

United States Lifesaving Association

Annual Report

January 1 – December 30, 2008



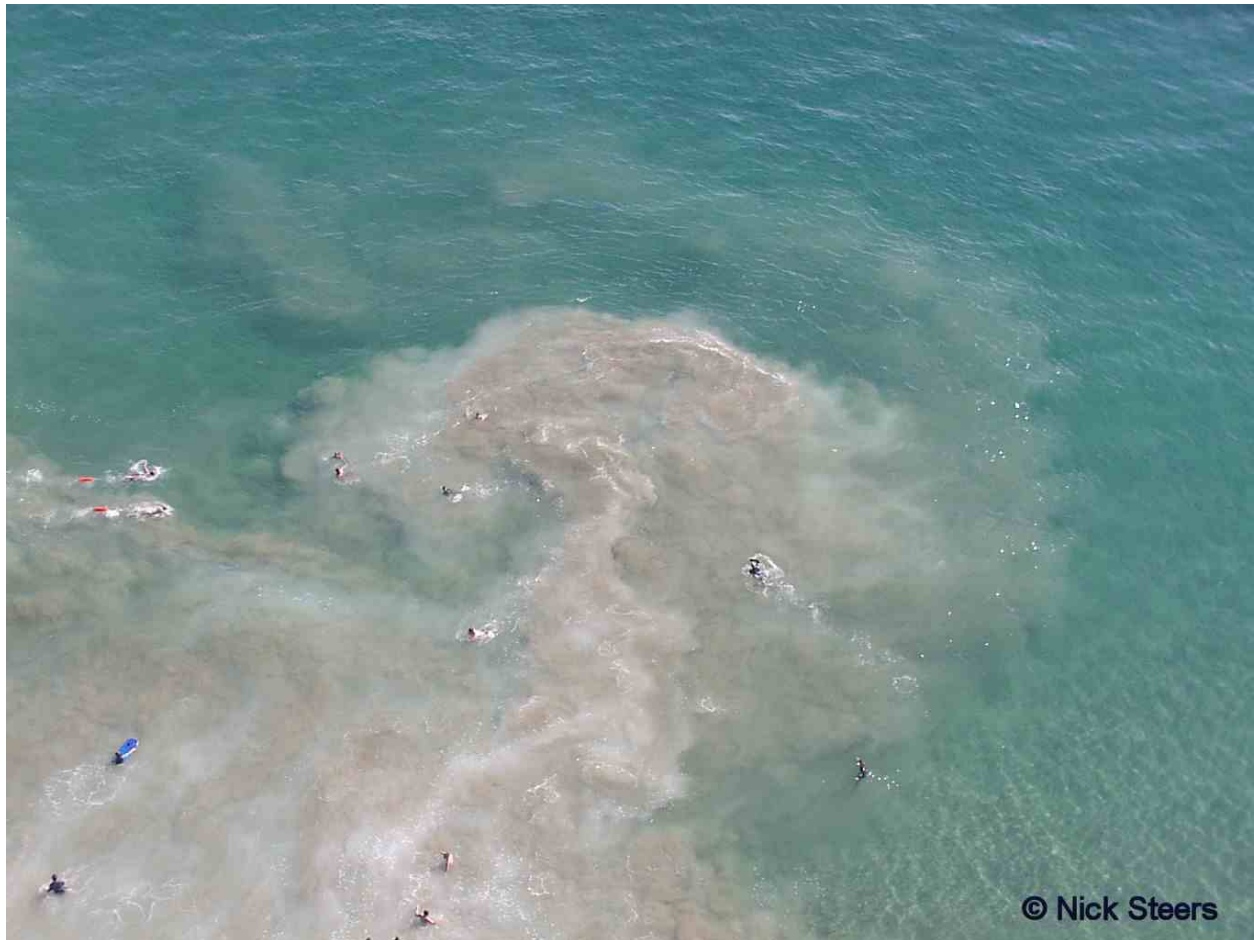
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United States Lifesaving Association
P.O. Box 366
Huntington Beach, California 92648
Phone: 1-888-FOR-USLA
Internet: www.usla.org

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. 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 federation of the International Life Saving Federation.



Our President's Message



We are an all-volunteer group of lifesavers, dedicating our time to promoting professionalism in lifesaving and drowning prevention. Whether we face east, west, north or south, we are all intent on the same goal, which is to ensure the safety of the throngs of beachgoers we watch over. We have an enviable record. On average, there is a single drowning death in a guarded area for every 18 million visits to the beaches we oversee. 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.

Many important accomplishments have been achieved this year, some of which are a part of this report. I invite you to peruse this report and particularly our extensive list of accomplishments beginning on page twelve. 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

Our Membership

The USLA's Professional Members include over 4,000 people currently active in open water rescue nationwide. "Open water" means the natural aquatic environment. The USLA's membership also includes over 8,500 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).



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. The USLA has 120 chapters throughout the USA.



Courtesy: Joel Citelson

Our 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.



Our 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 2009. An updated list and contact information can be found at: www.usla.org. As of December 30, 2008, members of the Executive Board are as follows.

