



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

MEMBERSHIP COMMITTEE REPORT OCTOBER 15, 2009

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We had a challenging CSLSA membership drive this year which I am sure was due at least in part to the poor economy. Today marks the official end of the active registration period, but I am still expecting membership information from Oceanside and Long Beach. We are currently just shy of 1200 members so I anticipate that our total membership for the Southwest Region for the 2009-10 membership year will be around 1260 lifeguards. A spreadsheet of registered members is attached for your reference.

If anyone still needs a few more membership kits or just specific items, 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.

I want to congratulate the Pismo Beach Chapter for being the first to turn in their 2009-10 membership list and a single check for payment. I received their list soon after our Spring Board of Directors meeting. Also, many chapters did a good job this year of collecting the additional information that the USLA is requesting of us and I thank you for your efforts. I am hopeful that next year we can do even better in collecting birthdates and member emails, as these pieces of information make it much easier to identify our members in the Interfuse database and contact them if we have questions. They will also help me accurately merge multiple records together, of which there are many. All the requested information is on our application and I urge each chapter to use these forms for your membership drives.

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. We have had one specific request from a member, and I have some price quotes for that item. If you have something you would like to suggest which would help sell membership to our lifeguards, please come to committee today.

Lastly, a brief update on the Interfuse database which is used for Membership registration. As I have indicated in the past, the database program has been plagued with small glitches that have made accurate registration very difficult and time-consuming. Last winter and spring I was on weekly conference calls with the USLA Membership Chair in New Jersey and the Interfuse program creator in Australia working on the system and identifying where problems existed. We managed to correct several major problematic issues, but there are still some glitches to fix. I expect to continue to work with these two gentlemen over this winter and spring to bring the Interfuse database system into full working condition. 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 and verifying membership.

This summer Mike Silvestri, the California State Lifeguard Association Membership Chair, was given an access code for the Interfuse program in order to handle his chapter's membership directly. Since we were still working on system repairs, Mike generously agreed to act as a program tester. Although he did have a few issues, overall the trial went well. I plan to give a few more chapters' individual access this next year as we work to fix the final glitches in the system. Ultimately the goal is that every chapter of the CSLSA will handle the input of their own yearly membership, although that will probably still be a few years away. We also hope to encourage our members to log on directly to the USLA website to manage their membership info and check on ever-changing membership incentives, discounts and programs. I sincerely appreciate your patience, understanding and support as we move forward with the Interfuse membership system and 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

TOTAL CSLSA MEMBERSHIP PER CHAPTER as of 10-14-09

Association Name	Alumni	Associate	Junior Guard	Life Member	Professional	Total Members	Eligible Members for Votes
CALIFORNIA STATE LIFEGUARD ASSOC	26	17	182	0	94	319	120
CAPITOLA LIFESAVING ASSOC	0	3	78	0	1	82	1
CORONADO BEACH LIFEGUARD ASSOC	0	1	0	0	1	2	1
COUNTY OF ORANGE LIFESAVING ASSOC	0	0	0	0	13	13	13
DEL MAR LIFEGUARD ASSOC	0	0	0	0	18	18	18
ENCINITAS LIFEGUARD ASSOC	0	1	0	0	10	11	10
HUNTINGTON BEACH SLSA	3	8	97	3	136	247	142
IMPERIAL BEACH LIFEGUARD ASSOC	0	0	0	0	11	11	11
INDEPENDENT	0	2	0	0	1	3	1
LAGUNA BEACH LIFEGUARD ASSOC	6	0	222	0	99	327	105
LAKE MISSION VIEJO ASSOC	0	0	227	0	11	238	11
LONG BEACH LIFEGUARD ASSOCIATION	0	0	0	1	1	2	2
LOS ANGELES CITY LIFEGUARD ASSOC	1	0	81	0	38	120	39
LOS ANGELES COUNTY LAKE LIFEGUARD ASSOC	9	1	0	0	14	24	23
LOS ANGELES COUNTY LIFEGUARD ASSOC	26	1	2815	5	170	3017	201
NEWPORT BEACH OCEAN LIFEGUARD ASSOC	0	2	1230	2	97	1331	99
NORTH ISLAND LIFEGUARD ASSOCIATION	0	0	0	0	4	4	4
OCEANSIDE LIFEGUARD ASSOCOCIATION	0	0	0	0	0	0	0
PENDLETON COAST LIFESAVING ASSOC	1	0	45	0	11	57	12
PISMO BEACH LIFEGUARD ASSOC	0	0	115	0	25	140	25
PORT HUENEME LIFEGUARD ASSOC	0	0	0	0	0	0	0
SAN CLEMENTE LIFESAVING ASSOC	1	0	472	0	41	514	42
SAN DIEGO LIFESAVING ASSOC	11	1	1	1	80	94	92
SAN LUIS OBISPO COUNTY LIFEGUARD ASSOC	0	0	74	0	27	101	27
SANTA BARBARA COUNTY-CAMPUS PT	0	0	65	0	14	79	14
SANTA BARBARA LIFEGUARD ASSOC	1	0	64	0	38	103	39
SANTA CRUZ SLSA	3	0	133	0	35	171	38
SEAL BEACH LIFEGUARD ASSOC	0	0	233	1	49	283	50
SOLANA BEACH LIFEGUARD ASSOC	0	0	0	0	6	6	6
TUCSON CHAPTER OF USLA	0	0	0	0	1	1	1
VENTURA LIFEGUARD ASSOC	0	0	22	0	8	30	8
	88	37	6156	13	1054	7348	<u>1155</u>
	Alumni	Associate	Juniors	Life Memb	Professional	Total Memb	Total Memb for Votes