



# Executive Delegate's Report

Spring 2003 CSLSA  
Board of Directors Meeting

## ILS Board of Directors

- I regret being unable to attend this meeting due to a conflict with the ILS Board of Directors meeting, which is being hosted on the Caribbean island of St. Lucia. The location was selected in an effort to help spur development of national lifesaving federations from the Caribbean that can become members of ILS. In conjunction with the Board meeting, a Caribbean Life Saving Conference and lifesaving sport development event, with a lifesaving championship under international rules, are scheduled.

## USLA National Certification Program

- I continue to chair the USLA National Certification Program. The program is thriving, with over 100 agencies certified.

## USLA Textbook Committee

- The second edition was completed and mailed to the publisher on March 15, 2003 (roughly two weeks past the intended deadline). Extensive work on the part of the Textbook Committee went into this edition. Thanks to Dan McCormick for his editing of the photographs and for having some photographs of certain techniques photographed. It was a lot of work. Thanks also to members of the Textbook Committee (and others) who provided timely and thorough reviews of the chapters. In particular, Dave Shotwell and Eric Bauer provided feedback within a day or two in most cases. That was very helpful. Every chapter was first presented to all members of the Textbook Committee for input. Final versions of each chapter were then sent to the Textbook Committee. As in the past, this has helped ensure a national approach to the manual. Content of the book is greatly improved over the prior edition and many new elements were included that should prove very useful. The second edition title will be, "Open Water Lifesaving--The United States Lifesaving Association Manual" This will hopefully be a little easier for people.
- Carl Martinez will be spearheading development of the additional learning elements for which we are responsible. Specifically, this will include a Test Manager (being handled by Duke Brown), a PowerPoint presentation (being handled by Bob Ogoreuc), and an Instructor's Guide (being coordinated by Mr. Martinez).
- Through December 2002, a total of 12,829 copies of the first edition had been sold. USLA received a royalty check for \$1,252.68 for the period of July through December.

**Total earnings to date are \$15,719.22. Our royalty is 10% for regular sales in the United States. Books sold to other countries or via mail order have a fixed 5% royalty.**

## **World Congress on Drowning 2002**

- **A publication with papers from an extraordinary array of worldwide experts on drowning and rescue is expected later this year. I am editing a section of the publication related to rescue. Attached you will please find the Final Recommendations of the World Congress on Drowning 2002.**

## **National Weather Service Collaboration**

- **The National Weather Service has voiced a strong interest in collaborating with USLA and Sea Grant to produce rip current posters and brochures. They realize that rip current information produced by NWS has been internally inconsistent, so they created a rip current standardization team. They are not looking to issue watches or warnings, but would like to communicate to the public the hazard level (i.e. low, moderate, or high) and would like to have nationally reviewed and approved posters and brochures produced to explain both rip currents and the daily information on them that would be available from NWS. If NWS, USLA, and Sea Grant could collaborate on a single product, including the logo of all of our organizations, then national standardization and a higher resulting public comprehension might result. Importantly, NWS sees our dissemination routes (i.e. posters and brochures at lifeguard stations, as well as updated tide boards with current hazard level) as ideal routes. Thus, there is the possibility that they would fund the materials, and they certainly would develop the artwork. They are most interested in setting up a team approach that could result in a tremendous boost to the efficiency with which our message is broadcast and the national profile of USLA. Pending approval of the USLA Board of Directors, the target date for completion is May 2004.**

## **Bolivia**

- **In January 2003, under the auspices of the International Life Saving Federation Americas Region flood rescue training in Bolivia was organized and funded. This was a train the trainers program involving a team of flood rescue experts from the San Diego Lifeguard Service, who volunteered their time. Several organizations contributed lifesaving equipment, which was used in the training and left in Bolivia for use by the rescuers. Twenty people from teams throughout Bolivia were trained. Over US \$8,000 in equipment was donated to Bolivia for flood rescue training.**

## **Mexico**

- **Work continues in an effort to organize the various lifesaving efforts in Mexico into a single national federation, similar to USLA and other national lifesaving organizations. This is being led by Victor Zavala of Ensenada, with the strong support of Bob**

