



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

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TO: CSLSA Board of Directors
FROM: Bill Richardson, Advisor
DATE: October 17, 2002
SUBJECT: **Advisor's Report**

My participation in CSLSA and USLA matters continued to be limited during the past six months. I spent most of the months of July and August traveling for my work in assessing YMCA programs and personnel.

Heroic Acts Committee

There have been no additional recommendations received for Heroic Acts since our last meeting.

Life Memberships

In light of recent Life Membership approvals, I will be recommending that Don appoint a specific committee for USLA to look into their standards and approval process for Life Membership of USLA. CSLSA seems to have a pretty good handle on this process and has made frugal recommendations in the past.

The current national process is the same as CSLSA's, however, the approval process should be even more stringent for the national organization to prevent individuals whose qualifications are questionable from being approved.

Sponsorships

As Rob reported in his President's report, Scott Hubbell has more than come through for CSLSA this past six months. We had added items for our membership kits that saved CSLSA considerable money and the entire California Surf Lifesaving Championships was paid for by sponsorships obtained and provided by Scott. We owe him a very special vote of thanks for his hard work to date.

As a result of his success, we have signed the extension and expect even bigger and better things for 2003.

Scott has supplied the national with a similar agreement package that could greatly benefit USLA. In my opinion some of the old problems of east versus west have impacted the ability of USLA to see the value of making a change and accepting or at least negotiating with Scott for sports marketing services.