



## *Second Executive Delegate's Report*

### Fall 2002 CSLSA Board of Directors Meeting

#### USLA National Certification Program

- I continue to chair the USLA National Certification Program. The program is thriving, with over 100 agencies certified. It has proven to be of great value in helping “raise the bar” and encouraging life-guard agencies to improve the level of training, standards, equipment, and services they provide. This is perhaps the greatest value of the program and many examples can be referenced, both within the Southwest Region and without, of such successes. As a recent example, the State of Delaware recently increased minimum training levels of its seasonal lifeguards to First Responder to allow it to be certified at the advanced level.

#### USLA Textbook Committee

- Through June 2002, a total of 12,244 books had been sold. USLA received a royalty check for \$869.38 for the period of July through December. Total earnings to date are \$14,466.54. Our royalty is now 10% for regular sales in the United States. Books sold to other countries or via mail order have a fixed 5% royalty.
- After months (almost years) of problems, USLA has signed an agreement with Prentice Hall's Pearson Custom Publishing subsidiary for the second edition of the USLA manual. A copy of the contract has been signed by Dave Shotwell and Don Rohrer after review by Chip More. The contract, which is actually an amendment to our original contract, includes all elements we had requested, with the exception of publication of a separate workbook. Thus there will be a Test Manager (for which we are paid \$500); Powerpoint slides (for which we are paid \$1,000); and an Instructors guide (for which we are paid \$1,800). This publisher, as well as another we had spoken to, recommends that workbook items be included at the end of each chapter, thus making the book more “disposable,” and reducing the problem of librarying books, which reduces our income. Overall, it appears that we will be publishing a learning package, instead of only a manual. This should be of particular assistance to organizations just starting out with the USLA program. Instructors will have, for example, a ready-made Powerpoint presentation, test questions, and an instructor manual.

#### World Congress on Drowning 2002

- The World Congress on Drowning 2002 took place in Amsterdam in June of this year, as scheduled. It was an extraordinary convergence of experts in the field from throughout the world. I chaired the Rescue Task Force for the event. Several other USLA representatives were in attendance and some made presentations. Outcomes are available for review on the web at [www.drowning.nl](http://www.drowning.nl). As well, a publication is in the works.

#### USLA Website

- I oversee the USLA website. There have been no major updates over the past six months as I have been quite busy handling other tasks. I hope to spearhead some improvements in the near future.

#### World Health Organization

- The World Health Organization (WHO) is producing a publication entitled *Guidelines for Safe Recreational Water Environments — Volume 1: Coastal and Fresh Waters*. This publication initially aimed solely at water quality issues. The International Life Saving Federation, of which USLA is a member, and I serve as President for the Americas Region, became aware of this project and asked me to represent lifesaving issues. Over the past year, I have provided editorial input and extensive modifications to

ensure that lifesaving is recognized for its level of importance in the publication. This publication is near completion. I will be involved in conference calls in the next couple of weeks as things are fully finalized. Ideally, this publication will represent one additional step toward placing the value of lifesaving at the forefront, as did the Centers for Disease Control publication recently completed. This should help further justify the value of lifeguards, as the publication will have the imprimatur of the widely respected WHO.

## Lifesaving Advocacy

- As Chair of the National Certification Program and in my position with the International Life Saving Federation, I have participated for the last six months in three major areas of advocacy.
  1. In Ingham County, Michigan, a 13 year-old boy was hospitalized and placed on life support after nearly drowning while celebrating the Fourth of July with his family at Lake Lansing Park South. This is the first summer the beach, which opened in 1978, hasn't had lifeguards. Ingham County eliminated them to save \$30,000. I wrote letters to each of the County Commissioners encouraging reinstatement of lifeguards and attaching a link to the CDC Lifeguard Effectiveness report. Lifeguard services have been reinstated.
  2. At the request of the Southeast Region, I accompanied regional president Jim McCrady, Panhandle Representative Sean Turner, and Beach Safety Director Mac McCarthy on a trip to the Pensacola area, where 11 drowned in 2001. We met with numerous people, including locals, business owners, politicians, municipal managers, and so on. We will be issuing a report shortly, making recommendations as to how this area can improve beach safety.
  3. I responded to an inquiry from the Mayor of Destin, Florida, who is interested in a similar process to that undertaken in Pensacola. Subsequently, the Destin City Council voted funds to cover costs of travel and lodging for two members of the Southeast Region and me to conduct a review of Destin's beach safety preparedness and to make recommendations. The trip is pending scheduling.

