



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

NEWSLETTER COMMITTEE ACTION REPORT – FALL 2006

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Alternate Executive Delegate

In Committee, two major topics were discussed: 1) printing the CalSurf in color vs. black and white; and 2) problems with soliciting advertisers. While the Committee supported the concept of color printing, it was suggested that the less expensive option of a color cover (essentially four pages) and black and white inner pages would be more palatable to the Board, and that this should be recommended for at least the next two issues. It was noted that providing a color cover might help attract advertisers, thereby possibly helping to resolve the second major issue. It was also recommended that the cost for advertisement be increased for color ads, while keeping a less expensive black and white option for those advertisers that can't commit to a more expensive ad. If demand for color ads was high, an option of a color centerfold was discussed. The additional cost would have to be offset by the ad revenue. While discussing advertising, it was suggested that vendors that support CSLSA and provide discounts for members be given consideration for ad space at reduced or no cost. The dilemma would be that these sponsors would take space from revenue producing ads and there might also be contractual conflicts. It was noted that there were few vendors that offered discounts to recurrents, and that perhaps "recurrent-friendly" vendors should at least be given recognition by providing a list of such vendors in the CalSurf.

Another topic discussed was direct mailing to members, rather than bulk shipping to chapters. The cost difference would be relatively small, and the Committee recommended that this be done starting with the next issue (Spring 2007). During this discussion, a recommendation was made to research the possibility of eliminating printing altogether and produce an electronic newsletter. While potential problems with this method exist, it was agreed to research it and possibly poll the members through a notification in the next issue.

Finally, the issue of a budget for the CalSurf was discussed. It was decided to ask the Board for an annual budget of \$7300 to design, print and mail the newsletter. This budget would be utilized at the discretion of the Committee Chair, with input from Committee members and the Board, with many costs being potentially offset by revenue from advertisers.

Richard Godino
Editor – CalSurf News