



# California Surf Lifesaving Association

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## Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: [www.cslsa.org](http://www.cslsa.org)

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### Public Education Committee-Fall 2005

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Over the last six months, I have been coordinating with Kris Okamoto of Hoag Hospital to complete the CSLSA-Project Wipeout activity book. The books are printed and ready for dissemination. There will more books on the way as Project Wipeout is giving them out in blocks. Today I have 2,250 books to distribute. We are on hold at the time for more books due to Kris Okamoto's service in Louisiana.

For easier delivery, I would like to focus on getting materials to some of the more remote agencies.

During this past year as well, I was contacted by Sean Collins of Surfline.com regarding their support of the USLA and the introduction of a section to their site focusing on conditions and advisories. With direction from Mr. Brewster, Surfline.com established the informational section and also included 4-month premium memberships to all USLA members. Surfline already offers their premium service to public agencies free of charge. Please feel free to contact me if your agency does not have this valuable service.

Today, I would like to revive the discussion for an educational campaign for the San Clemente beach train. The idea is to have educational posters and/or materials available to advertise beach safety tips. This has been discussed prior to the meeting as a collaborative effort with Project Wipeout.

I would also like to discuss an educational campaign directed at local surf shops, manufacturers, and large events to target beginning surfers and body boarders. At our previous meeting we discussed using surf shops and surfboard rental shops to disseminate beach safety tips through brochures, stickers, or posters. It was also discussed that individual lifeguard agencies would be responsible for their local surf shop and rental shop relationships to ensure a consistent water safety message. We also discussed specific ocean safety tips:

1. Know how to swim before entering the ocean
2. Always check with a lifeguard for conditions.
3. Always wear swim fins and a leash when body boarding
4. Always wear a leash when surfing.
5. Always stay on your board when surfing or body boarding.

Today, I would like to discuss design and funding for posters, stickers, or brochures in the event that there is still interest.

Funds were approved to attend the September ASR show, but after speaking with Steve Rueter, he advised me that the January ASR show would be the better opportunity.

I look forward to getting direction for our upcoming projects in committee today.  
Thank you.



# Hoag Hospital Foundation

For Support of Hoag Memorial Hospital Presbyterian  
One Hoag Drive PO Box 6100  
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[www.hoaghospital.org](http://www.hoaghospital.org)

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5 April 2005

Lieutenant Rob Williams  
California Surf Lifesaving Association  
Post Office Box 366  
Huntington Beach, California 92648

Dear Lieutenant Williams:

It is my pleasure to convey our thanks to you and the California Surf Lifesaving Association for your grant of \$4,000.00 in support of Hoag's *Project Wipeout*. We are proud to partner with you as we help to save lives and prevent injuries through developing and disseminating Beach Safety information.

In accordance with IRS regulations, this letter substantiates that the value of your contribution for tax purposes is **\$4,000.00**, and that no goods or services were or are to be received by you or the California Surf Lifesaving Association with respect to this contribution. Please keep this letter as documentation for 2005 tax purposes. .

On behalf of the Boards of Directors of Hoag Memorial Hospital Presbyterian and Hoag Hospital Foundation, as well as Kris Okamoto, Director of *Project Wipeout*, thank you. Through your gift, you touch countless lives.

Sincerely,

Ronald D. Guziak  
Executive Director

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cc: Captain Ross Pounds  
Kris Okamoto