## International Lifesaving Hall of Fame

- At the May Board of Directors meeting, it was decided to pursue the concept of an International Life Saving Hall of Fame via the International Life Saving Federation. I made a presentation to the ILS Board, as did International Swimming Hall of Fame president Dr. Sam Freas, PhD. I was appointed by the ILS Board to continue liaison with Dr. Freas in an effort to reach some agreement on this concept. A copy of my recent letter to Dr. Freas is attached.

## Nationals

- As one of three members of the San Diego Organizing Committee for the 2002 USLA National Lifeguard Championships, I helped organize this event. A separate report is provided for your review.

Respectfully submitted,



B. Chris Brewster  
Second Executive Delegate



# 2002 National Championships

## Report to the USLA Board of Directors

### Competitors

- Junior Lifeguards – 663
  - 471 Preregistered
  - 192 On-site registrations
- Lifeguards - 569
  - 429 Preregistered (237 of these via Active.com website)
  - 130 On-site registrations

### Sea World

- All preregistered competitors were offered the opportunity to attend Sea World free of charge. A total of 117 competitors availed themselves of this opportunity.

### Fox Sports West Television

- The San Diego Organizing Committee was able, with assistance of the office of Councilmember Byron Wear, to arrange a contract with Fox Sports Net West to produce a one hour program and air it. The cost to SDOC was \$37,500. The San Diego City Council provided \$30,000 to SDOC to offset costs of televising the event, in an effort to promote tourism. In exchange, SDOC received thirteen 30 second advertising spots, but was unable to sell them due to the last minute nature of the arrangements. The spots were provided free to local tourism and supporters. With greater advance planning, it is likely that the spots could have been sold or used to leverage higher sponsor fees for the event. Market value of the spots is in the \$750 - \$1,000 range. USLA and Fox jointly own the production.
- In September, the one hour event production was aired as follows:

#### Fox Sports West

- September 1, 2002 - 5:00 p.m.
- September 3, 2002 - 3:00 p.m.
- September 5, 2002 - 3:00 p m
- September 9, 2002 - 3:00 p m
- September 11, 2002 - 3:00 am.

#### Fox Sports West 2

- September 14, 2002 - 3:00 p.m.
- September 22, 2002 - 12:00 p.m.
- It is recommended that future event organizers consider contracting early for similar television opportunities, leveraging the San Diego event as an example. Local tourist boards may be willing to assist with funding in exchange for the value of television exposure. Sponsors may be attracted by the assurance that the event will be televised, and may be willing to pay greater fees for the heightened exposure. Advertising space can be sold or given to major sponsors.
- USLA should consider commissioning or arranging for the creation of some video public service announcements (PSAs). Were such PSAs available, the SDOC could have run them as part of the telecast at no cost to USLA.

## Sponsorship

- The primary source of sponsorship for the event was funding from the City of San Diego, the majority of which was arranged through the efforts of Councilmember Byron Wear. This included:
  - \$15,225 in FY '02 Tourist Occupancy Tax matching funds.
  - \$130,000 in a general grant from the City of San Diego (\$30,000 earmarked for television coverage)
  - \$15,225 in FY '03 Tourist Occupancy Tax matching funds
- The County of San Diego, through the efforts of Supervisor Greg Cox, contributed \$10,000
- Honda, through the efforts of Dick Colosi, paid a sponsor fee of \$15,000
- Ingram, through the efforts of Dick Colosi, paid a sponsor fee of \$10,000
- Various other sponsors contributed lesser amounts

## Professional Event Organizing

- As in 2000, we hired professional event organizers to handle three key tasks: overall event organizing, beachmaster (i.e. beach competition organizing), and registration/scoring.
- Our experience in this regard was quite positive, with excellent work done by the overall event organizer (Professional Event Solutions) and the beachmaster (Rick Kozlowski). As was the case in 2000, there were difficulties encountered in registration.

## Contracts

- One of the challenges for SDOC involved written contracts with sponsors. We would strongly encourage that written contracts be a requirement for any major sponsors to ensure that both parties have a full understanding of expectations on both sides. It might be helpful if the Legal Advisor could develop a template to be followed by Host organizers.

## Registration

- Registration was made available through mailed brochures, downloadable forms at the event website, and via Active.com. This year, over 50% of adults registered on-line via Active.com. There was no expense to the event organizers stemming from this process and it appeared to be beneficial to all involved. We recommend that future event organizers employ the same system.

