Before doing so, they reached out to me to get my thoughts and feedback.

Equity in competition and sport is something CSLSA and USLA been working towards since the turn of the century. Current CSLSA relay event rules specify as least 2 of the opposite gender-which often means teams consist 4 boys & 2 girls.

My thoughts are rather than merely combining the teams to be 50/50 and gender equitable as the more individuals involved in the relay the longer the time the race takes to conclude (and often allows some teams to get lapped) I believe it's time to establish separate boys & girls relay events mirroring international standards and speeding up the event as its now just 3 legs long rather than 6.

Instead of the 6-person swim relay and 6-person board relay I would suggest a 3-person boy's relay and a 3-person girl's relay-mirroring international standards and rules for junior age groups surf teams and the board relay.

The 6-person 90m Beach Relay is a bit more problematic, either make it 3 boys and 3 girls or split it by gender but rather than 3 persons running-it should probably be 4 per boys team or girls team so it mirrors the 4 person Beach Relay in International Life Saving & USLA event rules.

Not convinced a separate boys and girls rescue race is called for yet, right now our rules allow any combination of 2 persons in the Rescue Race but the race is conducted by gender in almost all the other ILS nations Junior races, so we should probably look at following suit.

DRAFT-Tentative 2022 Lifesaving Sport Competition Dates:

May 21-22: World Masters Games Surf Lifesaving-Wakasa Wada Beach, Kansai Japan

June 4: June Tune Surf Racing Clinic & Challenge

June 18 or 19: South Bay Dozen-Torrance

June 25-26 Sat/Sun: Santa Monica "Pier 360" Ocean Festival (Lifeguard Races-Sun)

July 7-17: World Games Lifesaving Sport- Birmingham, Alabama

July ? : Ed Perry Regatta-Venice Avenue 26

July 16-17 Sat/Sun: San Clemente Ocean Festival (Lifeguard Races-Sat July 17)

July 22-23 Fri/Sat: 42nd CSLSA California Surf Lifesaving Championships- ? Hunt State?

Aug 5-6 Fri/Sat: *26th Wieland Shield - Life Saving Victoria vs CSLSA*

Aug 6 Sat: International Surf Festival-Taplin Ocean Medley Relays-Hermosa Beach

August 10-13 Wed-Sat: USLA National Lifeguard Championships- LA County-Santa Monica

Aug 28 Sun: Catalina Classic Paddleboard Race

Sept 23-Oct 9: ILS Lifesaving World Championships-Riccione, Italy

Paddle Out and Celebration of Life for Bob Burnside is Oct 17 at Zuma

Respectfully Submitted,
Jay Butki

DRAFT



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Charlotte Graham & Leslie Schwene, Membership Committee Co-Chairs
DATE: October 7, 2021
SUBJECT: **MEMBERSHIP COMMITTEE ACTIVITY REPORT**

The 2021-22 membership totals are lower than they have been in the past few years. The current adult membership is 1249 members, which is not too far off normal. But our current Junior Guard membership is only 893. We have received all the membership rosters expected from both LG chapters and JG programs, so our final count at the Spring meeting should be about the same as it is now. The Junior Guard membership has seen a significant drop in the past few years, and only Seal Beach is still registering all of their program participants for USLA membership.

The 2021 Membership kit was primarily the envelope sent from the National office. The main cost-share item for this year was the USLA challenge coin, and the USLA Executive Director took charge of sending the coin out in each member kit envelope. Regionally, our committee elected to get a new CSLSA window decal made, and I have those ready to pass out at the meeting and to mail out to those not in attendance. With the many challenges to organization budgets due to COVID, our Association did not receive any other donated items for membership this year. Hopefully, we can get back on track for 2022.

The CSLSA Regional Championships were picked up at the last moment by the Huntington State Beach Junior Guard Association and they went very well given the short timeframe to prepare. Junior Guard event registration was a bit challenging - again due to less time than normal for JG agencies to get the information out to parents. But the Lifeguard event registration was very smooth, with almost all competitors now using the USLA database to register. The ability for larger JG programs and LG teams to bulk register with Skip Prosser's assistance continues to ease registration issues since we can handle the membership and the event fees outside of the single day of the event. I sincerely appreciate the patience and understanding of chapter representatives and members who experienced delays in membership renewals during the busy summer season and we continue to streamline the process each year.

