



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

Public Education Committee Report - Spring 2006

April 7, 2006

Robert C. McGowan
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Vice President

Michael A. Beuerlein
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Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

The following was discussed at the Public Education Committee meeting on April 6, 2006:

1. Duke's Big Wednesday Fundraiser – Request to authorize Steve Reuter to begin conceptual work on a public safety poster, utilizing existing JG posters, Melissa Murphy, Sanuk, or any other source. Authorize up to \$500 for graphic arts work. Request help from all agencies to work at the event. Members from Public Ed. are requested to attend on May 24th for a sub-committee meeting if possible.
2. Mike Silvestri will continue to work on “Join Junior Lifeguards” sticker.
3. Committee will begin work on single message, focused campaigns. First campaign will be “Be Seen, Be Safe... Swim Near a Lifeguard”. Melissa Murphy will begin work on a logo.
4. Committee will work towards goal of distribution of Project Wipeout coloring books at the Project Wipeout event in June.
5. California State beach safety coloring book will be linked to the CSLSA website.
6. Funds from existing line item budget will be used to refurbish the Public Education display booth.
7. Committee will work on updating and completing a Public Education inventory matrix for use in planning and letting chapters know what materials are available and how to obtain them.
8. Reminder/request for all chapters to promote National Beach Safety Week (Monday prior to Memorial Day through Memorial Day). Sample proclamations are available on USLA website.
9. Kade Boisseranc from San Clemente has been assisting with Public Education committee projects and has volunteered to officially serve as Vice-Chairman for the committee (approved after the meeting by Rob McGowan).

Respectfully submitted,

Bill Humphreys, Chairman
Kade Boisseranc, Vice-Chairman