



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 9, 2009

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I had a busy winter working on various aspects of our CSLSA membership. There are some important changes to be discussed, a possible membership benefit for the committee to consider, and membership kit items to distribute. We also have two new chapters to assess and recognize.

The most important membership issue up for consideration at this meeting is the need for a change in our bylaws regarding the dates of the membership year. At the Fall 2008 USLA meeting in Cocoa Beach the USLA Board of Directors voted to change the USLA bylaws to reflect that the membership year shall now run from April 1st to the following March 31st. This change was made due to requests by several USLA regions to make the membership year more closely resemble when their seasonal staff works. The bylaw change went into effect immediately as of that meeting. As a result, current USLA members who choose to renew for 2009-10 will have 3 months of overlapping membership from 2008-09 (ending on June 30, 2009) and this new membership year, which just began last week. New members will not be affected by the overlap, as their membership year starts right away.

The CSLSA bylaws must be in compliance with those of the USLA, so in tomorrow's New Business we shall be proposing an amendment to our bylaws to match those of the USLA. A final official vote on the issue will be held at our Fall meeting, so we hope every chapter has a representative present at that meeting. More importantly, due to the earlier start of the membership year from here forward, it is imperative that each chapter make every effort to collect dues from their members as quickly as possible each spring so that members will have the fullest benefit of the whole membership year. This issue will be discussed further in committee today.

With the change in the membership year it is essential to have a consistent and accurate list of chapter contacts. When picking up membership kits today, please list at least one individual from your chapter who can be a primary contact for membership questions. This person does not have to be in charge of your chapter's membership drive, but should be the best person to contact throughout the year and someone who could direct information or questions appropriately. I will primarily use email to collect chapter lists and disseminate information throughout the year. Chapter representatives should continue to email me their membership list (preferably in excel format) and then mail a copy of the list with *one single payment* of membership dues from all members in your chapter. As a reminder, membership dues are now \$30.00 per person.

As we head into the 2009-10 membership year, I must also point out that there have been several additions made to our membership applications over the last two years in order to collect all the necessary data for the Interfuse membership database. Please be certain to record seasonal or full-time status of your members, as well as birthdates, gender, email

addresses, and phone numbers. These categories can all be found on the 2009 applications, and older versions of our application should not be used. If your chapter does not utilize the application form to collect your member's information then these categories must be added to your chapter's database system. The USLA will utilize this information to better track who our membership is, in order to present this to potential sponsors looking for particular market dynamics.

Speaking of potential sponsors, at our Fall CSLSA meeting we heard a brief presentation from Mr. Gary Rothman of American Income Life regarding a proposal they have for providing some benefits to our members. Last month the Executive board heard a more detailed presentation and had an opportunity to evaluate the company more fully. Today in committee we will discuss this opportunity in order to make a recommendation to the board. If approved by a vote of the full board tomorrow, this benefit for our membership will become immediately available this year.

With this addition still pending, I have attached a list of our current incentives for the 2009-2010 membership period, which chapters can use to encourage sign-ups. I urge every member to take full advantage of our sponsorship deals, so that we can be sure to continue the partnerships for many years. In addition to 50% off discounts on Hobie eyewear, DaFin swim fins and Finis gear, membership kits this year include the USLA kit by mail, an insulated cooler lunch bag, a 24 oz. sports bottle, and a decal, as well as a year's subscription to *American Lifeguard Magazine* and the *Cal Surf News* via the web. Available membership kit items are bundled for each chapter, and the sports bottles, which are being provided by Scott Hubbell through Ford sponsorship, are being shipped to each chapter separately. I have copies of the 2009-10 application and membership incentives sheet, and will pass them out with an updated list of your chapter's 2008 Members. As a reminder, lifeguards must be current USLA members in order to compete at Regionals and at the National Lifeguard Championships.

Lastly, at the Fall meeting we had representatives from two new potential chapters in attendance. Over the winter they have both been working hard to meet the requirements for chapter membership. This board affirmed conditional approval of these two new chapters at the La Jolla meeting based on fulfillment of all the requirements. That conditional approval should continue until the inspection and review of each chapter can be completed a CSLSA Chapter Review Committee. I would like to commend both our new chapters on their efforts thus far and congratulate the North Island Lifeguard Service and the County of Santa Barbara – Campus Point Lifeguards on joining the Association.

