

United States Lifesaving Association

Annual Report

January 1 – December 30, 2009



A nonprofit, 501(c)3, public benefit corporation



United States Lifesaving Association
P.O. Box 366
Huntington Beach, California 92648
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Internet: www.usla.org

About the United States Lifesaving Association

We are America's nonprofit, professional association of beach lifeguards and open water rescuers. We work to reduce the incidence of death and injury in the aquatic environment through public education, youth programs, national lifeguard standards, training programs, promotion of high levels of lifeguard readiness, and other means. The USLA is recognized as a nonprofit, charitable organization under the laws of the United States and the State of California. The USLA is the United States' Full Member of the International Life Saving Federation.



All Photos Courtesy of Jo Wagenhals

President's Message



The USLA is an all-volunteer organization of aquatic lifesavers, dedicating our time to promoting professionalism in lifesaving and drowning prevention. Our volunteers, nationwide, are intent on a singular goal of ensuring the safety of those visiting our nation's beaches. We have an enviable record.

The USLA has calculated the chance that a person will die by drowning while attending a beach protected by USLA

affiliated lifeguards at 1 in 18 million (.0000055%). This is based on the last ten years of reports from USLA affiliated lifeguard agencies, comparing estimated beach attendance to the number of drowning deaths in areas under lifeguard protection. A patron visiting our beaches is more likely to be struck by lightning or die in a car accident than to have a fatal mishap in the waters we watch over.

Each year, the USLA focuses on some core responsibilities, such as our Lifeguard Agency Certification Program, our National Statistics Program, and our Public Education Program, as well as special projects. I invite you to peruse this report and consider our extensive list of accomplishments this year. The fact that so much has been accomplished by volunteers is a testament to their dedication to the humanitarian ideals we exist to foster.

My thanks to all who comprise our organization, from coast to coast and throughout the islands. The USLA was founded to reduce death and injury in the aquatic environment through public education, national lifeguard standards, training programs, and promotion of high levels of lifeguard readiness. Year upon year, we have achieved the goals of our founders and we continue to build upon that record.

Lifesaving Aye,

A handwritten signature in black ink, appearing to read 'B. Chris Brewster'.

B. Chris Brewster, President
president@usla.org

USLA Membership

The USLA's Professional Members include over 3,800 people currently active in open water rescue nationwide. "Open water" means the natural aquatic environment. The USLA's membership also includes over 8,000 Junior Lifeguards participating in youth programs sponsored by lifeguard agencies throughout the United States. In addition to these members, the USLA's membership includes Alumni Members (former lifeguards), Associate Members (any person wishing to affiliate with and support the USLA), and Life Members (specially selected by the Board of Directors based on lifetime contributions to the USLA).



