

United States Lifesaving Association

Annual Report

July 1, 2003 – June 30, 2004





Lifeguards for Life

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United States Lifesaving Association
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Our Organization

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. USLA is recognized as a nonprofit, charitable organization under the laws of the United States.



Our President's Message



Over the past year, the lifesavers of America, who struggle daily to prevent drowning, have again done an extraordinary job. USLA statistics demonstrate how incredibly effective they are. The chance of death by drowning in an area protected by lifeguards affiliated with USLA remains at one in 18 million. That's an enviable record that continues to be accomplished, year after year.

Lifeguards and other open water rescuers are understandably proud of the organizations for which they work and the job they do. Those lifesavers and those organizations though, are far stronger and better when expertise is shared locally, regionally, and nationally. That is the key value of USLA. Local innovations have great value, but when those advances are shared, we raise our standards nationally to the highest possible levels. USLA takes the aggregate expertise of lifesavers from throughout our country, and indeed worldwide, then disseminates information on best practices nationwide in the form of education and standards. We endeavor, as well, to develop the best possible materials for education of the general public in how to be safe around the water.

As this report demonstrates, there are innumerable ways in which USLA contributes to the health and safety of America. It starts though, with the spirit of individual lifesavers, always seeking a way to ensure that accidents on our beaches and waterways don't happen. Their record speaks for itself.

USLA continues to grow as an organization, professionalizing our organizational approach, just as we encourage a professional approach among the lifesavers and lifesaving organizations who affiliate with us. There is much to be done. Areas of the United States lack organized lifesaving or a level of lifesaving adequate to prevent accidents. Some lifesavers lack equipment or training necessary to effectively do their job. In coming years, USLA will grow ever stronger and more effective at promoting safety at beaches and waterways nationwide. The ultimate beneficiary will be the public we serve.

Lifesaving Aye,



B. Chris Brewster
President

Our Membership

USLA's regular membership includes over 5,000 people currently active in open water rescue nationwide. "Open water" means the natural aquatic environment. USLA's membership also includes over 5,000 junior lifeguards participating in youth programs sponsored by lifeguard agencies throughout the United States. In addition to these members, USLA's membership includes Alumni Members (former lifeguards), Associate Members (any person wishing to affiliate with and support USLA), and Life Members (specially selected by the Board of Directors based on lifetime contributions to USLA).



Our 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. USLA has 120 chapters throughout the USA.



Stinson Beach Lifeguard Rescue

Our Regions

USLA is organized in eight 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 Board of Directors. Regional contacts can be found at www.usla.org.



Our National Leadership

Executive Board

USLA's National Executive Board is elected for two year terms, in November of odd numbered years. Current members of the Executive Board are as follows. Contact information can be found at: www.usla.org.

B. Chris Brewster	President
Jerry Gavin	Vice-President
Greg Farry	Treasurer
Dave Shotwell	Secretary
Duke Brown	Recurrent Representative
Eric Bauer	Liaison Officer
Tim Gallagher	Advisor

Executive Committee

Between meetings of the Board of Directors, the USLA Executive Committee acts for the Board of Directors with regards 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 Regional Presidents are:

Ed Zebrowski	Mid-Atlantic
Kevin Sweat	South Atlantic
Patrick McGlamery	Southeast
Joe Pecoraro	Great Lakes
Vic Maceo	Gulf Coast
Cathy Wiederhold	Northwest
Rob McGowan	Southwest

Advisors

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

Our Board of Directors

Members of USLA's Board of Directors are appointed by USLA Regions in a number proportional to membership, according to a formula embodied in our Bylaws. The Board of Directors is USLA's highest authority. The Board of Directors meets twice each year, normally in May and November. During fiscal 2004, the Board of Directors met from November 6 – 8, 2003 in Red Bank, New Jersey and from April 22 – 24, 2004 in San Francisco. USLA Directors have no fixed term. They serve at the pleasure of their Regions. At the close of our 2004 fiscal year, USLA's Directors are:

Mid-Atlantic

Ed Zebrowski
Tim Gallagher
Dave Foxwell
Buzz Mogck
Charles Hartl
Bart Mattaliano
Bob Dillon

South Atlantic

Kevin Sweat
Tom Gill
Nikki Bowie
Mickey Hutto
Mike Hensler
Paul Pivec
Ron Watson

Southeast

Patrick McGlamery
Don May
Jim McCrady
Christine McCrady

Great Lakes

Joe Pecoraro
Eric Bushonville
Erin Joyce
Ann Johnstone

Gulf Coast

Vic Maceo
Peter Davis

Northwest

Cathy Wiederhold
Jim McCray
Bert Whittaker

Southwest

Rob McGowan
Vince Lombardi
Mike Beuerlein
Rob Williams
Chris Graham
Bob Moore
Don Rohrer



Our Committees

USLA Committees convene at each biannual meeting of the Board of Directors and work on projects between meetings. Committees conduct in-depth work on topics specific to their area of expertise. 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. At the end of the 2004 fiscal year, the following were USLA's Committees and their Chairs. Contact information for each can be found at www.usla.org.

