



# California Surf Lifesaving Association

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Southwest Region - United States Lifesaving Association

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

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## MEMBERSHIP COMMITTEE REPORT OCTOBER 12, 2006

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We have had a very busy summer with the CSLSA membership drive, and a very successful one as well. For the first time since 2002, we are over 1200 members. I am still waiting for membership information from Del Mar and Encinitas, so this number should climb even more.

Several agencies saw large increases in membership, including California State, LA County, and Laguna, and others had moderate increases as well. As a result, we had to make a second order of our membership kits, to supplement the unsold kits that are being returned today. For those chapters that need additional kits, please be sure to see me sometime today.

Certainly the most difficult part of our membership drive this year has been reaching contact persons at different chapters. I have a new contact list sheet with me, and over the next several meetings I will try to develop an accurate list of email and phone contacts for each chapter. Even if you do not attend the membership committee meeting today, please list one individual from your chapter who can be a primary contact for membership questions. This person does not have to be in charge of your membership, but should be the best person to contact throughout the year, and someone who could direct the information to the person handling membership. I will primarily use email to disseminate chapter lists and collect new information.

There have also been some additions made to our membership application. The USLA will be trying to convert our membership to a fully computerized system, through the contracted company INTERFUSE, who also does our competition results tracking. I have new membership applications for each chapter for use next year, and will pass those out as well. The USLA membership committee has asked each region to begin requesting some additional information from our members, including age, gender, ethnicity and email addresses. All these categories have been added to our new applications, but please note that they are all optional categories. The USLA is requesting this information to better track who our membership is, in order to present this to potential sponsors looking for particular market dynamics. These changes will be further discussed during committee today, so please try to attend.

Respectfully submitted,

Charlotte Graham  
Vice President, Membership Chair