



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

Robert C. McGowan
President

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Charlotte M. Graham
Vice President

Past President/Advisor

By Robert A. Moore

Michael A. Beuerlein
Secretary

Robert E. Williams
Treasurer

“Times they are a changin’”.....Bob Dylan Yet things remain the same!

Robert A. Moore
Past President/Advisor

We raised the dues and cut back on the kit expense. Why you ask? Well, the USLA was running too close to the edge and needed more revenue to do the things that need to be done. We as a region need to monitor our budget closely as our sponsorship dollars have decreased. If you remember, we promoted SHP on the National level for many years. SHP now is representing the USLA, which we are a part. We currently receive only a fraction of what we did when SHP represented the CSLSA. This has been discussed and supported in the hopes that over the next few years, sponsors will step up and get on board to benefit everyone in lifesaving. This can only enhance the entire concept of lifesaving in the United States. If the USLA thrives, then so does the CSLSA. So sacrifice now will hopefully pay off later. That is if the USLA does what the CSLSA did, let SHP do what they do best, get sponsorship. The USLA must understand that SHP has sponsors under their umbrella and if left to coordinate everyone benefits. If the USLA interferes with this process, then all could be lost.

Jon P. Mitchell
First Executive Delegate

William J. Richardson
Second Executive Delegate

Mareen T. Boyer
Third Executive Delegate

Alex K. Peabody
Fourth Executive Delegate

As a member and officer of another organization, we are the recipients of the coordinated efforts of SHP. Without SHP, we would be defunct. We communicate with SHP, but we do not interfere with the negotiations or the details of the relationships between SHP and their sponsors. We have a contract on performance, but we allowed a couple of years for SHP to develop sponsors who are interested in our product. This is a paradigm shift from the way we have done business in the past. So a word to the wise, let SHP build a sponsorship base that aligns with our organizations (USLA and the individual regions) and allow time to grow, then everyone will prosper. Interfere with this process and we could all lose. Been there, done that - trust me on this.

As a personal reflection, the USLA continues to work together as a whole. There is some new energy and continued hard work from the ‘regulars’. We have been able to communicate with each other and move forward in a positive direction. No we don’t always agree, but that’s okay. At least we are talking.

The new CSLSA Executive Board has met three times this year and have tackled many different items. It is a hard working board, which is no different than the previous boards. The desire and effort continues on behalf of the region. Thanks to Don Rohrer, Mike Bartlett, and Chris Graham for their service over the past years. Welcome back Bill Richardson and Reenie Boyer. And welcome aboard Jon Mitchell.

I look forward to representing you, the members in 2008-09. Times are tough, but together we can do what we do best, save lives either directly or indirectly. Have a safe summer and help the public go home safely each and every day.