At our Committee meeting today we will discuss 2022 Membership kits preferences, and I have window decals to give out. We will also chat about any other issues that delegates may have, including exploring possible fundraising ideas.

Members are encouraged to log onto the USLA website to update their user profiles and take advantage of the numerous pro-deals that are available exclusively through the website, including discounts on DaFin swim fins, Hobie sunglasses and other equipment and gear. Also, the new BenefitHub site for USLA members is now active, and you should have received a welcome email regarding how to register for an account.

Respectfully submitted,

Charlotte Graham & Leslie Schwene

CSLSA Membership Co-Chairs



California Surf Lifesaving Association

TO: CSLSA BOARD OF DIRECTORS
FROM: CHARLOTTE GRAHAM, MEMBERSHIP COMMITTEE CO-CHAIR
DATE: OCTOBER 8, 2021
SUBJECT: MEMBERSHIP COMMITTEE ACTION REPORT

The Chair thanks all the delegates in attendance for their participation. We reviewed many topics with spirited discussion, summarized here.

- * The Committee members discussed what items we would like to suggest for the 2021 cost-share item for the USLA membership kits. The primary ideas were a sunhat (bucket hat), a ball cap, or a knit beanie with an embroidered USLA logo. Also suggested was a license plate frame.
- * The delegates asked that our Region strongly encourage the USLA Membership Committee to select and purchase the 2022 kit item by the end of this year, in order for it to arrive in advance of the spring meetings and be able to be distributed to chapter reps before their summer re-qualifications next year.
- * Our committee has previously discussed getting a CSLSA challenge coin, and with the success of the USLA challenge coin this summer, the Chairs will continue to pursue this idea for our members for 2022. Ideally the CSLSA can partner with the John Wayne Cancer Foundation or another sponsor to add their logo on one side and split the cost of the coins. Our committee will continue to seek other possible partnerships and/or sponsorships that could supply or offset the cost of membership items for 2022.
- * The meeting delegates briefly discussed the BenefitHub app - which is now active for all members, including Junior Guards. Members are encouraged to log in and set up their account. The Co-Chair suggested that we utilize our social media platforms to inform our CSLSA members about this new benefit from the USLA.
- * The steep decline in Junior Lifeguard membership totals continues to be of significant concern to our Region and to the USLA in general. Lively discussion ensued from many delegates on the current status of registering Juniors among different chapters and on ways that we can get parents to register their JGs if the agency is not doing so. One excellent suggestion was that we request the USLA generate a specific QR code that directs parents to the JG membership signup page of the USLA website, so that JG programs can display the code during their new JG tryouts. Co-Chair Graham will ask the USLA webmaster and Executive Director to assist with this item in order to get an introduction page and QR code out to all agencies with JG Programs in advance of the spring enrollment period.

- * Another suggestion was made that the CSLSA might seek an RFP from some popular companies who may be interested in sponsoring 15,000 to 20,000 Junior members of the CSLSA. This is the current estimate of how many children are enrolled in Junior Guard programs in California. The idea would be that they would provide a tangible item like a T-shirt or a hat co-branded with their logo and the CSLSA JG logo in order to drive membership up.
- * Some delegates relayed that they did not believe that CSLSA has an issue with JG membership, and that our organization should be focused on driving the water safety and healthy lifestyle positions to our junior members through the promotion of lifesaving sport to the JG members. They indicated that once the CSLSA Junior Guard Regional Championships can return to pre-pandemic format, we should once again see approximately 1000 JGs in attendance. They further suggested that the CSLSA might pursue splitting the JG event into a 2-day format and removing the restrictions for agencies to enter athletes, thus allowing even more participation, and as a result - getting more JG members. While these concepts have merit, the members were reminded that a large proportion of JG program participants have no interest in the sport aspect and do not want to participate in competitions. We need to focus on ways to drive Junior Guard membership up among ALL participants.
- * Although many ideas were discussed by all of the delegates, there was no clear direction from Membership committee members on the previously suggested 2-Tier Junior Guard membership, and on whether the Co-Chair should continue to encourage the idea at the National level, or drop it all together. The topic continues to be reviewed and developed in various USLA committees, and more information will likely be discussed by USLA Committees and presented at the Fall USLA Board meeting.
- * Co-Chair Graham attended the Ways and Means Committee and was able to slightly increase the Membership Committee budget for 2022. As always, the Committee will seek sponsorships to pay for membership kit items in lieu of using budgeted monies.