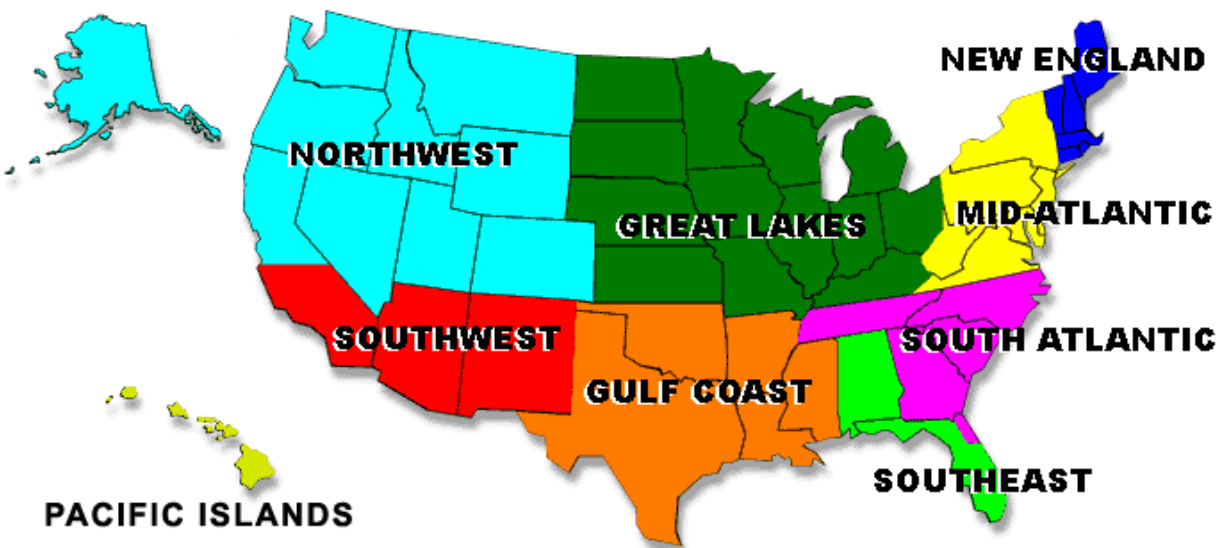
USLA Chapters

USLA members affiliate locally in chapters, which are normally composed of open water rescuers who work for a designated employer or employers, or who work within a designated geographic area. The USLA has 120 chapters throughout the USA.



USLA Regions

The USLA is organized in nine regions of the United States. Each region is expected to provide leadership to the chapters within the region and to designate representatives to the United States Lifesaving Association Board of Directors. Regional contacts can be found at www.usla.org.



USLA National Leadership

Executive Board

The USLA's National Executive Board is elected for two year terms, in November of odd numbered years. Regularly scheduled elections next occur in November 2011. An updated list and contact information can be found at: www.usla.org. As of December 30, 2009, members of the Executive Board are as follows.

B. Chris Brewster	President
Joe McManus	Vice-President
Rob Williams	Treasurer
Nikki Bowie	Secretary
Peter Davis	Liaison Officer
Charles Hartl	Executive Delegate
Tim Gallagher	Advisor

Executive Committee

Between meetings of the Board of Directors, the USLA Executive Committee acts for the Board of Directors with respect to most matters that would otherwise require a vote of the Board of Directors. The Executive Committee includes the Executive Board and the elected Presidents of the Regions. The current Presidents are:

Ed Zebrowski	Mid-Atlantic
Tom Gill	South Atlantic
Joe McManus	Southeast
Joe Pecoraro	Great Lakes
Tony Pryor	Gulf Coast
Cathy VonWald	Northwest
Mike Beuerlein	Southwest
Ralph Goto	Pacific Islands

Advisors

The USLA benefits greatly by the insights and expertise of advisors who provide advice to the Executive Board, Executive Committee, and Board of Directors in their specialty areas:

Dr. Peter Wernicki, M.D.	Medical Advisor
John "Chip" More	Legal Advisor

USLA Board of Directors

Members of the USLA's Board of Directors are appointed by USLA Regions in a number proportional to membership, according to a formula prescribed by our Bylaws. The Board of Directors is the USLA's highest authority. The Board of Directors meets twice each year, normally in April and November. During 2009, the Board of Directors met from April 23 – 25 in Monterey, California and from November 5-7 in Williamsburg, Virginia. USLA Directors have no fixed term. Their length of service is decided by their appointing Regions.

Minutes of the Board of Directors meetings can be found at:
<http://www.usla.org/about/meetingminutes.asp>

At the close of 2009, the USLA's Directors are:

Mid-Atlantic

Ed Zebrowski
Tim Gallagher
Dave Foxwell
Buzz Mogck
Charles Hartl
Denise Blair
Ed Zebrowski III

