

TO: Mike B. (Lt.)

Q

CSLSA

To: Board of Directors
Subject: Junior Lifeguard Committee Report
From: Reenie Boyer, Junior Lifeguard Committee Chair
Date: October 15, 1999

PUBLIC EDUCATION

Fund \$1,000 to the Public Education Committee for refrigerator magnets.

HEROIC ACTS

Will be forwarded to Steve Long to take to the national Meeting including a letter of support from their Department.

JUNIOR LIFEGUARD MEMBERSHIP

Still register with the National. We will ask Mr. Ferry for a list of Junior Members from each agency including a total number of Jr. Lifeguard participants from our Region.

CSLSA WEB SITE

We up-dated the Web site information with new JG Program addresses and Coordinators names. The essay contest and Regional Competition information will be included annually.

NATIONAL RULES

We reviewed the JG National Rules and will ask that they are followed at future National Championships. The JG National Officials list needs to be formalized at the Competition Committee.

JG PROGRAM GUIDELINES

Thanks to Steve White I will up-date with the California State information.

JG ESSAYS

We will have a separate mailer on the essay contest (rather than including this in the regional Competition packet). Next year we use the same question in following years we may change the question or have a poster contest.

2000 REGIONAL CHAMPIONSHIPS

Will be hosted at Imperial Beach, we have requested July 21st (they need to check the city calendar). The Competition date will be set at a later date. IB will mail the JG Regional information by May 2000.

JG of THE YEAR PRESS

Thanks to John Blauer, Newport Beach for sending out a press release and having two articles in the local newspaper.

CALIFORNIA SURF LIFESAVING ASSOCIATION
--

To: Mike BEUERLIEN
FROM: DON ROHRER
FAX: 1-714--374--1500

SUBJECT: *FALL 1999 MEMBERSHIP COMMITTEE REPORT*

1. The following chapters sent electronic membership lists (with computer disks either distributed by the Membership Chairman or self-generated): CAMP PENDLETON, del MAR, HUNTINGTON BEACH, LACOLA, MISSION VIEJO LAKE, and SAN LUIS Obispo Co.
2. NEWPORT BEACH and LAGUNA BEACH sent hard copies of their membership.
3. The committee is currently working to reconcile the 1998 CSLSA membership list with the 1999 USLA list.

These chapters have not responded at this time to the Board's request for 1999 membership information:

CALIFORNIA STATE
SAN CLEMENTE
SANTA CRUZ
CASTAIC LAKE
LOS ANGELES CITY
LOS ANGELES COUNTY LAKES
LONG BEACH
OCEANSIDE
SAN DIEGO
SANTA BARBARA
CARPINTERIA
SEAL BEACH

SOLANA BEACH
VENTURA COUNTY

4. THE COMMITTEE DESIGNATED "MEMBERSHIP LIAISONS" TO ASSIST WITH MEMBERSHIP IN IDENTIFIED REGIONS THROUGHOUT THE STATE. THE LIAISONS ARE: VINCE LOMBARDI (SAN DIEGO CO); ERIC BAUER (ORANGE CO); ROB MCGOWAN (LOS ANGELES CO); AND, STEVE WHITE (COUNTIES ABOVE LOS ANGELES).
5. FOR THE 2000/01 MEMBERSHIP YEAR, THE COMMITTEE IS RECOMMENDING TO THE BOARD: FIRST; CSLSA AND NSLA MEMBERSHIP INFORMATION AND DUES (STATE AND NATIONAL) BE COLLECTED BY CSLSA FROM EACH OF THE STATE CHAPTERS; NEXT, THE INFORMATION AND DUES COLLECTED WILL THEN BE RECONCILED BY THE CSLSA MEMBERSHIP CHAIRMAN; AND FINALLY, THE NEW CSLSA MEMBERSHIP LIST, WITH ONE CHECK FOR ANNUAL NATIONAL DUES, WILL BE SENT TO THE NATIONAL USLA TREASURER. THIS "IN-HOUSE" APPROACH SHOULD ELIMINATE THE CONFUSION CREATED BY THE CURRENT SYSTEM.
6. THE MEMBERSHIP CHAIR IS CURRENTLY RESEARCHING THE MAKE-UP FOR THE 2000/01 MEMBERSHIP KITS.
7. MEMBERSHIP PARTICIPATION IS DIFFICULT TO ASSESS AT THIS TIME BECAUSE SEVERAL OF THE CHAPTERS HAVE YET TO REPORT TO CSLSA OR USLA. IT DOES APPEAR, HOWEVER, THAT THERE WILL BE FEWER NUMBERS IN MEMBERS IN SOME CHAPTERS WHILE OTHERS HAVE MORE MEMBERS. THERE IS A NEED TO DEVELOP A THOROUGH MEMBERSHIP-MARKETING PLAN TO ENSURE THAT THE ANNUAL MEMBERSHIP DRIVES ARE AGGRESSIVE AND EFFECTIVE. 2000/01 PRESENTS MANY CHALLENGES TO THIS COMMITTEE. THE COMMITTEE IS CONFIDENT THAT THE CHANGES MADE THUS FAR AND THOSE PLANNED FOR THE FUTURE WILL HELP IN THIS REGARD.



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

William Richardson
President

Don Rohrer
Vice President

Mike Beuerlein
Secretary

Bob Moore
Treasurer

B. Chris Brewster
Past President

Kai Weisser
Recurent Representative

Steve Long
First Executive Delegate

Rob McGowan
Second Executive Delegate

Reenie Boyer
Alternate Executive Delegate

NEWSLETTER COMMITTEE REPORT

By Michael S. Bartlett, Chairman *MSB*
October 15, 1999

The committee met and discussed four main topics: article assignments, advertising, design changes, and cover page for web site.