COMMITTEE TASKS & GOALS:

1. Continue to work on procuring valuable membership products at lowest possible prices and/or offset with sponsorship.
2. Relay the suggested cost-share kit items, QR code for JG membership and other ideas from committee discussion to the USLA Membership Committee.
3. Get further direction from the Board on the concept of a 2-Tier Junior Guard membership.

ACTION REQUIRED: None at this time. Board approval of the Membership Committee report will validate the recommendations made.



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Mike Silvestri, Public Education Committee Chair
DATE: October 7, 2021
SUBJECT: PUBLIC EDUCATION COMMITTEE ACTIVITY REPORT – FALL 2021 - FINAL

PSA:

The Public Education Committee paid \$300 for a social media boost for the PSA over Memorial Day Weekend. Here is the breakdown of the results of the Promotion Boost.

People Reached – 31,640: 100% from promotion

Impressions – 37,584: 92% from promotion

Content Interaction – 363: Likes 276, Shares 67, Saves 14, Comments 6

Profile Activity – 360: Website Taps 255 – 92% from promotion, Profile Visits 75 – 52% from promotion, Follows 30

Promotion Taps - 235

San Diego Lifeguard Advisory Committee (SLAC):

SLAC will be having their fall meeting at the end of October

Project Wipeout Advisory Committee (PWAC)

PWAC had to delay their meeting scheduled for October 5th due to the oil spill.

Educational Conferences:

We had another successful educational conference. Great job by all the presenters and they were very well received. There were 222 Zoom format views but many of those were for groups, so I don't know a total number. We had several views from Australia. We've had 474 views on the CSLSA Facebook page. If anyone has requests for topics or presenters, please send them to me so we can start preparing for next summer.

SoCalPaddledown:

The paddle made it from Imperial Beach to LA County this year. Due to many factors, the paddle stopped in LA. Jay Butki is securing the boards for next year. The paddle should go from North to South next year. We really must work on having better communications over the course of the paddle to be truly successful.

UCSD Research Projects:

Under the leadership of Nancy Binko, the 2021 UCSD Research team of Manar Alkuzwany, Callie Burns, Denisha Verma and Dharm Shah, did an outstanding job studying the Effects of COVID19 on California Lifeguard Operations. Once again, we had outstanding support for the project from the Lifeguard Chiefs and field lifeguards. The report is available on the CSLSA website. The team is currently working with Will Koon to get their paper published in the Emergency Medical Medicine Journal.

Currently, under the guidance of Will Koon, the 2020 UCSD Research Team of Zali Badii, Katie Ramos and Valerie Zhang are also preparing a paper to submit for publication in the Emergency Medical Medicine Journal. This was the study done of data collection by the lifeguards in San Diego County.

We will be discussing possible projects for the upcoming year in the PWAC and SLAC meetings.

Stingray Study:

CSLSA partnered with Dr. Christanne Coffey from UCSD Department of Emergency Medicine on a stingray study. The study is on stingray injuries and potential complications. Dr. Coffey prepared a study packet which I forwarded on to all the California Lifeguard Chiefs. Upon her request, I also sent the study information to the East and Gulf Coast Regional presidents to try and capture their information as well.

Dr. Maya T. Stawnychy from UCSD Emergency Medicine recently sent out a letter thanking all the San Diego Lifeguard Agency Supervisors for their support of the project. The UCSD team is going to continue the study through the fall months. If your agency would like to participate in this project, please contact me as soon as possible.

Some of the reasons for the study is to try and understand the severity of these wounds both immediately and in the longer recovery process. Working in the E.R., both doctors Coffey and Stawnychy want to see if stingray wounds, in general, are major injuries that need to be treated as emergencies; analyze whether antibiotics are appropriate treatment; and evaluate how many patients that do not go in for emergency care the day of the injury, end up in the E.R. days later with an infection.

Committee Meeting:

Unless there is a dire need, there will be no Public Education meeting this fall. All pertinent projects can be dealt with at the spring meeting. If you have any input for the Public Education Committee, please forward to me.

