



California Surf Lifesaving Association

P.O. Box 366 • Huntington Beach • California • 92648

TO: CSLSA Board of Directors
 FROM: Mike Bartlett, Chairman *MSB*
 DATE: 4/27/95
 SUBJECT: Newsletter Committee Report

The winter 1995 edition of the Cal Surf News was published and mailed to all the chapters of the CSLSA. The committee would like to thank all those who contributed in a timely fashion. More importantly, we received favorable responses regarding the placement of an action photo on the cover page, moving away from a newsletter to a magazine style format. One set back was the cancellation of our one and only advertiser 1000-Mile Sportswear. The owner of 1000-Mile Sportswear Ken Miller expressed his regrets due to current financial constraints.

Advertising in the newsletter has been a vehicle primarily to off set production costs. Without it, we operate in a deficit. For the next issue, I will be working closely with the assistant editors AJ Summers and Tom Buckner to brainstorm potential advertisers and encourage members to assist us if they have any leads.

Listed below is the Income and Expense Statement for the last edition:

INCOME

no advertising revenue

EXPENSE

Printing	840.00
Type-setting (Renee Story)	285.00
Supplemental (Printing for LACOLA)	<u>46.39</u>
	1171.39

Income over Expense (1171.39)

Obviously without advertising, our production costs rise. So for those of you who are in more favorable positions to persuade product companies, please twist their arms and send them my way. On the reverse side you will find a break down of advertising costs per issue. The absolute latest deadline to receive artwork for advertising in the next issue would be May 15.

I have already received two articles for the Spring Edition, one by Eric Sandy of Del Mar and James Frazee of San Diego. They will qualify for the \$25 award for Member Incentive to write stories for Cal Surf News. The article submission deadline for the spring issue is set for May 1 and distribution by June 1.

For those members who have a story idea or are interested in participating, please contact me or the assistant editors. Thank you.

We are soliciting advertising for the Cal Surf News, the official newsletter of the California Surf Lifesaving Association. The CSLSA is a non-profit parent organization of 27 agencies along the California coastline. Its purpose and objectives are to establish and maintain high standards for professional open water lifesaving; to provide public safety education; to enhance the education of open water lifesaving; to enhance the education of open water lifesavers; and to support and encourage lifesaving efforts.

The CSLSA manages the Cal Surf News and publishes it bi-annually in both Spring and Fall. The 12-page publication is distributed to its 965 members through the various agencies and informs lifeguards and administrators of all aspects of the public safety profession ranging from training programs to educational programs. Advertising revenue is intended to off-set printing costs. The advertising cost per issue is as follows (8 1/2 X 11, black and white):

\$100-business card size

250-quarter page

450-half page

750-full page

Please contact the Cal Surf News managing editor, Mike Bartlett at (714) 898-6966 for questions or space reservations for upcoming issues. Please no alcohol or tobacco product advertisers. Thank you for your support in the lifesaving profession.



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TO: CSLSA Board Members
 FROM: *MB*, Mike Beuerlein, Public Education Committee Co-Chairman
 SUBJECT: Public Education Committee Report
 DATE: April 26, 1995

The following is an update on projects in progress:

National Beach Safety Week (May 22-29, 1995)

A memorandum has been sent all CSLSA Chapter Presidents regarding Beach Safety Week. Sample Requests for Proclamations, Proclamations and News Releases were enclosed. Each chapter is responsible for acquiring their own local proclamations.

New CSLSA Rip Current Poster

We have 2,750 new *CSLSA Rip Current Posters*! Ryan Buell Newman (Santa Cruz) volunteered a tremendous amount of time to make this dream a reality. The final product will greatly enhance our beach safety presentations and help spread the word to thousands of citizens. The posters are being stored in Huntington Beach. To acquire your chapter's posters, you can contact me at (714) 960-8874.

Rodney the Iguana

Since SHP was unable to secure funding for this project, Rodney's promoters are pursuing funding for this project.

