



# 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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## NEWSLETTER COMMITTEE Action Report - Spring 2006

Obtaining articles and article submission was discussed. The following strategies were discussed and adopted:

- Utilize Board of Directors Meeting attendance roster emails as a contact list and mail out requests and reminders frequently.
- Add a cover photo incentive of \$75 to the existing article with photo incentive of \$50.
- Check and correct online submission link on website.
- Insert an attention box on second page of Newsletter with submission incentives, online submission availability, advertising information and sponsor information (per request from membership committee).
- Assure that all issues are available on line.

The committee suggested that printing the Newsletter in color would to its value to advertisers. The editor will research the additional cost.

The agency profile issue was addressed. Mr. Stone of Oceanside will submit a profile. The profile template will be sent to him as well as to Mr. Bartlett for possible use by ALM. Area contacts will assist with future profile submissions.

It was noted that advertisers have not responded for over a year. A suggestion was made and adopted, with Board approval, to reduce ad space cost and to simplify space choices in the hope of attracting advertisers. It was decided to offer only two space choices – half page and whole page – and to reduce cost by 50% to \$125 and \$180 respectively.

Some progress was made in regards to area concepts. Mr. Boysseranck as well as Mr. Stone will assist Mr. Hidalgo in the San Diego area. Mr. Hanna of Santa Barbara was suggested as the Santa Barbara / Ventura contact. Mr. Edwards of Port San Luis offered to act as northern contact along with his supervisor Mr. Weisberg.

Respectively submitted,

Richard Godino  
Editor – CalSurf News