Respectfully Submitted,

Mike Silvestri, Public Education Chair
California Surf Lifesaving Association



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Adam Sandler, PIO
DATE: October 7, 2021
SUBJECT: PUBLIC INFORMATION OFFICER ACTIVITY REPORT

PIO Tweets

During the year, I've tweeted 43 times and re-tweeted 10 times with messages and photos concerning ocean safety, rip current awareness, high-surf-advisories, our SoCal Paddledown, and Lifeguard Competition photos and results featuring our members, such as Regionals, International Surf Festival and USLA Nationals.

Additionally, our branding phrases "Always Swim Near A Lifeguard," "Break the Grip of the Rip," "Know Your Limitations" and "Talk To A Lifeguard" were also picked up and recycled often during the year in Tweets from local news media such as Fox11-TV, Rick Dickert, ABC7, CBSLA and OC Register, in addition to the National Weather Service LA and San Diego, to name a few.

I wrote several press releases and media alerts including the announcement of Regionals, the win of LACoSLSA at Nationals, as well as Cal-State's Ben Brewer as top points scorer and teammate James Bray as third. Brewer and Bray outreach was targeted mainly to Ventura County outlets thus tapping into the local angle as Ventura is where they work as lifeguards.

I also serviced photos of Brewer and the Brewer/Bray duo with the release and alerts, in addition to only sending photos to various online outlets such as Patch and Yahoo News, which posted them with the captions I wrote. I also suggested the Brewer/Bray photo be used on the USLA Education Conference flyer. The image, taken by Joel Gitelson, is also presently on the home page of the USLA and the CSLSA web sites in their header photo wheels.

News Media Coverage

We were able to obtain numerous news media hits in online, print and TV outlets for our CSLSA members. The coverage focused mainly on successes at the various Lifeguard Competitions, as there weren't many of our other outreach activities such as the SoCal Paddledown/Block the Blaze effort to promote, and for which we typically obtain some local media coverage or photo placements.

In addition to the live TV appearance on Fox-11 LA by members of the LACoSLSA team, the print articles also highlighted the win by LACoSLSA and the win by

Brewer. Further, Brewer, Bray and Santa Barbara's Zane Booth also were featured in a handful of Ventura County print pieces and a KEYT-TV (VC/SB) hit.

"Some examples of tweets, photos and news clips attached to PIO Report.

MEDIA HITS

TV

8/21

Fox-11 LA: Kelsey Cummings, Leah Timmerman, Ryan Keith, Matt Holt and JG/U19 Luke Pohlman interviewed on Live TV at 0730, 0830, 0930 and 1230 about LACoSLSA's win at National Lifeguard Championships. They demonstrated Surf Racing and discussed ocean safety. Reporter Hailey Winslow also participated — in the water.

8/27

KEYT featured a video of Brewer and Bray winning the Board Rescue and did a live-read from the press release I sent them. "Local lifeguards impress at nationwide competition."

Print

7/22

Orange County Register: "Lifeguards Compete for bragging rights at Huntington State Beach." (Preview of Regionals).

7/25

Orange County Register: "Lifeguards showcase skill, athleticism during annual championships in Huntington Beach." (Recap of Regionals).

8/12

Orange County Register/Daily Breeze: "LA County Lifeguards win top spot at National Championships." Recap of Nationals with quote from Kelsey Cummings.

8/24

Noozhawk: "Santa Barbara's Ben Brewer Wins National Lifeguard Individual Championship."

8/25

Santa Barbara News Press: "Local lifeguards shine at nationwide competition."

9/2

Thousand Oaks Acorn: "County lifeguards conquer the beach at national contest."

9/5

Ventura County Star: Photo of Brewer/Bray w/caption, "Ben Brewer and James Bray compete in the 2021 Jersey Mike's United States Lifesaving Assoc. National Lifeguard Championships held Aug. 4 to 7."

9/10

Yahoo News. Photo caption: California State Parks Ocean Lifeguards Ben Brewer and James Bray compete in the 2021 United States Lifesaving Assoc. National Lifeguard Championships held Aug. 4 to 7 in South Padre Island, Texas."

9/15

Patch.com. Photo caption: Ventura County Lifeguards Ben Brewer and James Bray win the Board Rescue race at the 2021 Jersey Mike's United States Lifesaving Assoc. National Lifeguard Championships. The event, held Aug. 4 to 7 in South Padre Island, Texas featured lifeguards from across the country competing in ocean and sand races."

9/22

Moorpark Acorn: "County lifeguards conquer the beach at national contest."