## Website

- The event website address - [www.uslanationals.org](http://www.uslanationals.org) - was purchased in 2000 by San Diego and the address has now been paid through 2003. We recommend that USLA maintain this website on a continual basis and that future hosts utilize it as appropriate. By using the website, we were able to provide updated information to all competitors and were able to recognize sponsors to a degree not previously available.

## Insurance

- The Host Agreement required that SDOC acquire \$5 million in liability insurance. This amount appears to exceed the current industry standard and was both difficult and expensive to acquire. It ultimately cost \$6,200. We recommend that USLA reevaluate this amount and consider an amount such as \$2 million instead.

## Medals

- The issuance of medals appears to be a consistent problem with these events. We had two problems in this regard. For junior lifeguards, some medals appear to have been boxed with adult medals and it seemed they were not available. Thus, a number of junior Lifeguards (and coaches) were quite disappointed. We attempted to mail these to those who advised us of the problem. With respect to adults, some failed to pick up their medals and we were later asked to mail them. We recommend that in future registration forms, it be made clear that medals are to be

picked up on the day of the event and will not be mailed to those who choose not to pick up their medals. Future event organizers may wish to insist that medals be delivered a couple of weeks prior to the event so that they can be inventoried and sorted.

## Conflict Resolution

- During and after the event, a variety of persons had problems or concerns. Examples included parents of junior guards who didn't get T-shirts, persons who didn't get medals, etc. It would seem valuable, in future, to have a single point of contact for issues of this nature who could be contacted by phone and/or email. We handled this through delegation to various members of SDOC, but it seemed that people were uncertain who to contact.

## Scales

- As had been explained by Marshall Parks at the spring 2002 Board of Directors meeting, SDOC rented two scales to make weigh-in as convenient as possible. The idea was that weigh-ins could take place at two locations, thus making things easier for competitors. We paid \$396.58 to rent the scales. The head weigh-in referee brought his own scale and this was used exclusive to the other two. We were billed \$65 for shipping of this scale and \$14 for batteries, as well as \$150 for equipment certification stickers. In future, it would be best to coordinate to avoid duplicate expenses. As well, there would seem to be a value in having weigh-ins at two locations, thus avoiding the need to move equipment to the location of a single scale.
- We recommend that in future, equipment weigh-in times and location should be prominently posted beginning Wednesday in the on site registration area.
- We recommend that weigh-in should be scheduled to start no later than 7 A.M. on Friday and Saturday, thus allowing competitors time to weigh their craft and to participate in 8 A.M. races.

## Financials

- As a result of very tight financial management and excellent support from the City of San Diego, both financial and in-kind (e.g. free lifeguard services), this event was the most successful financially of any national competition in USLA history.
- Income to USLA
  - Under the Host Agreement, USLA receives 8% of any funds raised by the USLA Development Coordinator. This amounted to \$2,280 and has been paid.
  - Under the Host Agreement, USLA receives \$4 per adult registrant, which amounts to \$2,356 and has been paid.
  - Net income over expenses has yet to be finalized, as we await final payments from the City of San Diego and one vendor. Of this, USLA receives 25%. At present, it appears that USLA's share will exceed \$10,000.
- Payments to Development Coordinator
  - Under the Host Agreement, the Development Coordinator receives 12% of funds raised, 12% of adult registration fees (after \$4 payment to USLA), and 12% of junior lifeguard registration fees. The Development Coordinator also receives reimbursement for expenses and travel to the event. The total payment to the Development Coordinator, including expenses, was \$7,770.66. This represents approximately 27% of net income (not including in-kind contributions) generated by the Development Coordinator.
- Net Contributions of USLA Versus Costs
  - Efforts of USLA via the USLA Development Coordinator resulted in gross income for the event of \$28,500. Prior to any split of income over expenses, the SDOC was required, by contract, to pay USLA and/or the Development Coordinator a total of \$12,406.66. Therefore, net contributions of USLA from sponsorships to the event were \$16,093.34.
- Final financial report
  - SDLA will be producing a final financial report that will be audited and submitted to USLA.

## Organizing Committee

- I would like to credit my fellow members of the San Diego Organizing Committee for the hundreds of unpaid hours they contributed to make this event a success. Clyde Fuller, the chair, is a retired FBI agent who has no prior affiliation with lifeguarding and did this (as he did in 2000) as a community volunteer. Marshall Parks is a retired San Diego lifeguard who donates much of his time to lifesaving.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "B. Chris Brewster", with a long horizontal flourish extending to the right.

B.Chris Brewster, Member  
San Diego Organizing Committee