



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

B-1

P0 Box 366 - Huntington Beach, California 92648
World Wide Web: www.cslsa.org

Robert McGowan
President

BOARD OF DIRECTORS MEETING PRESIDENTS REPORT October 17, 2002

Don Rohrer
Vice President

Mike Beuerlein
Secretary

Robert Moore
Treasurer

William Richardson
Past President/Advisor

Vincent Lombardi
Recurrent Rep

Mike Bartlett
Executive Delegate

B. Chris Brewster
Executive Delegate

Chris Graham
*Executive Delegate
(Alternate)*

I want to thank the Del Mar Chapter for hosting this meeting. It's been a very good summer for the California Surf Lifesaving Association. Our membership numbers are up nearly 30%, the highest level in recent memory. We need to thank our sponsors Scott Hubbell of SHP, Inc. and the USLA sponsor Panama Jack for the outstanding membership kits, that I am sure were, in a large part, responsible for our record membership. Thanks also to Don Rohrer, membership chairman, and Gordon Gray, membership kit coordinator for their hard work. The membership kits included a nice bag and sun care products from Panama Jack that was supplemented by a T-Shirt and a towel provided by SHP and our Regional sponsors Bud Light, Nissan and Lasseters Online (www.lasseters.com). Thank you to all of our sponsors.

SHP, Inc. met and exceeded the terms of our initial contract, so per that contract, we have a two year extension with a minimum \$200,000 in product and cash promised by SHP for that period. Don Rohrer and I represented the CSLSA and the USLA at a "Beach Muster" in early September sponsored by Lasseters and SHP. We had the opportunity to meet some of the sponsors, express our gratitude and plan for the future. The members of your Executive Board attended the USLA Spring Board of Directors meeting last May in Daytona Beach. The meeting was held just prior to Rescue 2002. It was another somewhat contentious meeting, but fortunately, for a change, our region was not at the heart of the controversy. Significant topics discussed under new business included future funding for teams to World Championships and fundraising for them, the idea of a Career Membership option at the cost of \$1000, and a proposal for an International Lifeguard Hall of Fame in conjunction with the new Swimming Hall of Fame. It was voted by the delegates in attendance that competition related posting be prohibited on the USIA website bulletin board. A bulletin board, separate from USIA was set up to address competition issues. It was approved unanimously that a "Resource Development Committee" of three persons be appointed by the President to solicit a sports marketing firm to promote the sport of surf lifesaving, including, but not limited to the USIA Nationals, Regionals, and the USIA National Team. The controversial issue arose over a pamphlet created by the Southeast Region for the purpose of fighting proposed lifeguard service cuts in Florida State Parks. Unfortunately the pamphlet was somewhat misleading, had significant errors in statistics cited, and used the

USIA logo without the permission of the Board of Directors. A very heated discussion followed. The end result was a motion passed stating that any educational product proposed by a region or chapter be submitted to the Public Education Committee for clearance prior to distribution.

The California Surf Lifesaving Championships were held at Will Rogers State Beach in Los Angeles County, hosted by LACOLA. A special thank you to L.A. County Chief Lifeguard Mike Frazer for his support. Mike came by for a visit on Friday, July 26 to have a look at the Junior Lifeguard competition, and was truly impressed by the turnout. We had over 1500 Junior competitors, in what may have been the largest field ever. It was a great day, there were some 3-foot plus waves to contend with, and I think all of the participants had a good time. Thank you to the L.A. County Junior Lifeguard Instructors, J.G. Director Charlie Kissell, and the Instructors from all of the participating agencies for a job well done. The event finished ahead of schedule due to outstanding organization and cooperation. We look forward to another great competition next year. The Lifeguard competition was held on Saturday, July 27, with more than 150 competitors. A big thank you is due to members of the Executive Board--Don Rohrer, Bob Moore, Mike Beuerlein, Bill Richardson, Vince Lombardi, and Mike Bartlett for their help in officiating and running the event. Additional thanks are due to Bev Rohrer, Donna Richardson, Paul and Pat Francis, Gordon Gray, and the L.A. County Lifeguards that manned the IRB and PWC and helped out on the beach. Without the volunteer efforts of these dedicated people, the event would not have happened. Let's not forget Scott Hubbell and his staff who provided the staging, event T-shirts and awards. Scott also provided the water and sponsorship dollars that made the Regionals a reality. I look forward to an ongoing successful relationship with Scott and SHP, Inc.

The San Diego Chapter hosted the USLA Nationals at Pacific Beach this summer, and by all accounts, it was as good as ever. There were a few bumps in the road concerning sponsors and the television rights, but they were resolved. Thank you to the sponsors and the San Diego Organizing Committee for an outstanding event. The television production of the 2002 USLA Nationals, on Fox Sports West, was among the best surf lifesaving shows I have seen.

Our Public Education chairman, Rob Williams, has continued his good work. I recently received a card from the Pacific Life Foundation stating that they received our grant proposal, and that they will be reviewing it at their meeting in late October.

The Exchange Committee has selected the representatives from CSLSA to travel to New Zealand this winter. Chris Graham will present the candidates today.

The Junior Lifeguards held another poster art contest, and I believe Reenie Boyer will be presenting the winners today. There is also a proposal from Bill Richardson to revise the Junior Lifeguard competition events and distances that should be a topic of discussion in the Junior Lifeguard committee.

I have been continuing to collect patches from as many agencies as possible to create an Aloha shirt to be produced by Koko Islands. I am awaiting patches from the Hawaiian agencies before I finalize. If you have not already done so, please send me your patches so you can be a part of this once in a lifetime opportunity.

On September 26, I attended a dedication ceremony to honor one of our outstanding watermen, National and International champion, Paul Donahue. The new gym at the Los Angeles County Fire Department Training Center was dedicated to Paul as the *Captain Paul Donohue Fitness Center*. Paul was instrumental in heightening the awareness of the need for superior physical fitness for firefighters and lifeguards before being diagnosed with brain cancer in the mid 1990's, and has unfortunately been in deteriorating health lately. It was a bittersweet event. While it was great to see all of the outstanding lifeguards and firefighters that came to honor Paul, it was sad to see such a great athlete confined to a wheelchair. Paul has suffered several strokes since his surgeries and may not be with us much longer. Our prayers are with you Paul.

Next Spring our Region will be hosting the USLA Board of Directors meeting in Honolulu, Hawaii. The dates are May 8-10, 2003, and the host hotel is the Outrigger Reef in Waikiki. Make your plans now to attend!

Respectfully submitted,



Robert McGowan
President