



# California Surf Lifesaving Association

CSLSA Website: [www.CSLSA.org](http://www.CSLSA.org)

## Memorandum

To: CSLSA Board of Directors  
From: Bill Richardson *WR*  
Date: April 23, 1998  
Subject: **President's Activity Report**

The Executive Board has met three times since our last meeting. We have worked on numerous issues which will be spelled out by the various officers and/or committee chairs. The following is a synopsis of my specific activities this past four months.

### National Aquatic Summit

I attended this conference in the beginning of February with Dick Colosi as representatives of USLA. Much of the subject matter dealt with pool issues, but the group wanted to be united on all aquatic issues. We were able to express our goals and objectives clearly to the group and in so doing got them thinking about safety as a primary objective.

The meeting was attended by approximately 50 leaders in aquatics from all disciplines and was convened in Washington, D.C. to formulate seven consensus statements;

1. Building a United Voice for Aquatics
2. Every American a Swimmer for Life
3. National Aquatics Week
4. Developing a United Front Against Drowning
5. Public Visibility
6. Legislative Advocacy
7. Establishing Long Term Goals and a Priority for Future National Aquatic Summit

### Lifeguard Efficacy Symposium

While this was primarily a function of the USLA, it was important for CSLSA and USLA to be represented. To this end Chris Brewster, Rick Gould and Carl Martinez (of the Mid-Atlantic Region) and I provided this representation in Atlanta in the end of February. The subject matter dealt with developing a position paper defining the effectiveness of lifeguards and will be extremely important in having the CDC firmly behind us in support of lifeguards being important to prevent drowning as a leading cause of accidental death.

*Bill Richardson, President*

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Each of us was given specific issue to address for the paper. Our representation received the following assignments:

1. Brewster - Overview of Lifeguarding ; history and reactive vs. proactive ideologies
2. Richardson - Statistics; compilation of stats from USLA, Ellis & Associates and Y's
3. Gould - Values of Aquatic Safety; cost vs. benefits (economic, social recreational & fitness)
4. Brewster - Legal Implications; definition of various types of liability systems

The meeting was attended by 12 individuals interested in aquatic safety from the CDC, USLA, Red Cross, Ellis & Associates, and the Army Corps of Engineers.

### **Millennium Omnimedia**

I continue to work on this issue in an attempt to salvage the program while providing for the regions and the national to have funding for their games. I am told by the attorney for MO that a deal is on the table which should forestall any problems. However, if this deal does not come to fruition, we are on our own and I must work out some issues regarding the termination of the agreement in the this poorly defined contract. The drop dead date for the deal to be completed is May 7, 1998.

### **Uniserve Agreement**

Based on the input from all the regions, the Executive Committee of USLA signed an agreement with Uniserve to create a catalog merchandising program which will also be included on the USLA website.

We agreed to purchase 25,000 brochures, sharing the cost 50-50 with Uniserve (the cost to USLA \$5,189). USLA agreed to a 50-50 split of the costs and income, with Uniserve maintaining all the inventory and doing all the work. Basically this is what CSLSA recommended with the exception of the lesser purchase of brochures (CSLSA recommended purchasing 15,000).

Glenn Suchecki of Uniserve advised that he should have the catalogs ready for the USLA meeting on Avalon and that we could have the products shown in the catalog to be used for a raffle.

### **Legislation**

I wrote letters to Senator Haynes regarding Senate Bill 1678 which would define which who would be eligible for funding and specifically excluded ocean lifeguards from the list of eligible services.

### **Treasurer**

Assisted Mr. Moore in completing the transition as the new Treasurer. Basically I did the footwork in getting the new signature cards completed at both the Credit Union and Bank Of America. I also assisted him with several banking chores including deposits and transfers as needed. Bob will provide more information on additional activities in his report.

### **Communications List**

I developed a complete listing relative to communications within CSLSA. I have additional copies available at this meeting for your convenience.

### **Public Education**

I assisted Mike Sylvertri in decisions regarding Public Ed materials and specifically the "TREF", San Diego specific coloring books. We decided that the 100,000 San Diego specific TREF books will be distributed to all regions of USLA. The regions or Chapters could then make up stickers to place over the San Diego information. We then agreed that USLA would print 14,000 copies of the non-specific Spanish version of the coloring book, which would also be distributed to the USLA regions. The cost of the project is \$2,900.