**Burnside and others. I lend support wherever possible.**

## **American Samoa**

- **A group on American Samoa is endeavoring to improve aquatic safety in that area. Drownings there occur for a number of reasons, including lack of swimming skills, strong currents in offshore reefs, and lack of an organized rescue response. Assistance being offered includes advice and public education materials.**

## **USLA.QRG Upgrade Proposal**

- **A proposal has been submitted for a comprehensive upgrade of the USLA site. As Chair of the USLA Website Committee, I am recommending that this proposal be adopted in full. I would appreciate support of the CSLSA Board of Directors. Cost is estimated at \$8,000. As the CSLSA Board of Directors well knows, the USLA website has been and continues to be of great value to USLA and lifeguards throughout the US, as well as the rest of the world. It was one of the first lifesaving sites on the web and is highly visited. Currently the site receives, on average, 55,000 page views per month. This is a high level of traffic that goes beyond many commercial sites, even though we primarily provide a library of information. This upgrade is needed for several reasons:**
  - Adtell, which designed the original site, has dissolved and is no longer providing support.
  - The technology used to create the site is outdated and routine updates are costly in that they must be done by a third party (contractor). This delays updates and increases their cost.
  - Certain elements of the site are not working at all, including membership and statistics submission.
  - The current design of the site does not allow us to take advantage of a variety of new technologies, such as modern banner advertising, which could help generate income.
  - Use of our bulletin boards does not require registration, which might be used to discourage anonymous and inappropriate posts.
- **The full proposal which has been submitted has a number of significant advantages:**
  - It will allow the website editor to make most routine updates immediately and without cost. Examples include USLA contacts (i.e. email addresses, etc. of officers), lifesaving links, certified agencies, etc.
  - It will allow password protecting the bulletin boards.
  - It will allow significant improvements the statistics section, essentially providing agencies the opportunity to use the USLA site to store their own statistics on the USLA site, and to search and query them. USLA would benefit by having real time information on statistics throughout the year. This element of the site was designed by the proposers in concert with Rick Gould.
  - It will allow an updated membership process that will immediately (after credit card verification)

give the applicant a receipt and a membership number. The registrant will be entered into a membership database available to designated USLA officials. This will eliminate concerns about delays in receiving a membership card, but a regular membership kit will be sent as usual. Even the day of a competition, a competitor could conceivably become a member almost instantly through the web-site. If desired, regions could also use this process for mass sign-ups.

- As noted, the cost for full implementation would be \$8,000. It is important to remember that the initial cost of the site was \$5,000. The proposer estimates actual value of the proposal at over \$21,000. Moreover, this proposal will allow savings of updating costs and speedier changes, along with streamlined membership, a significant service with respect to statistics, and many other features. The proposer estimates the potential for advertising income from the site at several thousand dollars per month.
- The company offering this work is composed of lifeguards with some significant experience in the area. They are therefore offering a substantial discount to USLA. They have also done work for California State Parks and Warner Brothers. I have personally reviewed a site designed for the employer of these lifeguards which includes interactive on-line scheduling and extensive reporting of employee activity.
- My thanks to Rick Gould for making the contacts required to get this proposal moving.

### Lifesaving Advocacy

- As Chair of the National Certification Program, at the request of the mayor of Destin, Florida, Southeast Region President Jim McCrady and I visited this Florida Panhandle community to review beach safety issues and make recommendations. We met with a wide variety of officials, including the mayor, fire chief, sheriff's department, and tourist development council. This is a relatively affluent community, but provides no lifeguards. Beach ownership and historical experience have led them in that direction. We intend to issue a comprehensive report.

### Lifesaving Hall of Fame

- No further communications have been received from Hall of Fame President Dr. Sam Freas PhD since my letter of October 2002, previously copied to the USLA Board of Directors.

Respectfully submitted,



B. Chris Brewster  
Executive Delegate

attachment G2: Final Recommendations of the World Congress on Drowning 2002

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