South Atlantic

Tom Gill
Ralph Wagner
Ron Watson
Mickey Hutto
Nikki Bowie
Chad Motz

Southeast

Joe McManus
Gerry Falconer
Jo Wagenhals
Jim McCrady
Johnathan Billings

Great Lakes

Joe Pecoraro

Gulf Coast

Peter Davis
Tony Pryor

Northwest

Cathy VonWald
David Robinson

Southwest

Robert McGowan
Charlotte Graham
Michael Beuerlein
Robert Williams
Robert Moore
Reenie Boyer
William Richardson

Pacific Islands

Ralph Goto

USLA Committees

USLA committees convene at each meeting of the Board of Directors and work on projects between meetings. Committees address topics specific to their area of expertise and advise the Board of Directors in these areas. There are two types of committees. Regular Committees include a representative from each Region, appointed by the Region. Working Group Committees typically include a lesser number of members and have a more focused assignment. At each Board of Directors meeting, committees report to the Board of Directors on their activities since the prior meeting, then meet and report back on their actions and proposals.

Committee reports can be found in the Board of Directors meeting minutes at: <http://www.usla.org/about/meetingminutes.asp>

At the close of 2009, the following were the USLA's Committees and their Chairs. Contact information for each can be found at www.usla.org.

Regular Committees

Certification	Chair – Tony Pryor
Competition	Chair – Ed Zebrowski
Heroic Acts	Chair – Adrienne Groh
Junior Lifeguards	Chair – Reenie Boyer
Membership	Chair – Charlotte Graham
Public Education	Chair – Denise Blair
Ways and Means	Chair – Rob Williams

Working Group Committees

Bylaws/Policies and Procedures	Chair – John “Chip” More
Equipment Research	Chair – Dave Foxwell
Grant Writing	Chair – Jim McCrady
Lifesaver Education	Chair – Tim Gallagher
Magazine Publication	Chair – Mike Bartlett
National Curriculum	Chair – Kim Tyson
Public Information/Publicity	Chair – Tom Gill
Signage	Chair – Ralph Goto
Statistics	Chair – Rick Gould
Website	Chair – Rob Williams
Original Founders	Chair – Dave Shotwell

Accomplishments

Business Plan

The USLA developed an updated business plan to improve our forward looking business affairs.

Trademark Registration

The USLA filed and was awarded trademarks on the terms “Lifeguards for Life” and “American Lifeguard,” and a trademark on our “Lifeguards for Life” logo.

Lifesaving Development

The USLA’s Southeast Region conducted a seminar in Panama City Beach, Florida, to inform local officials about the need for lifeguard protection, which is mostly absent, despite high numbers of drowning deaths.

The USLA provided input to various public officials in Chatham, Massachusetts to address drowning deaths and the need for more effective lifeguard supervision. The town subsequently elected to increase its aquatic safety services.

Strategic Partnering – Surf Life Saving Australia

The USLA entered into a strategic partnering agreement with Surf Life Saving Australia.

Spanish Lifesaving Support

The USLA President attended and spoke at a meeting in Santander, Spain aimed at helping promote the participation of women in lifesaving. The President and Liaison Officer later attended an event in Madrid, Spain, providing an overview of lifesaving in the USA.

Endorsement of American Red Cross Policy Statement

The USLA endorsed an American Red Cross Policy Statement on Voluntary Hyperventilation in the Aquatic Environment.

Training Videos

The USLA finalized the production of four training videos, in DVD format, for the training of lifeguards in the USA and elsewhere. These videos have been made available for sale on the USLA website.

Public Safety Consulting

The USLA provided advice and recommendations to the Park District Management Agency of Wheaton, Illinois with respect to aquatic safety.

Lifeguard Standards Coalition

The USLA has continued its collaboration with the American Red Cross and the YMCA of the USA, harnessing the expertise of a wide range of experts in identifying best practices in lifesaving and drowning prevention.

National Rip Current Education Program

The USLA, Sea Grant, and the National Oceanic and Atmospheric Administration (NOAA) have continued to work collaboratively to promote rip current education throughout the US, and recently to help the National Weather Service address the desire to disseminate risk level assessments.