10/7

Cal Surf News: "LA County Surf Lifesaving Association Wins 2021 Jersey Mike's USLA National Lifeguard Championships."



CSLSA PIO @CslsaPio · 2m

The warmer weather ahead and Spring Break for some will mean more beach visitors. Spring also means a change in the swell direction, shallow water holes and rip currents. Always Swim/Surf Near A Lifeguard. And know how to break the grip of the rip. #cslsa

...ing caught in a
ch forecast before you go
i beach with lifeguards;
re it is safe to swim.
spot a rip current:
its.noaa.gov/
ot weather does not mean
n. Rip currents often form
days.



Stay Safe at the B





CSLSA PIO @CslsaPio · 9s

youtu.be/MpgpZCR9CfY “The Killer B’s” — Ocean Lifeguards Ben Brewer, James Bray and Zane Booth recognized by KEYT TV today for rocking the 2021 Jersey Mike’s USLA National Lifeguard Championships.





CSLSA PIO @CslsaPio · 1m

Always Know Your Limitations in the most unpredictable force of nature: The Ocean. Thanks to [@CBSLA](#) for using the vast knowledge of LACo Rescue Boat Captain Brian Lanich to advise beach goers on staying safe this Holiday weekend.

[#talktolifeguard](#) [#cslsa](#)



LOCAL NEWS

Lifeguards compete for bragging rights at Huntington State Beach



The California Surf Life Saving Championships will happen at Huntington State Beach on July 23 and 24, with junior lifeguards competing the first day and guards from agencies around state battling in the surf and sand the following day. (FILE PHOTO/SCNG)

By [LAYLAN CONNELLY](#) | Iconnelly@scng.com | Orange County Register

PUBLISHED: July 22, 2021 at 7:14 a.m. | UPDATED: July 22, 2021 at 7:14 a.m.

LOCAL NEWS

Lifeguards showcase skills, athleticism during annual championships in Huntington State Beach



Competitors in the surfboat race crash through shore break waves during the California Surf Lifesaving Championships at Huntington State Beach in Huntington Beach on Saturday, July 24, 2021. (Photo by Mark Rightmire, Orange County Register/SCNG)

By [LAYLAN CONNELLY](#) | lconnelly@scng.com | Orange County Register

PUBLISHED: July 25, 2021 at 1:26 p.m. | UPDATED: July 25, 2021 at 1:27 p.m.

LOCAL NEWS

LA County lifeguards win top spot at national championships



Kelsey Cummings, competing for LA County Surf Life Saving Association was the team's top scorer for women and came in second place overall at the USLA National Lifeguard Championships. (Photo courtesy of Joel Gitelson)

By [LAYLAN CONNELLY](#) | lconnelly@scng.com | Orange County Register

PUBLISHED: August 12, 2021 at 5:10 p.m. | UPDATED: August 12, 2021 at 5:10 p.m.

The best in the surf and on the sand are from the west, proven once again by Los Angeles County lifeguards who earned a national championship title during a recent competition against fellow lifeguards from around the country.





Local lifeguards impress at nationwide competition



VENTURA, Calif. – A Ventura County lifeguard won first place at the National Lifeguard Championships.

Ben Brewer competed against 350 other ocean lifeguards from across the country. Brewer is a lifeguard in Ventura County and attended high school at Santa Barbara High School.

He took first place in a number of challenges during the grueling 3-day event which includes running, swimming, paddling and rowing.

Fellow Ventura County lifeguard James Bray took third place overall. Santa Barbara lifeguard Zane Booth came in 7th place, putting three south-coast lifeguards in the top-10 in the country.

Congratulations to these local lifeguards!

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Courtesy of Joel Gitelson

KILLER B'S—Ben Brewer and James Bray compete in the 2021 United States Lifesaving Association's National Lifeguard Championships.

County lifeguards conquer the beach at national contest

Ventura County ocean lifeguard Ben Brewer won first place at 2021 Jersey Mike's United States Lifesaving Association's National Lifeguard Championships held Aug. 4 to 7.

Brewer is a 2020 graduate of Cal Lutheran University.

He was the top points winner against 350 ocean lifeguards from across the country during the three-day competition held in South Padre Island, Texas. The event showcases ocean lifesaving skills in a highly competitive environment.

