



# 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)

## Public Education Committee Report - Fall 2007 October 11, 2007

Robert C. McGowan  
*President*

Charlotte M. Graham  
*Vice President*

Michael A. Beuerlein  
*Secretary*

Robert E. Williams  
*Treasurer*

Robert A. Moore  
*Past President/Advisor*

Christopher R. Graham  
*Recurrent Representative*

Don C. Rohrer  
*First Executive Delegate*

Michael S. Bartlett  
*Second Executive Delegate*

Alex K. Peabody  
*Alternate Executive Delegate*

Over the past six months, the Public Education Committee has been working on the following projects:

1. CSLSA Display Booth Repairs and Usage - Mike Bartlett from Huntington City sent the booth off for repairs back in the spring and it is now fully functional. Some of the photos are old or worn and need replacement. The CSLSA overhead banner is also in need of replacement. The banner is probably the most expensive item to replace (approx. \$100). Booth was used at Orange County fair and a Huntington Beach Marine Safety Open House/Beach Safety Awareness Week with nearly 10,000 people seeing booth over both events.

2. Display Booth reservations – I have been working with Bob Moore, Web Committee Chairman and Webmaster Pat Francis, to come up with a simple process for reserving the booth and tracking the location. Simplest method will be to continue current process of having the Public Education Chairman be the main contact point and maintaining a calendar for booth reservations. Chapters wishing to use booth should go to main page of CSLSA.org website and select "Public Education" from the menus on left (see screen prints below). Please include your name, reservation request date, and contact information including phone number. Booth will be stored by the last chapter using the booth until another chapter needs it. Chapters have responsibility of reporting any damages or repairs needed, and noting on the web page that booth has been transferred to another chapter. Transfer of booth between chapters will be arranged by individual chapters involved.

### Step 1



### Step 2



## Public Education Display Booth Availability

Click here for email  
to Public Ed.  
Chairman

**CSLSA CHAPTERS ONLY!** [CLICK HERE](#) to reserve the Public Education Display Booth. Please include your chapter name, reservation date and phone number.  
P.S. The committee is in the process of refurbishing this display booth.

3. Rob Williams from Newport has met with USLA and NOAA/Sea Grant representatives on joint public education program, initially focusing on rip currents. NOAA is producing posters, banners, and other material which will become available in sometime this fall. Metal rip current signs became available this summer and were distributed to many chapters. Rob will update committee regarding project.

4. Public Education Inventory and Needs Matrix - Committee worked with web designer to discuss adding a link to a CSLSA inventory and needs assessment matrix which will be used to: 1) provide chapters with a comprehensive list of materials available and how to obtain them; 2) serve as a record of projects completed by the committee; and 3) serve as a planning tool to identify areas for potential projects (e.g. create public safety materials reaching specific groups that may have been overlooked). Simplest method will be to finalize the matrix and post a link on the website. Committee will work today to finalize draft matrix which will be posted. Matrix will be updated approximately every 6 months to show new materials as they become available.

Respectfully submitted,

Bill Humphreys, Public Education Chairman