



Richard Hidalgo  
President  
Imperial Beach Lifeguard Association  
950 Ocean Lane  
Imperial Beach CA 91932  
[iblifeguards@yahoo.com](mailto:iblifeguards@yahoo.com)  
w. 619.423.8328  
m. 650.759.1136

October 20, 2004

TO: CSLSA Delegates, Fall Meeting 2004-Santa Barbara

Subject: Proposed 2005 Las Playas de Tijuana Volunteer Service

The Imperial Beach Lifeguard Association (IBLA) is currently implementing a volunteer program with the Salvavidas de Las Playas de Tijuana (Las Playas Lifeguards of Tijuana). In conjunction with Wildcoast, an international conservation team based in Imperial Beach dedicated to protecting wild lands and surf breaks for Californians, the IBLA met with Los Bomberos de Tijuana (Tijuana Firefighters) in September and began arranging logistics and legalities for a volunteer program with the Lifeguards of Las Playas.

We are currently seeking more Lifeguard Agencies interested in contributing to this cause and look forward to a rewarding and cultural experience.

Agencies interested in volunteering may contact Richard Hidalgo at, mobile 650.759.1136 or via email [iblifeguards@yahoo.com](mailto:iblifeguards@yahoo.com)

**SUBJECT: Border to Border on a PWC**

Jane Usatin, Ph.D., recently approached the IBLA with an idea of riding a PWC from the Canada/USA border to the Mexico/USA border in the late spring/early summer of 2005.

Dr. Usatin hopes to involve the Imperial Beach Lifeguard Association with the event. She's already working with Fun Bike of San Diego, Yamaha Motor, Inc., *Personal Watercraft Illustrated*, and friends at the California Department of Boating and Waterways to make the Pacific Ocean Trail ride a reality

In completing this task over a proposed six-week period, Dr. Usatin plans to achieve the following

- Raise the public awareness of ocean and beach use and preservation along the entire West coast.
- Challenge the media stereotypes regarding PWC's, their riders, and use in boating environments.
- Increase membership in and raise funds for non-profit organizations dedicated to the ocean, the coast, and the environment. Thus far, she's contacted the Ocean Conservancy, Vote the Coast, and the Surfrider Foundation, in addition to the USLA.
- Allow the general public to follow her daily progress down the coast via a dedicated website, [pacificoceanrider.org](http://pacificoceanrider.org), which will include links to those partners, sponsors, and non-profit beneficiaries of the event.
- Encourage responsible tourism in the small and historic beach communities of Washington, Oregon, and California through media exposure during layovers in these towns.

Dr. Usatin is asking that lifeguard agencies along the California coast assist her in the waters of their respective beaches. She seeks the additional expertise from the lifeguard agencies,

even though she will have a crew with her for the duration of the trip. Local PWC, sailing, and boat clubs, as well as dealerships, will also be offered the opportunity to ride along on legs of the voyage.

Dr. Usatin can be reached at [usatin@sandiego.edu](mailto:usatin@sandiego.edu) if you'd like to ask her any questions or share any comments.

Kind Regards,

Richard Hidalgo  
President  
Imperial Beach Lifeguard Association

