



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 APRIL 12, 2007

Robert C. McGowan
President

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

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Treasurer

Robert A. Moore
Past President/Advisor

Christopher R. Graham
Recurrent Representative

Don C. Rohrer
First Executive Delegate

Michael S. Bartlett
Second Executive Delegate

Alex K. Peabody
Alternate Executive Delegate

The 2006 Membership year proved to be the most successful one in the past 5 years, no doubt due at least in part to the Lifeguard Nationals returning to the West Coast and the significant benefit of our sponsorship by Patagonia. Now, with the roll out of the details of the Patagonia Pro Deal for CSLSA members, and with the return of Lifeguard Nationals to our coast next summer, I am looking forward to even greater increases in our membership numbers over the next few years. As a result, I hope to be able to establish a consistent and accurate list of chapter contacts for membership purposes.

When picking up membership kits today, please list at least one individual from your chapter who can be a primary contact for membership questions on our checkout sheet. This person does not have to be in charge of your membership, but should be the best person to contact throughout the year, and someone who could direct information or questions to the person handling membership. I will once again primarily use email to collect chapter lists and disseminate new information this year. I respectfully request that chapter representatives not send me a stack of member applications, but rather email me your chapter database, and then just mail me one hardcopy of the database with *one single payment* of membership dues from all members in your chapter.

As we head into the 2007 membership year, I would like to again note that there have been some additions made to our membership applications. The USLA is moving towards conversion of our membership database to a fully computerized system, one which makes tracking info and making additions or changes much easier both nationally and regionally. As a result we have been asked to request some additional information from our members, including age, gender, ethnicity and email addresses. The USLA is requesting this information to better track who our membership is, in order to present this to potential sponsors looking for particular market dynamics.

These categories have been added to our 2007 applications and should be added to your chapter's computer database as well. Please note that the Membership Committee felt that these should all be optional categories, but I would encourage you to acquire as much info as possible. Also, it must be noted that the only way for members to receive the Patagonia Pro Deal information is via their email address. I have made samples of the new membership applications for each chapter to use this year, and will pass them out with a list of the 2007 Membership Incentives and an updated list of your chapter's 2006 Members. More details will be discussed when you pick up your membership kits today, so be sure to send a chapter rep over.

Respectfully submitted,

Charlotte Graham

Vice President, Membership Chair
California Surf Lifesaving Association

2007/08 USLA & CSLSA MEMBERSHIP INCENTIVES

For the 2007/08 membership year, the USLA and our local region the CSLSA have put together the following incentives:

USLA:

- Kit by mail, which includes your 07/08 membership card
- 3 issues of *American Lifeguard Magazine*
- Patagonia gear at a 50% discount
- DaFin swim fins at wholesale price (about a 50% discount)
- SportsStar Pro discounts on sunglasses, watches, binos, etc. including Suunto, Serengeti, Bolle, Bushnell, Ray-Ban brands
- Hertz Rental Car discounts

Information about these discounts will be sent by mail or by email, and the discounts will be accessed using your membership number or an individual code number.

CSLSA:

- 2 issues of *Cal Surf News*
- CSLSA window decal
- 16 oz. Travel Mug
- SPF 15 Lip Balm with a Carabineer clip
- Long sleeve CSLSA T-shirt

REMEMBER:

You must be a USLA member in order to compete in the CSLSA Lifeguard Regional Championships, which will be held on Saturday, July 28th in **Huntington Beach**, and in the USLA Lifeguard National Championships, which will be held August 9th - 11th in **Myrtle Beach, South Carolina**. For more information about these events, go to www.uslanationals.org.

All California lifeguards are encouraged to join the only nationwide association for professional open water lifeguards. Your membership dues help the USLA fulfill its primary purpose: BEACH AND OCEAN SAFETY AWARENESS THROUGH PUBLIC EDUCATION! Please visit our websites: www.usla.org and www.cslsa.org for more information.