National Child ID Program

USLA recently formed a partnership with the National Child ID Program, which is the largest child identification effort ever conducted helping to protect more than 22 million children in the past 11 years. We are excited about helping to implement this program on our nations beaches.

Lost Kids Cry

The USLA pilot tested a program to help reduce the problem of lost children at the beach, called "Lost Child Cry," at Avon-By-The-Sea, New Jersey; Huntington Beach, California; North Myrtle Beach, South Carolina; and Galveston, Texas.



South Korean Coast Guard

The USLA facilitated a tour of US lifesaving agencies by the South Korean Coast Guard.

Florida EMS Advisory Input

The USLA began providing input on beach safety related matters, through the Southeast Region, as a member of the Florida Department of Health Bureau of Emergency Medical Services Advisory Council.

Coloring Books

The USLA developed beach safety coloring books and distributed them throughout the USA to help children better understand beach hazards and how to avoid them.

National Beach Safety Week

National Beach Safety Week was launched on May 16, 2009. National Beach Safety Week is an annual event promoted by the USLA, commencing just as summer is about

to begin, to remind the general public about hazards in the aquatic environment and how to stay safe.

Educational Conferences and Selected Topics

Monterey, California – April 24, 2009

The California and New Zealand Lifeguard Exchange Program - Jon Mitchell

USLA Aquatic Safety Statistics - Rick Gould and Alex Peabody

Aquatic Safety Statistics Roundtable and Discussion

Shark Incidents and Emergency Response & Management along the California coast - Alex Peabody

Williamsburg, Virginia – November 6, 2009

Rookie School versus Lifeguard Academy, roundtable and discussion - Scott Petersohn, Reenie Boyer and Tony Pryor

Train the Trainer Program - Jim McCrady and Glen Kuehner

Establishing a Dive Team - Jay Butki, Ed Constantine and Scott Petersohn

Lifesaving Competition

In an ongoing effort to promote physical fitness and preparedness among lifeguards, United States Lifesaving Association Regions conducted seven regional lifesaving competitions; and Fort Lauderdale, Florida hosted the annual National Lifeguard Championships in August 2009. Participation by lifeguards and junior lifeguards exceeded 800.

Teams of lifeguards represented the USLA at international competitions in Australia, Japan, and South Africa.

Lifeguard Agency Certification

Since the 1980s, the USLA has maintained standards for lifeguard agencies providing public safety at America's beaches, promulgated and updated training protocols, and offered training manuals and standards. Since the early 1990s, the USLA has certified lifeguard agencies which apply for certification and show that they meet the standards. These actions help ensure appropriate levels of public safety at America's beaches and the safety of the lifeguards who provide that safety. Over 110 lifeguard agencies are certified under this program, with each agency certified for a three year period, then applying for recertification.

Public Safety Lectures

In calendar year 2008 (last full year of reporting at press time), USLA chapters and affiliated agencies reported the provision of 9,435 public safety lectures to an estimated audience of 333,319.



Combined Federal Campaign

The USLA has maintained its affiliation with the Combined Federal Campaign. Inclusion requires an advanced level financial audit, submission of an extensive application, and approval at the federal level. U.S. federal employees can thereby donate to the USLA via payroll deduction.

International Contributions



The USLA is America's Full Member representative to the International Life Saving Federation. Our support for ILS helps the USLA share expertise worldwide, promoting development and professionalizing of lifesaving and drowning prevention. During this fiscal year, the following USLA representatives served on the international level:

B. Chris Brewster –President, Americas Region and ILS Vice-President
Peter Davis – Secretary General, Americas Region
Dr. Peter Wernicki – Medical Committee
Reenie Boyer – Drowning Prevention Commission
Ralph Goto – Rescue Committee
Charles Hartl – Event Management Committee, Technical and Rules Committee
Tom Daly – Sport Development Committee

International Lifesaving Development

USLA and its members contributed to the development of lifesaving, both in the United States and other countries. During this fiscal year we have maintained contact and provided support to lifesaving efforts in Argentina, Brazil, British Virgin Islands, Chile, Ecuador, Mexico and Venezuela.