Regular Committees

Public Education	Chair – Peter Davis Vice-Chair – Rob Williams
Membership	Chair – Joe Pecoraro
Competition	Chair – Carl Drake Vice-Chair – Kevin Sweat
Heroic Acts	Chair – Nikki Bowie Vice-Chair – Adrienne Groh
Junior Lifeguards	Chair – Reenie Boyer
Certification	Chair – B. Chris Brewster Vice-Chair – Tim Harmon
Ways and Means	Chair – Greg Farry Vice-Chair – Mickey Hutto

Working Group Committees

National Curriculum	Chair – Carl Martinez
Grant Writing	Chair – Greg Farry
Equipment Research	Chair – Dave Foxwell
Bylaws/Policies and Procedures	Chair – John “Chip” More
Public Information/Publicity	Chair – Tom Gill
Magazine Publication	Chair – Mike Bartlett
Website	Chair – Charlie Hartl
Development	Chair – Cathy Wiederhold

Our Accomplishments

National Rip Current Education Program

USLA entered into a formal relationship with the National Oceanic and Atmospheric Administration (NOAA) to develop a national rip current awareness program aimed at reducing the incidence of drowning at surf beaches. Once standard terminology and emphasis were agreed upon, a model brochure and warning sign were developed in a graphic format available free of charge to any community or group, including USLA Chapters and Regions, that wish to publish the materials. Detailed, consistent Internet based information has been published on the website of each organization. The program was formally launched on May 24, 2004 in Wrightsville Beach, North Carolina by USLA President B. Chris Brewster and NOAA Administrator Vice Admiral Conrad C. Lautenbacher, Ph.D. (ret). This information can be found in the Rip Current section of www.usla.org.



National Beach Safety Week

National Beach Safety Week was launched on May 24, 2004 at the same time as the launch of our rip current education program. The event was covered nationally by the Cable News Network (CNN) and by several additional media outlets. National Beach Safety Week is an opportunity, 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

The United States Lifesaving Association conducted two educational conferences.

In November 2003, the Mid-Atlantic Region hosted an educational conference in Red Bank, New Jersey. Featured topics included rip current forecasting, the national rip current awareness collaboration with NOAA, and skin cancer awareness.

In April 2004, the Northwest Region hosted an educational conference in San Francisco, California. Featured topics included rip current propagation, San Francisco Fire Department Aquatic Rescue Team operations, homeland security on San Francisco Bay, a solar rating system for sunglasses, and an interagency training demonstration on San Francisco Bay.

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 Cape May, New Jersey hosted the 2003 National Lifeguard Championships in August. Attendance by adult and junior lifeguard participants exceeded 1,000.



Personal Watercraft Rescue Standards

The United States Lifesaving Association gathered experts in use of personal watercraft as a rescue tool, then assembled and published draft training and equipment standards to help promote the safety of beachgoers and rescuers. Comments received will be reviewed in November 2004, with an expectation that a final standard will be brought to the Board of Directors for final approval and publication.



Public Safety Lectures

In calendar year 2003, USLA chapters and affiliated agencies reported the provision of 4,137 public safety lectures to an estimated audience of 183,420.

Lifeguard Agency Certification

Since the 1980s, 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, 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 100 lifeguard agencies are certified under this program, with each agency certified for a three year period, then applying for recertification. In fiscal 2004, 16 agency applications for certifications were reviewed and approved.

International Contributions



USLA is America's Full Member representative to the International Life Saving Federation. USLA's President is also President for the America's Region of ILS and several USLA members serve on key ILS committees. Our support for ILS helps USLA share expertise worldwide, promoting development and professionalizing of lifesaving and drowning prevention. This year, for example, ILS developed international beach warning flag standards that have been adopted, in large part, by the State of Florida, thereby helping to improve the chance that beachgoers will understand and comply with warning flags.

Aquatic Safety Coalition

USLA entered into an informal coalition with the American Red Cross and the YMCA of the USA to further mutual interests in lifeguard training and aquatic safety. This included meetings and evaluations of proposals for future efforts.

Lifesaving Development Activity

USLA and its members contributed to the development of lifesaving, both in the United States and other countries. Southeast Region representatives assisted the City of Destin, Florida in conducting a first time lifeguard academy to provide the first ever lifesaving patrols on the beaches of that community. Efforts to promote lifesaving in Mexico have continued, with several members and affiliated organizations providing training and support. It is expected that a national Mexican lifesaving federation will soon be created with USLA's help.