### **Membership**

**Kits** - The Executive Board agreed to making of T-shirts for the member kits this year.

I received 108 cases of Hawaiian Tropic Sun Care products (1,296 6 ounce tubes) which are to be included in our membership kits for this year. The break down is 50 cases of SPF 30 and 58 cases of SPF 15. This product is the result of Mr. Colosi's negotiations for a sun care sponsor for USLA. As you can see, the product is labeled with the USLA logo. The great thing about the agreement is that it is specific to USLA, requiring little from the regions other than putting up Hawaiian Tropic banners at our regional games.

Both the shirts and sun care products will be distributed at this meeting based on the number of members each chapter listed at the last General Board Meeting in October. Adjustments can be made with clarification from Chapter representatives and the Treasurer.

**Membership Applications** - I took the liberty of drawing up applications which should aid the Chapters in recruiting new members or renewing returning members. I printed about 250 copies, so there will be about 10 available per Chapter which you can then duplicate as needed.

I also created a member application specific to Junior Lifeguards. About one week ago Bill Humphries called regarding this issue, and after reviewing his input, I changed my application to include some of his information and made the application specific to each Chapter. I am giving these to Mrs. Boyer who will see that they get to each Junior Guard Coordinator. Again, these would be duplicated to obtain the number needed for each Chapters needs.

As always I continue to handle considerable USLA and CSLSA correspondence. In fact, for some unknown reason the USLA correspondence this first quarter of 1998 is the most extensive I have ever had to deal with.



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Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

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## Memorandum

William Richardson  
*President*

Don Rohrer  
*Vice President*

Mike Beuerlein  
*Secretary*

Bob Moore  
*Treasurer*

AJ Summers  
*Recurent Representative*

Kai Weisser  
*First Executive Delegate*

Steve Long  
*Second Executive Delegate*

Mike Halphide  
*Alternate Executive Delegate*

To: CSLSA Executive Board  
From: Don Rohrer  
Date: April 22, 1998  
SUBJECT: VICE PRESIDENT'S ACTIVITY REPORT  
CSLSA SPRING MEETING

1. All Los Angeles County CSLSA representatives have been involved in the planning and coordination of the CSLSA Spring Meeting, and the upcoming USLA meeting in May on Catalina island.
2. Personally, I have been consulting on an informal basis with Greg Wiseberg from the Avila Beach/Port San Luis Harbor District for the purpose of encouraging USLA certification for all member organizations in the central California coast. It is our plan to continue these discussions during this spring meeting.
3. Observing first hand, and from afar, the difficulty in finding adequate funding for our various competitions, I thought it could be beneficial for the association to study in a comprehensive manner the accuracy of the perception and the current status of fundraising for these events.

In the research, one component, or possibility, that draws immediate attention is the association's own reluctance to utilize alcohol sponsors. L.A.C.O.L.A. has been one of the strongest advocates of this current restriction. I asked for and was granted board time to revisit this issue with the L.A.C.O.L.A. Board of Directors. We reviewed past policies, the history, and the potential positive and/or negative aspects that such sponsorship could bring to our organizations. At that point, I asked for their counsel via a telephone call and left their meeting. A few days later, I was contacted by a L.A.C.O.L.A. board member who informed me that they could and would support such a measure. The purpose is to expand sponsor support and to generate needed revenues for existing competitions and possible future expansion.



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**(Don Rohrer, page 2)**

**I respectfully request of this body, a committee meeting be held ( the committee to be made up of one member from each organization present) for the purposes of further exploring the concept and presenting a report to this Board listing the pros and cons of alcohol sponsorship and a recommendation.**

**I would suggest a one hour meeting at an appropriate time with a recommendation to be brought before this body on Friday, April 24. 1998.**

**Respectfully submitted,**

**Don Rohrer**



**ASSETS****Cash and Bank Accounts**

CD #72	0.00
CD #76	0.00
Checking	12983.41
PaineWebber	0.00
Savings	14498.76

**TOTAL Cash and Bank Accounts** 27482.17

**TOTAL ASSETS** 27482.17