

United States Lifesaving Association

Board Of Directors Meeting

Daytona Beach, Florida

August 18, 1982

- I. Call To Order. The meeting was called to order at 10:26 a.m. by President Richard Miller, at the Hoilday Inn-Boardwalk, Daytona Beach, Florida.

Mr. Miller thanked the Volusia County Beach Patrol for their hospality and assured the Board that the competition would be run as fairly as possible. If problems were to arise, positive solutions should be offered with the problem.

All persons in attendance introduced themselves.

- II. Minutes. The minutes of the May Board Of Directors Meeting, Chicago, Illinois. A motion by Lockwood/Baird to approve the minutes with a change concerning Mr. Lockwood seconding a motion.

Action

MPU

III. Officers Reports.

- A. President Miller. Mr. Miller indicated that the Association has financial problems. The situation is not complete gloom, but is a problem. As a result, the budget has been cut.

The Association has narrowed scope so that four areas are being concentrated on - competition, certification, public education, and membership.

Mr. Miller indicated that to go forward the regions must get into the spirit. The Association needs region/chapter help including spiritual support. The Association must have participation and an active Executive Board.

- B. Vice-President Pecoraro. Mr. Pecoraro indicated that he has been working on certification and hoped to finialize certification at this meeting.

- C. Secretary Tietjen. Mr. Tietjen indicated that he needed feedback from the regions so as to know what assistance they require.

The Emergency Services Directory is all but dead. A sponsor has been found who will print the directory, but only two chapters have responded since May.

- D. Treasurer Kiziukiewicz. Mr. Kiziukiewicz indicated that the bills have been paid to date, but membership dues are needed. The regions did send monies to purchase decals - thank you - please send dues.
- E. Recurrent Representative Daly. Mr. Daly indicated that he received feedback from the recurrents and as a result he has five (5) recommendations. See Attachment A.
- F. Advisor Tuttle. Mr. Tuttle was not present nor did he forward a report.
- G. Liaison Officer Bowman. Mr. Miller indicated that Mr. Bowman was unable to attend the meeting and that he was prepared to address World Lifesaving this afternoon.

- IV. Staff Report - Executive Director Wear. Mr. Wear indicated that loss of membership, because of lack of Coppertone support, was the biggest problem. Despite the drop in membership, the Association still has dedicated members - true professionals.

The drop in membership has resulted in \$14,000 in budget cuts.

Mr. Wear indicated that the Board Of Directors must take more of a role in national fundraising.

In 1982 there was no Coppertone sponsorship. Coppertone cited massive abuse of kits in the past as the reason. There is a possibility of reestablishing the relationship with Coppertone for 1983. In addition, other avenues will be pursued in search of sponsors.

July 1 - 7 was Beach Safety Week which was successful for those who participated. Guards from Mid-Atlantic utilized the poster contest and the winners are in the current issue of U. S. Lifesaving.

Action

Slide shows are being produced as well as PSA's with the help of San Diego State University.

The Red Cross is developing a pilot program for life-guards at pools/ponds. The Red Cross has issued memos indicating that the U.S.L.A. is the expert in the area of open water lifeguarding, but a formalized relationship must be established.

#### Immediate Priorities

1. Helping Volusia County with the competition.
2. Developing the magazine/newsletter into an important communication device. Summer months publications will be sent to regions, winter months to guard's homes.

#### Winter Priorities

1. Financial - Corporate Backing
2. Develop Certification System
3. Recognition of U.S.L.A.
4. Help regions/chapters who are floundering.

#### V. Regional Reports

- A. New England. No representative, no report.
- B. Mid-Atlantic, Kolonkowski. Mr. Kolonkowski distributed a hand-out. See Attachment B.
  1. Beach Safety Week. The Mid-Atlantic (M-A) looked for more help from the National. M-A received needed information much too late to do any good.
  2. Lifeguard Symposium. The second symposium held in 1982 was more successful than the first.
  3. Regional Championships. Excellent competition with fair participation. The winners were funded and sent to Daytona Beach.
  4. Membership. Down 50% but interest is alive. Need more information and help from National to make more people aware.
  5. 1983 National Championships. Ocean City, N.J. is gone due to political problems. A final decision concerning the Nationals will be made in September with a written agreement/commitment by October 31.