Fellow Ventura County lifeguard James Bray nabbed third place. Lifeguard Zane Booth came in seventh, giving the triumvirate of South Coast

— Please See Page 22

Lifeguards

From Page 20 —

ocean lifeguards three slots in the top 10.

Brewer, Bray and Booth—"The Killer B's" as their teammates dubbed them—are residents of Santa Barbara. Brewer and Bray protect the beachgoers of Ventura County; Booth lifeguards in Santa Barbara.

Brewer ran, swam, paddled and rowed to numerous first-place finishes during the competition, toppling ocean lifeguards from across the country, including those from Los Angeles County; Sussex County, New York; and Monmouth County, New Jersey.

Brewer won the Ironman, Surf Race and Board Race. He and Bray partnered to win the Board Rescue.

Brewer and Bray finished in the top three of competitors in the Men's Open Category.

Brewer and Bray competed as members of the California State Lifeguard Association team, which finished fifth overall in the competition. The team battled against 40 public safety agencies from across the country.

Brewer nabbed 124,750 points to land first place overall, while Bray's 92,750 points earned him third place. Thomas O'Neill of Riis Park, New York, landed in second place. Seventh-place finisher, Booth, earned 60 points.



Courtesy of Joel Gitelson

TOP FINISHER—Ben Brewer, a Ventura County ocean lifeguard, won first place at the National Lifeguard Championships, which took place Aug. 4 to 7 in Texas.

The Los Angeles County Surf Life Saving Association won first place with its 35-person squad. California State Lifeguards earned 461.0 points with its squad of 15 members from up and down the coast.

Typically, the event alternates between beaches on the East and West Coasts.

In 2022, the event will be held in Los Angeles.



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LIFEGUARD

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JUNIOR LIFEGUARDS

BEACH SAFETY

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UPCOMING EVENTS

10/12/2021

Lifesaving Sport Committee Meeting

10/13/2021



California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Bill Richardson, Committee Chair
DATE: October 7, 2021
SUBJECT: CSLSA Special Awards & Presentations Committee Activity Report

A. Special Award Submissions

The Committee has received four award submissions for a total of 21 personnel since our last meeting (see the basic information for these submissions in the following).

We expect to review and vote on these submissions during a committee meeting today. Therefore, we will need one representative from each Chapter to be present at that meeting, at a time and location determined by the President.

1. San Diego Submission #1-- "Wipeout Cave" Rescue - March 24, 2021 Submissions for several award categories.

At approximately 7:49 PM SD Lifeguard Dispatch received a call of a woman that had fallen into a crack in the rock cliff near "Wipeout Beach".

SD Lifeguard personnel arrived on scene and observed the victim inside a 10 foot cave in the rocks.

The following is a brief synopsis of the rescue effort:

Chief Garland, who was off-duty but in the area responded to the scene and established incident command, making an initial search of the area, finding the victim located 10 feet down in a pitch-black, narrow sea cave.

Lifeguard III Alan ~~Kraklow~~ deployed into the cave and found the 47-year old female, face down in the water and being pummeled by the incoming wave surges.

Lifeguard III Matt Jackson entered the cave and assisted ~~Kraklow~~ by securing the victim in a rescue tube.

Lifeguard I Thomas Cavanaugh entered the cave with a rescue buoy followed by Sergeant Charlie Knight with a rescue board

The four guards attempted to place the victim on the rescue board but found that she was tangled in the rocks. During the entire rescue effort the victim and guards were thrown around the cave, bouncing off the razor sharp walls.

After freeing the victim, she was extricated through the 3-foot opening in the cave, swam around a small point to the beach by all four personnel

CPR was initiated and continued until medical care was transferred to Fire Paramedics.

Paramedics reported a spontaneous return of circulation and vitals before arriving at the hospital. The victim was expected to make a full recovery.

Personnel submitted:

- Chief James ~~Garland~~
- LG III Alan ~~Kraklow~~
- Sgt. Charles Knight
- LG II Thomas Cavanaugh
- LG III Mathew Jackson

2. San Diego Submission #2 - Pt. Loma Boat Rescue - May 2, 2021

Submission for **National Lifesaving Award**

At approximately 10 :00 PM, San Diego personnel were dispatched to a multiple victim rescue in progress at Pt. Loma. The rescue was a joint effort of local, county and federal personnel, as it was determined that the vessel was being utilized in the transport of aliens attempting to enter the US illegally. A total of 25 victims were eventually transported to local hospitals. At the time of the rescue, there were also an undetermined number of fatalities.

