



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

Public Education Committee Report-Fall 2005

Robert C. McGowan
President

Vincent N. Lombardi III
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
1st Executive Delegate

Michael S. Bartlett
2nd Executive Delegate

Charlotte M. Graham
Alt. Executive Delegate

The following was discussed at committee:

- Legal and/or sponsorship questions regarding the Duke's "Big Wednesday" charity event. We also discussed speaking with Steve Reuter and Scott Hubbell regarding this matter.
- 5 safety tips for public education materials.
 1. Learn to swim
 2. The ocean is a dangerous place
 3. Always check with a lifeguard
 4. Wear sunscreen
 5. Always wear a leash and/or fins when surfing and body boarding
- Discussed attending the January ASR show. After discussion, it is unclear if this would be effective but could be for contact information.
- Distributing materials to schools, hotels, and stores geared towards tourism was discussed.
- Discussed coins, stickers, pins, and posters for the next public education production
- Stickers and posters were the most popular, cost effective choices.
- Agreed to use USLA artwork, which Mrs. Boyer has to make 2" stickers and possibly magnets. We agreed to include a junior guard message.
- Mr. Sylvestri agreed to get prices for stickers and magnets.
- Discussed request for \$1,000 from Junior Lifeguard committee and \$4,000 from general fund.
- Discussed a request for a \$4,000 recurring line item for public education materials budgeting.
- Mr. Rohrer and I discussed a beach safety message for hotels or airplanes similar to flight and hotels in Hawaii.



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To: CSLSA Board of Directors
From: Steve Reuter, Huntington Beach City
Date: October 10, 2005
Subject: Proposal for sponsorship

As professional lifeguards, we strive to get our message of beach safety out to the public. I have been working with Duke's of Huntington Beach on a project called "Big Wednesday" and have been able to generate monies for my local chapter. I would like to propose that we pursue the Spring 2006 "Big Wednesday" as a fundraiser to be used for public education. We stand to make between (\$3000 to \$6000) for the CSLSA.

Imagine the funds to develop a positive beach safety message in the form of a poster that is placed in every surf retailer or related shop in California. Big Wednesday involves the surf manufactures and related companies that donate product and time to different charities. My goal is to develop the CSLSA as the main charity for these events.

Duke's is willing to place our association as the main charity in exchange for being named on all our material (Beach safety posters and handouts). This presents a chance to benefit both groups and achieve our mission of education.

If the CSLSA has interest in this proposal I would be happy to address the Board of Directors and explain the plan further. Thank you for your consideration of this proposal and your continued support for public safety.

10/12/2005