6. Incorporation of Region. The region has taken steps to incorporate. Action
7. National Responsibility. To date the National has been far from adequate:
- a. Requested formal explanation of Coppertone problem - received none.
  - b. Paid for PSA's - received none.
  - c. Was promised packets for Beach Safety Week - finally received three (3) days before event.
  - d. Magazine delivery very poor.
  - e. M-A requests list of priorities of Executive Board.

C. Southeast, Gordon. Mr. Gordon indicated that new officers have been elected and after the region is able to get their money out of the bank, the region will continue to develop.

- D. Great Lakes, Pecoraro. Mr. Pecoraro indicated that Chicago has been very active in public education:
1. Dolphin posters and handouts have been distributed.
  2. Bi-lingual safety announcements have been made on television.

The newsletter has been successful in holding membership.

Great Lakes brought forty-nine (49) competitors to Daytona Beach.

- E. Western, Baird. Mr. Baird indicated that membership is good and that dues will soon be coming to National.

Mr. Baird introduced Daniel Disbrow from the Galveston County Sheriff's Department.

- F. Hawaii, Goto. Mr. Goto distributed a leaflet to the Board of Directors describing Honolulu guarding. Mr. Goto indicated that Hawaii has run lifeguard competitions. The problems encountered in Hawaii seem to be the same as the problems of other lifeguard agencies. Mr. Goto stated that he was here to pump us for information and to invite us to Hawaii.

VI. Committee Reports

Action

- A. Public Education, Daly. Mr. Daly reported on the progress of the following endeavors:
1. Beach Safety Poster Contest is a good idea - a national sponsor is needed.
  2. Coloring books went out - they need some work on graphics - looking at McDonald's for sponsorship.
  3. Book markers were printed but had no U.S.L.A. logo. They will be printed next year with logo - looking for national sponsor.
  4. Felt that leaflets explaining U.S.L.A. tied to lifeguards doing their job would be good promotion.
  5. Had beach safety tips translated from English to Spanish. There were some problems with grammar and spelling - need someone who speaks Spanish.
  6. PSA's done by Byron Wear are here and can be viewed.
  7. Audio-visual products are excellent. Video tape of Rough Water Rescues was very good.
  8. Bumper Stickers - looking for national sponsor.

Mr. Daly indicated that he would be forced to resign as chairman of the Public Education Committee because of a teacher exchange program to Australia. He recommended that Tom Perry take his place. Mr. Daly distributed a handout indicating committee recommendations. See Attachment C.

President Miller indicated that the Executive Board approved the recommendation of Mr. Daly, re: Tom Perry.

- B. Competition, Crisp. Mr. Crisp indicated that registration would take place today and that a meeting to discuss the rules would take place at 6:00 p.m. at the Holiday Inn.

President Miller recessed the meeting at 12:00 noon.

The meeting was called to order at 2:00 p.m. by President Miller.

Action

Mr. Disbrow submitted a letter requesting the National Competition for Galveston, Texas. See Attachment D.

Secretary Tietjen took roll call for voting purposes:

Western

Craig Lockwood  
Bruce Baird  
Gordon Gray  
JoAnn Warzoha  
Craig Lockwood (proxy)  
Bruce Baird (proxy)  
Gordon Gray (proxy)

Great Lakes

Nick Nawalijke  
Joe Pecoraro  
Ray Colonna  
Roger Engemann  
Al Shorey  
Pat Carmonry  
Bill Tietjen

New England

None

Executive Board

Richard Miller  
Joe Pecoraro  
Bill Tietjen  
Ed Kiziukiewicz  
Tom Daly

Mid-Atlantic

Bob Kolonkowski  
Tom Daly  
Tom Perry  
George Schoepf  
Bob Kolonkowski (proxy)  
Tom Perry (proxy)  
George Schoepf (proxy)

Southeast

Flash Gordon  
Pat Maher  
Scott Williams  
Rob Barron

Hawaii

Ralph Goto

Executive Board - Absent

John Tuttle  
Max Bowman

Executive Director

Byron Wear

- C. Certification, Pecoraro. Mr. Pecoraro reported that the certification process was just about ready to go. He distributed sample applications for Basic Lifeguard Certification and Lifeguard Instructor Certification. See Attachments E and F.

Action

Applications would go to Regional Chief Certification Officer with payment. If approved, half the payment would go to the regional treasury and half sent to the national treasurer. The certification fee would be \$5.00.