Personnel submitted:

- Lt. Rick Romero
- LG III Joe Maloney
- Sgt. Mike Cranston
- LG III Brian Zeller
- Sgt. Bruce Jamieson
- LG II Chad Carter
- LG III Ben Lewis
- LG II David Dupont
- LG III Alan ~~Kraklow~~
- LG II Chris Pharo

3. **San Diego Submission #3 – Horseshoe Reef Rescue – May 20, 2021 Submission for *National Lifesaving Award***
At approximately 5:30 AM Lifeguard personnel were dispatched to a vessel rescue between Marine Street and Horseshoe Reef, with multiple victims in the water, spread over a large area.

Eventually eight victims were rescued, evaluated and treated. One victim was pronounced deceased after resuscitation efforts failed.

Personnel submitted:

4. **Chris Paul – for *Heroic Act Award***

Chris Paul (a third year ocean lifeguard for the City of Port Hueneme) was bodysurfing at South Jetty Beach in Ventura on Thursday evening, June 17, 2021, when he noticed a surfer had passed out while in the water and was face down. Chris, using his lifeguarding skills swam over to the surfer and was able to yell for help from other nearby persons. He was then able to get the unresponsive person to shore with assistance. Upon arrival at shore, he performed CPR, with mouth-to-mouth rescue breathing until Ventura State Lifeguards arrived. Ventura City Fire and, Ventura Harbor Patrol and AMR Ventura also responded and transported the patient to a local hospital where he was eventually discharged.

5. **Michael Eich – for *CSLSA Honor Roll USLA National Award for Distinguished Service***

Mr. Eich was submitted for induction into the CSLSA Honor Roll for his work with the City of Huntington Beach for the past 50 years. He was scheduled to retire in late August, therefore the application was submitted to the CSLSA Executive Board for action to allow the presentation to be made at Mr. Eich's retirement function on September 19th.

He was also submitted to the USLA President for a Distinguished Service Award, again so the award could be presented in a timely manner.

Approval of this report verifies and recognizes the Executive Board's action.

- B. **USLA Medal of Valor Pins Lapel Pins**

During the USLA's Special Awards & Presentations virtual meeting in April 2021, there was discussion regarding the creation of a USLA MOV Lapel Pin, to be given MOV Award recipients. I was tasked with developing and subsequently ordering same. Following review of the initial artwork by Committee members, I ordered 200 lapel pins for USLA, which have been forwarded to Adrienne Graf, the USLA Committee's Chairperson.

I have a sample of the pin with me.





California Surf Lifesaving Association

TO: CSLSA Board of Directors
FROM: Bill Richardson, Committee Chair
DATE: October 7, 2021
SUBJECT: CSLSA Special Awards & Presentations Committee Action Report

Approved Special Award Submissions

As stated in today's verbal report, the Committee received four award submissions for a total of 24 personnel since our last meeting. All four submissions were approved by Board vote.

The following is a synopsis of the approved submissions:

1. San Diego Submission #1 – "Wipeout Cave" Rescue - March 24, 2021

At approximately 7:49 PM SD Lifeguard Dispatch received a call of a woman that had fallen into a crack in the rock cliff near "Wipeout Beach".

SD Lifeguard personnel arrived on scene and observed the victim inside a 10-foot cave in the rocks.

The following is a brief synopsis of the rescue effort:

Chief Garland, who was off duty but in the area responded to the scene and established incident command, making an initial search of the area, finding the victim located 10 feet down in a pitch-black, narrow sea cave.

Lifeguard III Alan Kraklow deployed into the cave and found the 47-year-old female, face down in the water and being pummeled by the incoming wave surges. Kraklow remained in the cave throughout the rescue being pummeled continuously until the completion of the rescue.

Lifeguard III Matt Jackson entered the cave and assisted Kraklow by securing the victim in a rescue tube.

Lifeguard I Thomas Cavanaugh entered the cave with a rescue buoy followed by Sergeant Charlie Knight with a rescue board.

The four guards attempted to place the victim on the rescue board but found that she was tangled in the rocks. During the entire rescue effort, the victim and guards were thrown around the cave, bouncing off the razor-sharp walls. After freeing the victim from the rocks, she was extricated through the 3-foot opening in the cave, taken around a small point to the beach by all four personnel.

