



# California Surf Lifesaving Association



## 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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## MEMBERSHIP COMMITTEE REPORT OCTOBER 16, 2008

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We had a challenging but successful CSLSA membership drive this year, in no small part due to outstanding attendance at the CSLSA Regional Championships and the return of the USLA National Championships to the West Coast. We are approaching the end of the active registration period, and I am still expecting membership information from Encinitas, Oceanside, Imperial Beach, Huntington Beach and Long Beach, but I anticipate that our total membership for the Southwest Region will be approximately 1200 lifeguards.

If anyone still needs a few more membership kits, please see me during this meeting and I will get you what you need. As always, if there are unsold kits at chapters I would appreciate their return so that we can re-distribute to chapters who need additional kits.

As everyone is aware, membership dues for 2008-09 rose for the first time in twenty years to \$30.00. During our committee meeting I would like to hear feedback from chapter reps about the impact the increase had on your membership drive, if any. Many of our chapters did a good job this year of beginning to collect some of the additional information that the USLA is requesting of us. I am hopeful that next year we will do even better, especially in collection of birthdates and member emails. All the requested categories are on our Regional applications, and I urge each chapter to use these forms for your membership drives. Also in committee today I would like to discuss ideas for next year's membership kits, as we must submit our ideas to marketing director SHP, Inc. as soon as possible for the best chance of fulfillment.

Finally, I want to apologize on behalf of myself and the USLA Membership Chair Charlie Hartl for the ongoing delays in our members receiving their 2008-09 membership cards and kits by mail. The new membership database program purchased from Interfuse has been challenging to say the very least. In concept, the program would seem to be very easy for renewing existing members and adding new members. In reality, it has been a monumental task, often taking a few hours to complete re-registration and new registration for even just mid-sized chapters. The database program itself has been plagued with small glitches that have made accurate registration impossible, and we are further burdened by the fact that the USLA membership chair is on the East Coast and the creator of the program is in Australia. I am still very hopeful that once we have worked out all the bugs in the system and registered the majority of our members correctly within it, this database will become a simple and easy tool for collecting membership. I sincerely appreciate your patience, understanding and support as we move forward with this new membership system. If there are any questions or concerns please do not hesitate to contact me for information.

I hope to see you in committee.

Respectfully submitted,

*Charlotte Graham*

Membership Chair