

## **Are You Ready?**

**By Bill Richardson, CSLSA President Pro Tem**

Well the summer's through, the Holidays are past and winter is upon us. Much has happened since the last issue of *Cal Surf News*. We've had a CSLSA General Board and USLA National Board Meeting and done some major business. The National Games were held in San Diego and were a much-heralded success. The 2001 Regional Championships will be held in Imperial Beach again and the Nationals in Miami Beach, Florida. USLA has agreed to come back to San Diego in 2002.

At the Regional Board Meeting held in Carlsbad, October 19<sup>th</sup> & 20<sup>th</sup>, the Board of Directors voted to disallow the membership of US Ocean Safety as a Chapter of CSLSA. I have gone on record as personally disagreeing with this action and believe that we have done a disservice to the ideals and goals of CSLSA and USLA. My hope is that this action will be revisited in the near future and that the organization can rise above the politics of the situation and will agree a fully qualified and deserving organization to be a part of our fellowship.

Partly as a result of this action and partly because of increasing workload issues at work, Steve Long resigned as CSLSA President. Following his resignation, I was appointed by the Executive Board to fill the position of President Pro Tem, at least until the next General Board Meeting at Santa Cruz, in April 2001. Steve's leadership will be missed on the board. His professionalism and commitment will be hard to replace. The Executive Board met following the General Meeting, on October 20<sup>th</sup> to hear a proposal from *Professional Event Solutions* (PES). PES is a professional marketing group from San Diego that worked very successfully on the National Games last year.

After the National Meeting, which was held in Newport Beach this past November, PES and Scott Hubbell Productions made proposals to the Executive Board. As a result of an Executive Board Meeting and subsequent vote, on December 12<sup>th</sup>, Mike Beuerlein and I signed an agreement with PES to do sponsorship marketing for CSLSA. The agreement is predicated on receiving funds and/or materials for our membership kits, funding for Public Education, *Cal Surf News*, our Website and the Regional Games.

As we start the New Year, my hope is that we can continue to build our membership base and to increase our public education efforts. Also, my sincerest hope for all our chapters and agencies is for a safe and productive upcoming season and that your recruitment is highly successful. May everyone who utilizes your beaches be blessed by the services you provide for them, and may they all go home happy, safe and sound.