Our Special Awards

Life Members

USLA confers Life Memberships on a very limited number of people who have made extraordinary contributions to lifesaving and to USLA. The minimum criteria for Life Membership includes twenty years of service in open water lifesaving, ten years active service and membership in 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 USLA. During fiscal 2004, two Life Memberships were awarded. We congratulate the recipients and thank them for their extraordinary service.

David Shotwell Ocean Grove, New Jersey

Charles Hartl Avon-by-the-Sea, New Jersey

Heroic Act Awards

USLA annually confers recognition to people who demonstrate unusual heroism in rescuing others. USLA recognition is restricted to acts which show conclusive evidence that the person performing the act voluntarily risked their own life to an extraordinary degree in saving, or attempting to save, the life of another person, or voluntarily sacrificed themselves in a heroic manner for the benefit of others. To be considered for recognition, heroic acts must be reported to USLA within one year of the date they occurred. Usually, only those acts performed in areas within the scope of USLA's activities will be considered for such an award. Awards are restricted to cases in which no primary family relationship exists. The Medal of Valor is awarded to an individual lifeguard who voluntarily risked their life, to an extraordinary degree, in saving, or attempting to save another person, or who sacrificed themselves for the benefit of others. The Heroic Act Award is presented by USLA to a non-lifeguard 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

Billy Larsen, Pismo Beach
Richard Grigouli, Oceano State Park
Tim Borland, Avila Beach
Jeff Fesler, Avila Beach

Heroic Act

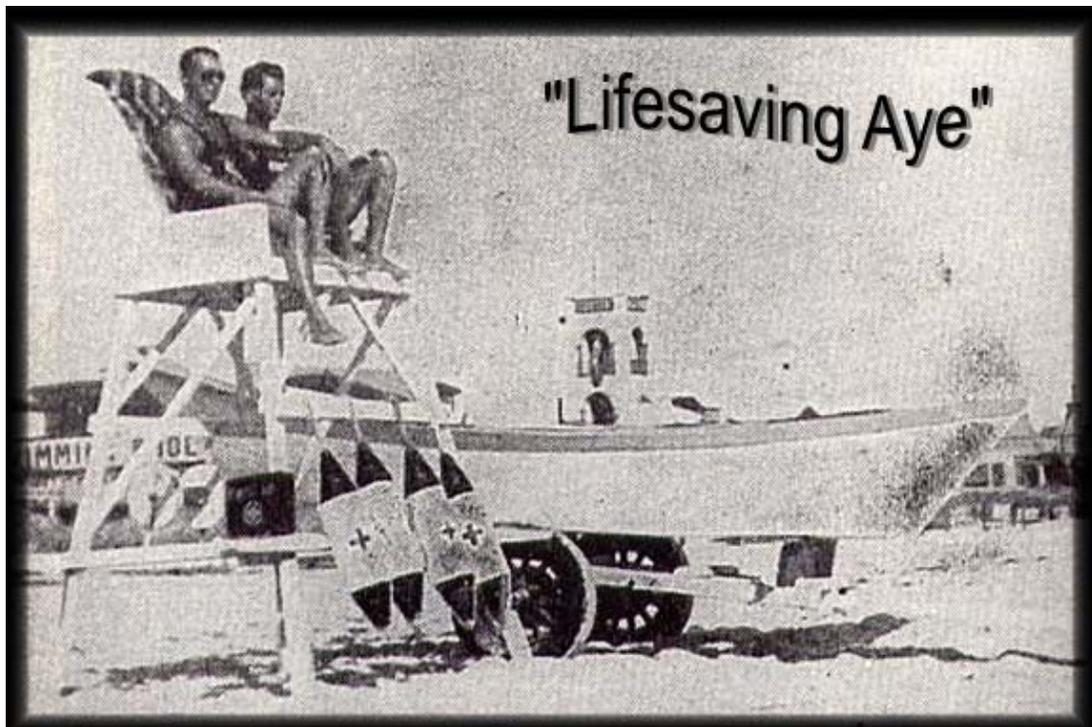
Jason Chew
John Nagle

Our Financials

USLA remains in firm financial condition, with our strength slowly growing, but greater financial support is definitely desirable. Our primary source of income is member dues. The increased interest in junior lifeguard membership has been of particular assistance over the past year. We continue to work toward improving the contributions from sponsors and grant funds. In presenting our financial information, it is important to note that all of the substantial work provided by USLA's officers and committee members is on a volunteer basis. USLA requested and received a full financial audit by a certified public accountant for fiscal 2004, which extends from July 1, 2003 to June 30, 2004. The following is an abbreviated overview of our financials.

Revenues and Gains	\$203,771
Expenses	<u>\$185,138</u>
Closing Assets	\$69,061

Assets	\$86,509
Liabilities	<u>\$17,448</u>
Net Assets	\$69,061



Swim Near a Lifeguard