With several important issues to discuss and membership kits to distribute, I would sincerely appreciate if every chapter present would send a rep to our Membership committee meeting today. Please feel free to contact me at any time if you have any questions, comments or concerns and I look forward to the continued growth of the CSLSA.

Yours in lifesaving,

Charlotte Graham

Vice President, Membership Chair
California Surf Lifesaving Association

CSLSA MEMBERSHIP

CHAPTER	2001	2002	2003	2004	2005	2006	2007	2008
California State	93	95	102	98	96	158	135	153
Capitola	0	13	0	9	0	2	1	1
Coronado	0	0	0	5	4	2	1	5
Del Mar	48	48	48	45	64	55	5	23
Encinitas	7	7	4	9	6	8	10	18
Huntington Beach	127	130	143	149	140	152	146	141
Imperial Beach	19	16	21	21	22	29	19	22
LA City	31	41	36	36	26	25	33	37
LA County Lakes	34	59	30	29	28	28	33	34
LACOLA	214	284	137	166	173	225	294	253
Laguna Beach	78	77	77	81	85	103	110	90
Lake Mission Viejo	8	17	11	9	9	9	10	8
Long Beach	40	47	30	97	62	35	74	76
Newport Beach	75	122	108	85	96	91	107	103
Oceanside	20	15	0	6	9	15	16	12
Pendleton Coast	15	15	22	27	28	22	22	11
Pismo Beach	n/a	n/a	n/a	n/a	24	25	19	28
Port Hueneme	2	26	28	1	36	37	6	14
San Clemente	31	31	20	12	37	48	47	46
San Diego	50	69	39	56	41	65	69	90
San Luis Obispo Co	30	62	76	4	22	25	20	25
Santa Barbara	0	22	9	37	36	34	38	33
Santa Cruz	41	44	42	31	35	35	40	37
Seal Beach	44	44	43	42	44	34	49	49
Solana Beach	17	19	7	13	16	17	0	5
Tucson	1	0	1	0	0	1	1	1
US Ocean Safety (COLA)	33	44	6	72	13	15	6	23
Ventura County	25	18	14	1		11	10	15
Independents	0	1	1	5		3	11	9
TOTAL MEMBERS	1083	1366	1055	1146	1152	1309	1332	1362

NEW CHAPTERS FOR 2009

North Island Lifeguard Service
 Santa Barbara County - Campus Point



United States Lifesaving Association
California Surf Life Saving Association



JOIN or RENEW TODAY

The USLA membership year extends from April 1 to March 31 of the following year. To become a new USLA member or to renew your existing membership, the cost is \$30.00 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 your own chapter** or to **"CSLSA"**. 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 2009 CSLSA membership kit.

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

Name _____ D.O.B. _____ M F

Address _____

City _____ State _____ Zip _____

Email _____ Phone _____

USLA Region Southwest (CSLSA) USLA Chapter _____

Employing Agency _____ Ethnicity (optional) _____

Membership Category (Check One)

FY 2009-10 (Check One)

Professional* - Full Time
Year Round Lifeguard

Alumni
Retired Lifeguard

NEW Member

Professional* - Part Time
Seasonal Lifeguard

Associate
Non-Lifeguard

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.

2009/10 USLA & CSLSA MEMBERSHIP INCENTIVES

(*Put your chapter name here*) is one of over 100 local chapters nationwide which belong to the United States Lifesaving Association (USLA), and as such all (*chapter name*) members are eligible to join the USLA. Your \$30 annual fee includes membership for one year in *both* the USLA and the CSLSA (our regional association).

For the 2009/10 membership year, the USLA and the CSLSA have put together the following membership incentives:

USLA:

- Kit by US mail, which includes your 2009/10 membership card
- 3 issues of *American Lifeguard Magazine*
- Da Fin swim fins at wholesale price (about a 50% discount)
- Finis swim gear and apparel at 50% off (www.finisinc.com; code: usla50)
- HOBIE sunglasses at 50% off (web portal coming soon)
- Hertz Rental Car discounts

Information about these discounts will be sent in your kit by mail, and the discounts will be accessed using your membership number, so **be sure to keep your USLA membership card!**

CSLSA:

- *Cal Surf News* via email
- Soft-sided insulated cooler lunch bag
- 24 oz. reusable sports bottle
- CSLSA decal

REMEMBER:

You must be a USLA member in order to compete in the CSLSA Regional Lifeguard Championships, which will be held on Saturday, July 25th in **Seal Beach**, and in the USLA National Lifeguard Championships, which will be held August 6th - 8th in **Fort Lauderdale, Florida**. For more information about these events, go to www.uslanationals.org or www.cslsa.org.

