



California Surf Lifesaving Association

Southwest Region-United States Lifesaving Association

P0 Box 366 Huntington Beach, California 92648

World Wide Web: www.cslsa.org

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PRESIDENT'S REPORT TO THE BOARD OF DIRECTORS April 15, 2004

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Charlotte M. Graham
*Executive Delegate
(Alternate)*

First off, thank you very much to the Laguna Beach Chapter and particularly Scott Diederich for offering to host this, our 40th Anniversary meeting. The USLA was founded in 1964 by a handful of visionary lifeguards who realized that we were better off working together than we were working on our own. Although it has had its ups and downs over the years, the USLA has become the predominant authority on open water lifesaving in the United States. It has grown from a half dozen chapters in Southern California into a National organization with 8 regional councils and 27 chapters in the Southwest Region alone. Without the vision of our founding fathers, this would certainly not be the case. We will be honoring several of those original members and officers at dinner tonight, and our first president, Bob Burnside, will be the keynote speaker. I hope you all plan to attend. Thanks to the organizing committee of Max Bowman (chairman), Bill Richardson, and Bob Moore for planning the special 40th Anniversary event.

Following our last meeting in Imperial Beach, several members of the Executive Board attended the USLA Fall Board of Directors meeting in Red Bank, New Jersey. As you may recall, your CSLSA president and secretary were suspended from the USLA by Board action at the Spring meeting in Hawaii. Our contingent, led by Bob Moore, arrived at the New Jersey meeting not knowing whether or not we would remain a part of the USLA when the meeting was over. Fortunately, cooler heads prevailed. Mr. Moore did an excellent job of championing our cause, and the suspended members were reinstated, thus CSLSA remains a region of the USLA. Unfortunately, the Board of Directors of the USLA could not see their way clear to enter into a marketing agreement with SHP, Inc., and at this time the USLA has no national sponsorship to speak of. We still have our regional contract with SHP, and the other regions are free to pursue their own marketing. Thanks to the on-going effort of Scott Hubbell, we will have an attractive membership kit, including a bag and t-shirt, and funding for our Regional Championships in Long Beach.

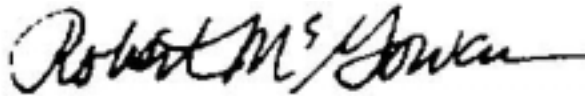
The Executive Board has been meeting regularly, carrying on the business of the association. One of the most significant recent developments was the delivery of the competition trailer, another thanks to Bob Moore for taking care of the details of the purchase. We have continued to move forward with the process of obtaining our own 510 (c) 3 status, and have budgeted up to \$1000.00 toward that goal. We have several new committee chairs, and I would like to thank and welcome Jay Butki (Competition) and Carl

Drake (Legislation). They have both made contributions to the website already. Jay has posted a Competition Calendar and Carl has added a Legislation page that details current and pending legislation affecting lifeguards. Other committee chair changes include Mr. Rohrer taking over the regional Certification Committee, Mr. Sandy is now the sole Newsletter chair, Mr. Lombardi chairs the Membership Committee, and Mr. Moore is the Website Committee chair (renamed from "Webmaster"). Bill Richardson agreed to stay on as the CSLSA Heroic Acts chair, but due to pressing business issues will be unable to attend this meeting. These changes have been made on the website, and it is being updated regularly. Our region continues to participate at the National level with Chris Brewster as President, Eric Bauer, Liaison Officer, and as committee chairs, and vice-chairs. Carl Drake will be chairing the Competition Committee, Reenie Boyer will continue as the Junior Lifeguard chair, and Rob Williams was selected as vice-chair of the Public Education committee. Rob remains our regional Pub Ed chair and I believe he will debut the outstanding interactive public education CD that he has developed for the CSLSA here today. A significant recent development at the national level was the unanimous approval by the Executive Board to enter into a collaborative public education program with NOAA. This venture promises to make rip current and other weather related hazards available to a larger audience.

There are a few important topics we need to address at this meeting including AB 1961 (California Lifesaving Standards Act), the L.A. County Lakes issue, and the California State Parks certification issue. I have heard concerns expressed on all of these issues, and I feel that these items are important enough that we should discuss them today while we have the most delegates present.

Happy 40th CSLSA and here's to a productive meeting.

Respectfully Submitted,

A handwritten signature in black ink that reads "Robert McGowan". The signature is written in a cursive style with a long horizontal flourish at the end.

Robert McGowan
President