Lifesaving Statistics

The USLA continued its service of gathering and presenting annual statistics from beach lifesaving organizations throughout the United States in a free, online database that allows a variety of search methods. For calendar year 2008 (last full year of reporting at press time), over 73,000 rescues from drowning were reported, along with myriad additional information. Based on this information, the USLA has calculated the chance that a person will die by drowning while attending a beach protected by USLA affiliated lifeguards at 1 in 18 million (.0000055%). This is based on the last ten years of reports from USLA affiliated lifeguard agencies, comparing estimated beach attendance to the number of drowning deaths in areas under lifeguard protection. Details are available at:

<http://www.usla.org/Statistics/public.asp>



Special Awards

Life Members

The USLA confers Life Memberships on a very limited number of people who have made extraordinary contributions to lifesaving and to the USLA. The minimum criteria for Life Membership includes twenty years of service in open water lifesaving, ten years active service and membership in the USLA, service as a member of the Board of Directors or as an elected national officer, and a significant contribution to the humanitarian goals and objectives of the USLA. During 2009, no Life Memberships were awarded.

Heroic Act Awards

The USLA annually recognizes people who demonstrate unusual heroism in rescuing others. The Medal of Valor is awarded to lifeguards who voluntarily risk their lives, to an extraordinary degree, in saving or attempting to save others, or who sacrifice themselves for the benefit of others. The Heroic Act Award is presented by the USLA to non-lifeguards and is intended to give due recognition to those who have risked their lives to an extraordinary degree in a rescue or attempted rescue of another person. We congratulate the following recipients and tip our hat to them.

Medal of Valor

James Northelfer
Timothy Fellars
Nate Buck

Heroic Act

Greg Wright
Jesse Tobey
Jose Gonzalez
Michael McBride
Joseph Spatz
Dr. Steven Nicholas

National Lifesaving Awards

The USLA annually issues awards to agencies and programs which have been shown to excel in the field of lifesaving. This year these included:

Charleston Co. Lifeguards -- National Lifesaving Award

Galveston Island Beach Patrol -- National Lifesaving Award



Photo Courtesy of Tom Gill

Financials

The USLA remains in solid financial condition. Our primary source of net income is membership, with program services, contributions, and marketing fees creating an increasing base of income. In presenting our financial information, it is important to note that all of the substantial work provided by the USLA's officers and committee members is on a volunteer basis. We have no paid staff.

The USLA requested and received a full financial audit for 2009 by a certified public accountant. According to the accountant, "In my opinion, the financial statements ... present fairly, in all material respects, the financial position of the United States Lifesaving Association, Inc. as of December 31, 2009 and the changes in its net assets and its cash flows for the year then ended in conformity with accounting principles generally accepted in the United States of America." The following is an abbreviated overview of our financials. A full copy of our financial statements and federal tax return is available upon request to treasurer@usla.org.

Revenues and Gains	
Advertising and Subscriptions	\$18,889
Contributions	\$5,378
Investment Income	\$962
Marketing Agreements	\$16,436
Membership Dues	\$133,359
Program Service Fees	\$11,900
Lifesaving Events	\$60,647
Royalties	<u>\$3,420</u>
TOTAL	\$250,991
Expenses	
Fundraising	\$20,000
Lifeguard Agency Certification	\$4,384
Lifesaving Events and Travel	\$70,429
Management and General	\$15,407
Membership Materials	\$42,264
Program Service	\$6,405
Public Education	\$8,628
Publications	\$40,081
Regional Support	<u>\$21,433</u>
TOTAL	\$229,031
Revenue Over Expenses	\$21,960
Assets	\$218,475
Liabilities	<u>(\$58,026)</u>
Net Assets	\$160,449