United States Lifesaving Association
California Surf Life Saving Association



JOIN or RENEW TODAY

The USLA membership year extends from July 1 to June 30 of the following year. To become a new USLA member or to renew your existing membership, the cost is \$25.00 per year. You will receive a one-year subscription to *American Lifeguard Magazine* and *Cal Surf News*, a USLA decal, membership card and other membership incentives. Please make checks payable to "**CSLSA**" or to your own chapter. Complete the attached membership form and return with your check to **your local chapter representative**, or to Charlotte Graham, CSLSA Membership Chair at the address listed at the bottom.

By returning your application to your Chapter rep, you will be sure to receive your 2007 CSLSA membership kit. [redacted] = NEW INFO BEING REQUESTED

(PLEASE PRINT LEGIBLY OR TYPE, USE PERMANENT MAILING ADDRESS)

Name SAMPLE FORM D.O.B. [redacted] M F

Address _____

City _____ State _____ Zip _____

Email address [redacted]
 (required to receive the Patagonia Pro membership incentive)

USLA Region Southwest (CSLSA) USLA Chapter _____

Employing Agency _____ Ethnicity (optional) [redacted]

Membership Category (Check One)

FY 2007 (Check One)

Professional*

Alumni

NEW Member

Junior Lifeguard

Associate

RENEWAL

* A Professional Member must be a member of an open water lifesaving service and have worked a minimum of eight hours for that service in the current membership year.

CSLSA MEMBERSHIP

| CHAPTER | 2001 | 2002 | 2003 | 2004 | 2005 | 2006 |
|------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| California State | 93 | 95 | 102 | 98 | 96 | 158 |
| Capitola | 0 | 13 | 0 | 9 | 0 | 2 |
| Coronado | 0 | 0 | 0 | 5 | 4 | 2 |
| Del Mar | 48 | 48 | 48 | 45 | 64 | 55 |
| Encinitas | 7 | 7 | 4 | 9 | 6 | 8 |
| Huntington Beach | 127 | 130 | 143 | 149 | 140 | 152 |
| Imperial Beach | 19 | 16 | 21 | 21 | 22 | 29 |
| LA City | 31 | 41 | 36 | 36 | 26 | 25 |
| LA County Lakes | 34 | 59 | 30 | 29 | 28 | 28 |
| LACOLA | 214 | 284 | 137 | 166 | 173 | 225 |
| Laguna Beach | 78 | 77 | 77 | 81 | 85 | 103 |
| Lake Mission Viejo | 8 | 17 | 11 | 9 | 9 | 9 |
| Long Beach | 40 | 47 | 30 | 97 | 62 | 35 |
| Newport Beach | 75 | 122 | 108 | 85 | 96 | 91 |
| Oceanside | 20 | 15 | 0 | 6 | 9 | 15 |
| Pendleton Coast | 15 | 15 | 22 | 27 | 28 | 22 |
| Pismo Beach | n/a | n/a | n/a | n/a | 24 | 25 |
| Port Hueneme | 2 | 26 | 28 | 1 | 36 | 37 |
| San Clemente | 31 | 31 | 20 | 12 | 37 | 48 |
| San Diego | 50 | 69 | 39 | 56 | 41 | 61 |
| San Luis Obispo Co | 30 | 62 | 76 | 4 | 22 | 25 |
| Santa Barbara | 0 | 22 | 9 | 37 | 36 | 34 |
| Santa Cruz | 41 | 44 | 42 | 31 | 35 | 35 |
| Seal Beach | 44 | 44 | 43 | 42 | 44 | 34 |
| Solana Beach | 17 | 19 | 7 | 13 | 16 | 17 |
| Tucson | 1 | 0 | 1 | 0 | 0 | 1 |
| US Ocean Safety (COLA) | 33 | 44 | 6 | 72 | 13 | 15 |
| Ventura County | 25 | 18 | 14 | 1 | | 11 |
| Independents | 0 | 1 | 1 | 5 | | 3 |
| TOTAL MEMBERS | 1083 | 1366 | 1055 | 1146 | 1152 | 1305 |