



California Surf Lifesaving Association

Public Education Committee

Spring Committee Update

Dana Point - April 24th, 2003

Bookmarks

Last fall, the committee voted to develop bookmarks for distribution material for summer 2003. The bookmarks are here today for pickup from each chapter. We spent \$1,993.02 (\$6.98 under budget). We received a total of 50,000. 42,000 of which are in English, with the remaining 8,000 in Spanish. The Spanish was decided on at the last Executive Board Meeting. Please pick up your chapters before leaving today.

Public Education Marketing

We worked a little with a CSUF marketing class this past fall. With the limited time, they concentrated on Spanish speaking ideas in Orange County. I have the proposal that they came up with if anyone is interested in looking at it. This semester, we were not able to have students work with us since the professor was out on a medical leave. She has promised that she will devote more time to us next fall.

Grant Money

We did not receive the Pacific Life Grant that we applied for last fall. I was planning to submit the proposal again this summer. I am also looking into other possible grants that would help us in funding some projects. I will welcome all help in this area.

Public Education with SHP

I have a meeting set up on Saturday with SHP to discuss possible projects that could be funded by sponsorships. I gave a preliminary wish list to SHP; however, I would like to have some more items from the committee to discuss.

OC Fair and Youth Expo

It is again time to commit your chapters in the staffing of these booths. (I am speaking mainly to the Orange County chapters, however, all are welcome to visit or help) The Youth Expo is next weekend, May 2nd - 4th. The OC Fair is July 11th - August 3rd. I will be soliciting chapters to sign up for staffing the booth, and/or giving us contact information of who can. These are great public education and community involvement for lifeguards and lifeguarding in general.

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The executive board is starting the process of getting the non-profit tax-exempt status for the CSLSA. Hopefully I will not have to do this alone and that Bill Richardson will volunteer his services to complete the application.

Rob Williams--Committee Chair
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