Project Wipeout Fundraiser

Hoag Hospital and the Orange County Lifeguard Agencies are showing *Endless Summer II* at the Edward's Lido Theatre in Newport Beach on Sunday, May 7th at 11:30 a.m. Tickets are \$10. For more information, see me or call Kris O'Neal at (714) 760-5528.

COMPETITION COMMITTEE REPORT

April 18, 1995

1. No rule changes to propose.
2. Add Paddle Relay and Run Relay to JG National events.
3. Information and brochures handed out:
 - Hummer Clinics
 - "Rescue 96" in Durban, South Africa
4. Regional - sponsorship discussion - should we open up sponsorship or stick with exclusive SHP as fund raiser?
5. Funding of USLA Teams to World Titles
 - a. Write to South Africa organizers to seek out potential South African Sponsors
 - b. "Baywatch"?
 - c. Surcharge or percentage of USLA Nationals entry fee and memberships
 - d. "Official" postcard or other product with profits earmarked for USLA Team
 - e. More ideas are needed!!
6. U.S. Open of Surfing competition
 - a. Inviting top 15 finishers of each event from Regionals
 - b. Agreed to six events for now - will look at American Ironman turnout for Regionals and consider equipment issues.
7. 1995 Nationals
 - a. Sponsorship for JG Nationals?
 - b. "Santa Cruz Waterman" to be held the Sunday following the Nationals. Events include Longboard Surfing Contest, Paddle Relay, 2-Mile Paddle (w/ 12 foot and under boards).
8. USLA National Championship Rulebook - 1995 Edition is available in two formats
 - Bound with course diagrams
 - On IBM computer disk without the diagrams at this time.

To order, send \$10 per copy to:

USLA Rulebook
 c/o Rob McGowan
 2216 Alma Avenue
 Manhattan Beach, CA 90266

Specify bound or disk version and make checks payable to **CSLSA**.

EXCHANGE COMMITTEE REPORT

April 28, 1995

Attendance:

Chris Graham & Reenie Boyer/Newport, Matt Stephens/Oceanside,
A.J. Summers/Seal Beach, Ryan Buell/Santa Cruz & Kai Weisser/Huntington

1. New Zealand Exchange

A. Finances

- 1) The Treasurer has advised that there is currently no money budgeted for this committee. It is anticipated, however, that in the Fall, after the dues are in, that the normal appropriation of \$ 1,000 will be reinstated.
- 2) Recommend that all expenses on behalf of the Kiwis incurred by the host Chapter (travel & entertainment) will be reimbursed upon submission of receipts at the Fall meeting.
- 3) Recommend deducting \$ 40 from the budgeted \$ 400 for the Kiwis to cover the cost of membership kits for the Kiwis. (New allotment = \$ 360)

- B. Recommend a revisit of host and Kiwi obligations with regard to the schedule. The intent is to not inconvenience the hosts and their plans. The plan is to improve the host letter and Kiwi orientation.
- C. Recommend that host Chapters bring donations of agency patches and T-shirts to the Fall meeting for our Exchange guards.
- D. Chris Graham & David Royal will make a slide presentation at the Fall meeting.
- E. Rumors are starting about an Exchange Guard Reunion in 1998 during the NZ World Games. We will investigate and suggest meeting halfway, in Hawaii.

2. Inter-agency Exchanges

- A. Continue promotion and communication of training programs to other than host agency members.
- B. Recommend a brief (5 minute) presentation at each Board Meeting. The intent is to share and motivate the Exchange Program Experience. Schedule for the Fall will be A.J. Summers and Reenie Boyer, focusing on Jr. Lifeguard Instructors visiting different agencies.

3. German Summer Job Program

- A. Promotional company, Avante Caroe, has expressed interest in sending another person to southern California for this summer. Last summer's three week program was a success.
- B. A minimum standards and qualifications have been sent to Germany to insure a qualified individual is sent.

4. The issue of creating a Liability Waiver and Hold Harmless was discussed. Such waiver may include the CSLSA and host Chapters.

It also was suggested to contact the Diver's Alert Network at (619) 684-8111 to obtain insurance for the Kiwis and our delegates.