



California Surf Lifesaving Association

Southwest Region - United States Lifesaving Association
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World Wide Web: www.cslsa.org

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Public Education Committee Report - Spring 2007 April 12, 2007

Robert C. McGowan
President

Over the past six months, the Public Education Committee has been working on the following projects:

Charlotte M. Graham
Vice President

Michael A. Beuerlein
Secretary

Robert E. Williams
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

1. Last spring, Duke's Big Wednesday Fundraiser was a tremendous success raising nearly \$8,000. Once again, a big "Thank You" to Steve Reuter of Huntington Beach for not only suggesting the program, but implementing and coordinating the entire series of events; as well as to Melissa Murphy for designing the "Be Safe, Be Seen" poster. As a result of this project, all chapters will receive copies of this poster today for posting in the headquarters, at local businesses, giving away at public education presentations, and to leave with local teachers in an effort to reach as many people as possible with this important message

2. Mike Silvestri has overseen the production of 11,000 book covers utilizing artwork from the Junior Lifeguards. Chapters will receive copies for distribution today. Thanks to Mike for taking on this project!

3. Public Education Vice Chairman Kade Boisseranc has stepped down from his position in CSLSA after hanging up his fins for a computer job with the City of San Clemente. Thank you to Kade for your assistance!

4. National Beach Safety Week (NBSW) begins the Monday before Memorial Day (which is the last Monday in May – May 21st this year) and ends seven (7) days later on Memorial Day. Sample proclamations are available on the USLA website (USLA.org). Unfortunately, participation in this program has been very limited. Our goal is to increase participation in this process, in order to reach more people with the important messages regarding beach and water safety. Please forward this information to your Lifeguard Chiefs or their equivalent who will have the ability to take proclamations to their local Councils, Boards, or Commissions for enactment.

5. A reminder that local cable companies are typically under contract with local agencies to provide free Public Service Announcements. This is an excellent way to reach many viewers with free beach safety presentations. Anyone interested in learning how to set up a program for their community is invited to contact me.

The following items will be discussed in Committee today:

1. Update on Public Education fund balances and potential projects.
2. Public Education Inventory matrix.
3. Roundtable – Including proposal from LA Riptides Lacrosse for participation by CSLSA at their lacrosse games

Respectfully submitted,

Bill Humphreys, Public Education Chairman