CPR was initiated and continued until medical care was transferred to Fire Paramedics.

Paramedics reported a spontaneous return of circulation and vitals before arriving at the hospital. The victim was expected to make a full recovery.

The following are the submitted personnel and the award categories for each:

CSLSA & USLA Medals of Valor	Alan Kraklow
CSLSA & USLA Heroic Act Award	Matthew Jackson
USLA National Lifesaving Award	Thomas Cavanaugh
	James Garland
	Charles Knight

2. San Diego Submission #2 – Pt. Loma Boat Rescue - May 2, 2021

At approximately 10 :00 PM, San Diego personnel were dispatched to a multiple victim rescue in progress at Pt. Loma. The rescue was a joint effort of local, county, and federal personnel, as it was determined that the vessel was being utilized in the transport of "immigrants" attempting to enter the US illegally. A total of 25 victims were eventually transported to local hospitals. At the time of the rescue, there were also an undetermined number of fatalities.

The following were approved for **USLA National Lifesaving Awards**:

- Lt. Rick Romero
- Sgt. Mike Cranston
- Sgt. Bruce Jamieson
- LG III Ben Lewis
- LG III Alan Kraklow
- LG III Joe Maloney
- LG III Brian Zeller
- LG II Chad Carter
- LG II David Dupont
- LG II Chris Pharo

3. San Diego Submission #3 – Horseshoe Reef Rescue – May 20, 2021, Submission for **National Lifesaving Award**
At approximately 5:30 AM Lifeguard personnel were dispatched to a vessel rescue between Marine Street and Horseshoe Reef, with multiple victims in the water, spread over a large area.

Eventually eight victims were rescued, evaluated, and treated. One victim was pronounced deceased after resuscitation efforts failed.

The following were approved for **USLA National Lifesaving Awards**:

- Lt. Rick Stell
- Sgt. Eric Care
- Sgt. Travis Gleason
- LG III Matthew Jackson
- LG III Alan Kraklow
- LG III James Lockwood
- LG III Mark Storch
- LG II Erik Jones

4. Chris Paul (a third-year ocean lifeguard for the City of Port Hueneme) was bodysurfing at South Jetty Beach in Ventura on Thursday evening, June 17, 2021, when he noticed a surfer had passed out while in the water and was face down. Chris, using his lifeguarding skills swam over to the surfer and was able to yell for help from other nearby persons. He was then able to get the unresponsive person to shore with assistance. Upon arrival at shore, he performed CPR, with mouth-to-mouth rescue breathing until Ventura State Lifeguards arrived. Ventura City Fire and, Ventura Harbor Patrol and AMR Ventura also responded and transported the patient to a local hospital where he was eventually discharged.

Chris Paun was approved for **CSLSA & USLA Heroic Act Awards**

DRY



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

TO: CSLSA Executive Board
FROM: Ian Burton
DATE: October 6, 2021
SUBJECT: Statistics Report, Fall 2021

It appears that not all Southwest agencies have submitted their 2020 annual statistics. The following agencies still need to input their 2020 stats to the USLA:

- Aptos La Selva Fire Protection District, CA
- Carpinteria-Summerland Fire Protection District, CA
- Carpinteria, City of, CA
- Central Fire Protection District of Santa Cruz County, CA
- Coronado Beach Lifeguards, CA
- Encinitas Marine Safety, CA
- Huntington Beach Marine Safety Division, City of, CA
- Imperial Beach Lifeguard Service, CA
- Laguna Beach, Department of Marine Safety, City of, CA
- Lake Mission Viejo Patrol & Rescue, CA
- Los Angeles County Fire/Lifeguards
- Los Angeles City Lifeguards, CA
- Morro Bay Harbor District, CA
- Oxnard City Fire Department (ARRT), CA
- Pismo Beach Lifeguard Department, City of, CA
- San Diego Lifeguard Service, CA

- Santa Barbara County Fire Department
- Santa Barbara County Lifeguards, CA
- Seal Beach Marine Safety Department, CA
- Ventura County Fire Department, CA
- Ventura Port District - Harbor Patrol, CA

Here is the link for inputting your department statistics.....

The data entry standard website address is: <https://www.usla.org/page/STATISTICSFORM>

Thanks,

Ian Burton

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