Mr. Pecoraro indicated that one problem with the certification is that unless people knew of U.S.L.A. and what it is all about, nobody would accept it.

Rob Barron indicated that he was preparing a checklist for the Basic Lifeguard Course similar to those used by American Red Cross. The Basic Lifeguard Course would come from the Galveston Report with some modifications. He indicated that by San Diego the checklist and other paperwork would be ready.

Mr. Pecoraro indicated that certifications would be three-part with one copy to national, one copy to region, and one copy to instructor. The goal is to begin certifying Basic Lifeguards by next spring. He directed Byron Wear to check on paperwork and liability.

Mr. Pecoraro asked each region to submit the name of the Chief Regional Training Officer to the National Secretary.

- D. Ways And Means, Kiziukiewicz. Mr. Kiziukiewicz turned the floor over to Bill Tietjen who spoke about marketing products. Mr. Tietjen distributed a variety of clothing items bearing the U.S.L.A. logo. The samples were well received and purchasing arrangements will be discussed with the representative of LOGO 7. All proceeds from the sale of this merchandise would be for the benefit of the National

Ralph Goto distributed sample pairs of sunglasses to the Executive Board and Regional Presidents. More information about the glasses can be received from Mr. Goto.

Mr. Kiziukiewicz indicated that the U.S.L.A. must expand their scope to search for new corporate sponsorship.

Action

The Executive Board recommended that dues from Associate Members be split 50/50 between National/Region. Motion by Baird/Engemann to accept the recommendation.

MPU

A motion by Lockwood/Carmoney to add a new class of member, "Veteran Lifeguard", for a minimum of \$10.00 per year - would receive whatever publications are available plus a decal. A veteran Lifeguard being a former lifeguard from a U.S.L.A. chapter. Half the dues would go to national, half to region.

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VII. Other Reports/Items.

- A. Standards. President Miller indicated that the Capitola study has been drafted. It was found that a major problem is paperwork - getting the report out. Craig Lockwood indicated that a business service may be the route to go when preparing a report.
- B. C.N.C.A. Byron Wear indicated that the dates of the conference in Columbus, Ohio are November 11 - 14. Doug D'Arnall will be the U.S.L.A. representative at the conference. Chapters/regions should send slides to Tom Daly who will prepare a slide show for the conference.
- C. Text Book. Sales are needed - U.S.L.A. is being sued by the publisher. Craig Lockwood offered to edit the text.
- D. International. Mr. Miller indicated that at the World Lifesaving Meeting, the Executive Board recommended that the first delegate be Richard Miller, second delegate be Max Bowman, third delegate be Byron Wear. Motion by Barron/Engemann to accept recommendation.

MPU



E. Distilled Spirits Council. Tom Daly reported that he had not yet approached the Council. He hoped that Tom Perry would. Action

At this point Secretary Tietjen read a letter of resignation submitted by Tom Daly. See Attachment G. President Miller accepted Mr. Daly's resignation as Recurrent Representative.

Motion by Miller/Engemann that Tom Daly be designated as an ambassador of the U.S.L.A. to Australia while there on a teacher exchange program. MPU

Nominations took place for the position of Recurrent Representative:

LeRoy Bork, Great Lakes, was nominated by Roger Engemann.

Tom Perry, Mid-Atlantic, was nominated by Tom Daly.  
Bob Kolonkowski, Mid-Atlantic, was nominated by Joe Pecoraro. Mr. Kolonkowski declined the nomination.

Motion by Schoepf/Kiziukiewicz to close nominations. MPU

A vote took place with the results as follows:

Hawaii - Perry  
Western - Bork  
Mid-Atlantic - Perry  
Southeast - Bork  
Great Lakes - Bork

LeRoy Bork was elected Recurrent Representative 3 - 2.

President Miller recommends that Tom Perry and Al Shorey act as co-chairmen of the Public Education Committee.

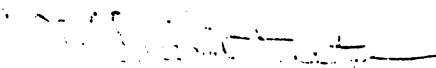
Motion by Baird/Carmony to accept the recommendation. MPU

Byron Wear recommended that the next Board of Directors meeting be held in San Diego, CA, March 24, 25, 26, 27, 1983. Motion by Barron/Gray to accept the recommendation. MPU

Motion by Engemann/Gray to adjourn the meeting. MPU

Meeting adjourned at 4:52 p.m. by President Miller.

Respectfully Submitted,

  
William Tietjen - Secretary