I. Article Assignments:

Agency Profile on Imperial Beach- Jennifer Sheldon
President's Report- Bill Richardson (outgoing message)/Steve Long (incoming)
Junior Guard Corner/Updates- Reenie Boyer
Competition News- Rob McGowan
New Zealand Exchange Delegates- Chris Graham
Heroic Acts- Steve Long
AED's benefits to lifeguard agencies- Mike Bartlett
Tref Billboards at Pendleton- Vince Lombardi
Buddy Belshi-50 years of service- Eric Bauer (already submitted)
Oceanside Beach Improvements- Lola Swank
Women who save lives/ Re-check/ Landline- Eric Sandy (already submitted)
Beach Closure Impacts & Lessons- I/O Ken Kramer
Sea Grant Stingray Proposal at Seal Beach- I/O Steve Cushman
Photos (Junior Guard Awards/NZ Delegates)- John Blauer (already submitted)

II. Advertising:

Penhall Optics back cover \$375 for next three issues
Possibles: SurfTec Surfboards or Velzy Surfboards

III. Design Changes:

-Re-design cover page, add new graphics, use new logo, add web address on cover and all page headers, research price for color on cover

IV. Cover page for Web site:

-Approve cover page as submitted by Chairman with the addition of the \$25 article incentive details

The next issue of the CAL SURF NEWS is set for winter 2000. Article assignments need to be submitted to the Editor by Nov. 1 along with any photos or advertisements. The distribution deadline is set for Jan. 1. Please type articles and send photos as it relates to the story in order to qualify for the \$25 article incentive award.

Send to: CSLSA Newsletter Chairman, Michael Bartlett, 103 PCH, Huntington Beach, CA 92648, (714) 960-8880 x6014. I would prefer articles sent via E-mail to: MBart4Surf@aol.com. Or you can fax me at (978) 428-7853.

Please contact the CAL SURF NEWS Advertising Manager, Vince Lombardi at (760) 725-0457 for advertising in upcoming issues. Advertising revenue will assist us in offsetting our production costs. The advertising cost per issue is as follows:

\$50 business card size
\$250 half page

\$100 quarter page
\$450 full page

California Surf Lifesaving Association

P.O. Box 366 Huntington Beach California 92648

www.cslsa.org


To: CSLSA Board of Directors
 From: Bill Humphreys, Public Education Chairman
 Subject: Public Education Committee Report
 Date: October 13, 1999

- **CSLSA Web Site**

Kai Weisser and Boyd Micley will finalize web site specs for bid proposals. Since the web site encompasses all committees of CSLSA, the Public Education committee recommends that a CSLSA web site committee be formed.

- **Ocean Safety Magnets**

Committee has accepted proposal from "Ad Magic" to create 10,000 business card sized refrigerator magnets with safety tips. Cost will be approximately \$2,000, with \$1,000 coming from the CSLSA general fund, and \$1,000 from the Junior Lifeguard Committee budget. Due to space constraints and size of magnet, Committee recommends that the lifeguard tower in the CSLSA logo be eliminated (will not show up clearly in such a small format), and a modified version of the beach and water safety tips be used. Included in the safety tips will be a tip encouraging children to join a Junior Lifeguard program. Magnets will have blue, red, or teal backgrounds, with white lettering. Magnets will be distributed in at the Spring CSLSA meeting to chapters in proportion to paid memberships. Magnet design will be similar to the following:



Lifeguard Safety Tips
 California Surf Lifesaving
 Association

1. Learn to swim
2. Always wear sunscreen
3. Never swim alone
4. Swim near a lifeguard
5. Ask a lifeguard about water conditions
6. Join a Junior Lifeguard program

For more information, please
 visit our web site at:
www.cslsa.org

- **Spinal Injury Prevention Billboard/Interpretive Panel**

Committee recommends that up to \$300 be allocated to purchase a 3'X4' billboard promoting the prevention of spinal injuries, designed by TREF. Additional funding for more billboards will be solicited from Hoag Hospital's Project Wipeout program. Billboard will be used in conjunction with the Public Education display booth.

- **English and Spanish "A Safe Day at the Beach" Coloring Book**

California State Lifeguard have updated their "A Safe Day at the Beach" coloring book to include English and Spanish in the same version. Chapters can purchase their own books, with their logo by contacting Ono-derland Press at 1-800-471-0055.

- **"Swim Near a Lifeguard" Stickers**

Bill Richardson distributed approximately 9,000 "Swim Near a Lifeguard Stickers", donated by the USLA. Stickers were distributed to chapters based on membership. Please contact Bill Humphreys at (949) 361-8219 if your chapter did not receive theirs.

California Surf Life Saving Association

**Committee Report
October 15, 1999**

Website Development Team Kai Weisser & Boyd Mickley

Thanks to all the committees for their input based on the website content handed out yesterday. Some additional content and modifications are still needed by the executive board and only a few committees.

Kai and Boyd will forward to the Executive Board prior to or at the November USLA meeting a revised content draft and cover letter requesting Website design and construction bids.

Kai and Boyd will solicit a minimum of three bids for the Executive Board to review. A budget amount should then be determined considering \$500 has already been donated by SCOF and other resources may be available by Mr. Colosi.

A target start date of website construction is December 1, 1999.

Boyd and Kai reviewed by section the input received for the website content.