All lifeguards are encouraged to join the only nationwide association for professional open water lifeguards. Your membership dues help the USLA & CSLSA fulfill their primary purpose:

BEACH AND OCEAN SAFETY AWARENESS THROUGH PUBLIC EDUCATION

Please visit our websites: www.usla.org and www.cslsa.org for more information.

For questions or concerns call (*contact name*) at (*phone number*).



AMERICAN INCOME LIFE
SERVING ORGANIZATIONS AND THEIR MEMBERS
PROTECTING WORKING FAMILIES

NO COST BENEFITS PROGRAM

\$2,000 ACCIDENTAL DEATH AND DISMEMBERMENT BENEFIT: Covers members at no cost to organization. Each member who mails back the card will receive a certificate of coverage and have the opportunity to designate a beneficiary.

HEALTH SERVICES DISCOUNT CARD: Covers the entire family, provides between 20-60% discounts on eyewear, contact lenses, chiropractic services, hearing aids and prescriptions at no cost to your member or their family for one year with no claim forms to fill out.

CHILD SAFE KITS: Endorsed and supported by the International Union of Police Associations, these potentially lifesaving kits are provided to the children and grandchildren of the membership at no cost.

SURVEYS & MARKETING ASSISTANCE: Personalized surveys and distribution of marketing materials, designed with the individual needs of your Organization in mind.

OPTIONAL SUPPLEMENTAL BENEFITS

At the time the A.I.L. representative delivers the certificate, the member will have the opportunity to participate in additional benefit programs on a **VOLUNTARY BASIS**. These benefits include:

1. **LIFE AND FUNERAL COVERAGE**...full line of whole and term life products and nation's #1 funeral coverage.
2. **ACCIDENT AND HOSPITAL POLICY**...pays in addition to SDI or worker's compensation, or any medical benefit your member might have. Double coverage and recuperation benefits available (plan form A-71000).
 - A. \$100 daily hospital benefit, up to 365 days
 - B. \$200 daily intensive care benefit, up to 14 days
 - C. \$50 emergency room treatment
 - D. Accidental Death and Dismemberment Benefits:
\$10,000-\$30,000 for adults
\$2,000-\$6,000 for children
3. **ACCIDENT DISABILITY POLICY**...pays in addition to SDI or workers' compensation or any medical benefit your member might have. Double coverage available. (plan form A-74000).
 - A. \$100 emergency room benefit
 - B. \$100 weekly, while at home and being treated (maximum benefit is \$4,800)

4. **ILLNESS OR ACCIDENT HOSPITALIZATION POLICY**...pays up to \$150 daily room benefit in addition to any other medical or hospitalization plan your member might have through their union or employer. Pays for surgical expenses either as an in or outpatient. Pays up to \$150 emergency room benefit (planformH-34000).
5. **SUPPLEMENTAL CANCER PROTECTION**...pays regardless of any other insurance. Available to anyone, at any age, in any state of health who has never been diagnosed with cancer.

WHAT WE NEED FROM YOU

All we need to implement the Accidental Death and Dismemberment (AD&D) Group Benefit is a vote of approval from the Board or authorized official.

Once the plan is approved, a notification of benefits is sent out to the membership informing them of the new group AD&D program being provided through the Organization at no cost to the member or Organization.

***AMERICAN INCOME PAYS THE COST OF THE PRINTING AND POSTAGE**

AMERICAN INCOME LIFE WAS ESTABLISHED IN 1951 AND HAS BEEN GROWING STEADILY SINCE, CURRENTLY SERVING OVER 14 MILLION MEMBERS AND THEIR FAMILIES, IN OVER 30,000 LOCALS. WITH OVER \$28 BILLION SUPPLEMENTAL INSURANCE IN FORCE, WE ARE AN INDUSTRY LEADERS IN THE SUPPLEMENTAL BENEFITS MARKET. AMERICAN INCOME IS RATED "A+" SUPERIOR BY A.M. BEST.

Gary Rothman, Public Relations

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