



California Surf Lifesaving Association

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Southwest Region - United States Lifesaving Association

P0 Box 366 - Huntington Beach, California 92648

World Wide Web: www.cslsa.org

Robert C. McGowan
President

Minutes-Public Education Committee-Fall Meeting 2004-Santa Barbara

Vincent N. Lombardi III
Vice President

The first topic discussed in committee was the new USLA rip current brochure available for download online.

Michael A. Beuerlein
Secretary

Discussion then began regarding public education material for the next year. Rob Williams then presented an activity book developed by Hoag Hospital. This was discussed as well as a collaborative effort with Project Wipeout. Consensus was reached to meet with Kris Okamoto of Project Wipeout to get the project going. It was understood that funds from Hoag Hospital and the CSLSA would increase the number of books printed. Potential for national use was also discussed.

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

The idea of using the winning posters from the Junior Lifeguard contest was also discussed and agreed upon. In doing so, Junior Lifeguard funds would be utilized for the project. Mike Sylvestri then moved that \$1,000 be moved to the General Fund. Mike Bartlett then mentioned advertising space from such companies as Simple Green.

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
1st Executive Delegate

The idea of a bilingual activity book was then discussed, as were copyright issues. Rob Williams then stated that Kris Okamoto of Project Wipeout was behind the project 100%.

Michael S. Bartlett
2nd Executive Delegate

Charlotte M. Graham
Executive Delegate (Alternate)

Mike Sylvestri then moved that \$4,000 be requested (\$3,000 from general fund, and \$1,000 from Junior Lifeguards) for the activity book.

Mike Bartlett seconded the motion for approval.

Combined efforts with TREFF and Southern California Edison were then discussed, as was the intention to complete printing by the Spring Meeting 2005.