



# California Surf Lifesaving Association

0

Southwest Region - United States Lifesaving Association

PO Box 366 - Huntington Beach, California 92648

World Wide Web: [www.cslsa.org](http://www.cslsa.org)

**Robert C. McGowan**  
*President*

April 14 - 15, 2005

**Vincent N. Lombardi III**  
*Vice President*

## Website Committee

**Michael A. Beuerlein**  
*Secretary*

By Robert A. Moore, Committee Chair

**Robert E. Williams**  
*Treasurer*

Thanks to the timely and professional work of our Webmaster, Pat Francis, the website is evolving. Yesterday's website does not meet today's needs, and today's website will not be current in the future. The website is a fluid process and must continually be updated and modified to meet the needs of the organization. It is strongly encouraged that everyone continue to contribute and make suggestions to help the 'living' document remain what we as an association want.

**Robert A. Moore**  
*Past President/Advisor*

**Christopher R. Graham**  
*Recurrent Representative*

**Don C. Rohrer**  
*1<sup>st</sup> Executive Delegate*

I want to also thank Charlotte Graham for 'helping' me while I was recovering from surgeries. She stepped up and worked with the Webmaster while I was away. By doing this, Charlotte kept the information flowing in a timely manner and this prevented items from 'falling through the cracks'.

**Michael S. Bartlett**  
*2<sup>nd</sup> Executive Delegate*

**Charlotte M. Graham**  
*Alt. Executive Delegate*

All committee chairs, please give me website recommendations at the conclusion of this meeting so I may forward them to our Webmaster. The process has worked well funneling everything through me so I may evaluate, make recommendations, and coordinate with the Webmaster. This also allows only one point of contact for the Webmaster and resolves any conflicts between sources.

There have been many comments and suggestions offered these past six months and a summary of the revisions and future recommendations provided by our Webmaster are as follows:

Changes and revisions to the CSLSA website since October 1, 2004:

1. Updates/revisions/additions to information on webpages.
  - a. CSLSA Agencies/Chapters
    - (1) Updated information and replaced logos as given.
  - b. Employment Test Dates and Pay Rates for Agencies
    - (1) All agencies updated for 2005 - 100% input
  - c. CSLSA Board and Chairs and Junior Guard Agencies
    - (1) All updated and current
  - d. Beach Safety
    - (1) Link added for USLA rip currents brochure and sign.
  - e. Exchange Guards
    - (1) Annual notice updated and 2004 exchange guards added.
  - f. Legislation
    - (1) AB1961 status posted

- g. Sponsorship
    - (1) Updated sponsors, linked logos and added to web links page.
    - (2) Currently, SHP, Bud Light, Arrowhead Waters, Nissan, AUS, Hoag Hospital and TREF are listed on sponsorship page.
  - h. Events and Homepage Announcements
    - (1) Continuous updates of news and upcoming events.
2. Changes to webpage layouts:
- a. Events page
    - (1) Added icon and text for Competition Calendar and linked.
    - (2) Added known events to Competition Calendar.
    - (3) Removed Display Booth info and transferred to Education page.
  - b. Heroic Acts and Medal of Valor
    - (1) Changed header for Medal of Valor page from Heroic Acts to Medal of Valor.
    - (2) Added 2004 Medal recipients and researched/posted a summary.
  - c. About Us page
    - (1) Added Training link in upper right menu
3. Posting of materials:
- a. Board of Directors meetings
    - (1) Fall 04 Agenda, Minutes and attachments.
    - (2) Spring 05 Agenda
    - (2) Flyers for Hotel and Directions
  - b. Employment Test Dates
    - (1) Flyers for agency test dates (applications, etc.)
  - c. Training
    - (1) Oct.04 and Jan.05 Training Officer's Association Minutes
4. New Items:
- a. Training webpage with quick access link on homepage.
    - (1) Created introduction and explanation of the CLTOA.
  - b. Public Education webpage with quick access link on homepage.
    - (1) Created introduction, news items, links, and added Display Booth.
  - c. 2004 Medal of Valor names and summary of rescue
  - d. "Counter" added to Homepage and Employment page to monitor hits.
  - e. Junior Guards - poster winners and "JG's of Year" added to JG page.
5. Webpage association with Santa Barbara Maritime Museum
- a. Museum asked for pictures and/or information for new exhibit called "Survival at Sea".
  - b. CSLSA CD-Rom and pictures were provided to museum.
    - (1) Also sent CSLSA bookmarks and magnets for visiting school groups to new exhibit.
  - c. Included reference to exhibit on our new Public Education webpage.

Future Needs:

- 1. Marine Animals webpage is still not developed.
  - a. Can anyone provide pictures and information?

2. Cal Surf News - last issue needed
  - a. Last one posted is Spring 2003.
3. Photo Gallery
  - a. Current photos are from 2001 and earlier.
  - b. Photos from last 2 years would enhance gallery.
4. (Perhaps) a section on "Preparing for a Lifeguard career"
  - a. Could be under Training or Public Education
  - b. Could include steps for preparation including JG program, summer work, college courses, interview/test process, etc.
  - c. Could also list universities that include courses.

This would be very useful to high school students and others.