B. Chris Brewster	President
Kevin Sweat	Vice-President
Rob Williams	Treasurer
Nikki Bowie	Secretary
Peter Davis	Liaison Officer
Chris Graham	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. As of December 30, 2008, the Executive Committee includes the Executive Board and the elected Presidents of the Regions. The Presidents are:

Ed Zebrowski	Mid-Atlantic
Tom Gill	South Atlantic
Joe McManus	Southeast
Joe Pecoraro	Great Lakes
Tony Pryor	Gulf Coast
Cathy VonWald	Northwest
Rob McGowan	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

Our 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 embodied in 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 2008, the Board of Directors met from April 24 – 26 in Kauai, Hawaii and from November 6 – 8 in Cocoa Beach, Florida. 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 2008, 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
Duke Brown
Paul Pivec
Chad Motz

Southeast

Joe McManus
Gerry Falconer
Gary Wise
Jo Wagenhals
Jim McCrady

Great Lakes

Joe Pecoraro
Jerry Gavin

Gulf Coast

Peter Davis
Tony Pryor

Northwest

Cathy VonWald
David Robinson

Southwest

Robert C. McGowan
Charlotte M. Graham
Michael A. Beuerlein
Robert E. Williams
Robert A. Moore
Jon P. Mitchell
William J. Richardson

Pacific Islands

Ralph Goto
Kalani Vierra

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.

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

At the end of 2008, 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 – Eric Bauer Vice-Chair – Tim Harmon
Competition	Chair – Ed Zebrowski Vice-Chair – Kevin Sweat
Heroic Acts	Chair – Adrienne Groh
Junior Lifeguards	Chair – Reenie Boyer
Membership	Chair – Charles Hartl
Public Education	Chair – Denise Blair
Ways and Means	Chair – Rob Williams

Working Group Committees

Bylaws/Policies and Procedures	Chair – John “Chip” More
Development	Chair – Cathy VonWald
Educational DVD	Chair – Nick Lerma
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 – Charles Hartl

Our Accomplishments

FEMA Response

At the request of the Federal Emergency Management Administration, the USLA filed detailed comments on proposed flood and swiftwater rescue standards.

Puerto Rico Lifesaving Promotion

Several USLA officials traveled to Puerto Rico to conduct an intensive review of existing water safety programs and published a detailed report on ways to reduce the incidence of drowning in this Commonwealth. (Their report can be found in the Lifeguard Library on www.usla.org.)

Brevard County, Florida Lifesaving Development

USLA officials worked successfully to promote enhancements to the existing lifeguard staffing profile to address problems manifested by an unusually large number of drowning deaths in this community. The resulting increased staff is expected to substantially reduce the incidence of drowning death at Brevard County beaches.

Training Videos

The USLA collaborated with Evolution Film and Tape to create four videos for the training of lifeguards across the US and around the world in search and recovery, beach driving, water surveillance, and components of a rescue. These will be offered for sale by the USLA in 2009.

Website Additions

The USLA's website, www.usla.org, was updated this year to include back copies of American Lifeguard Magazine in pdf format, educational activities for teachers and students, and public service videos.

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.

World Aquatic Health Conference

USLA representatives attended and made presentations at the World Aquatic Health Conference.

Accounting Year Change

The USLA changed its accounting year to a calendar year to better accommodate the seasonally driven nature of the bulk of our income.

National Rip Current Education Program

The USLA, Sea Grant, and the National Oceanic and Atmospheric Administration (NOAA) worked to develop new bilingual signs for rip current education to be used at beaches throughout the US and created a rip current education video.



Lost Kids Cry

The USLA is pilot testing a program to help reduce the incidence of lost children at the beach. Most recent annual USLA statistics include reports of over 16,000 lost children. It is expected that this program will help lifeguards and parents reduce these numbers.

National Beach Safety Week

National Beach Safety Week was launched on May 17, 2008. 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. This year the event included the first annual Beach Safety Week Challenge. Agencies were asked to submit a written description and pictures of any Beach Safety Week Program they held to encourage high profile promotion of this educational event.

Educational Conferences and Selected Topics

Kauai, Hawaii – April 25, 2008

Evolution and Revolution of CPR, Back to the Basics – Paul E. Pepe, M.D., M.P.H., FACEP, FCCM; Professor and Chairman Emergency Medicine, The University of Texas Southwestern Medical Center at Dallas

An Examination of the Utility of ACLS Protocols with the Huntington Beach Marine Safety Department – Danny Jerome, M.S., Department of Exercise and Sport Science, University of Wisconsin, La Crosse

The ILS Drowning Prevention Strategy, A Framework to Reduce Injury and Loss in the Aquatic Environment – Peter Davis, USLA Liaison Officer

Drowning Prevention Efforts on Kauai – Monte Downs, M.D., Emergency Room Physician, Wilcox Memorial Hospital, Lihue, Kauai; Co-Chair Kauai Water Safety Task Force; Sue Kanoho, Kauai Visitors Bureau; Pat Durkin, Water Safety Consultant; Winston Wellborn, kauaiexplorer.com; Kalani Vierra, Lifeguard Supervisor, Kauai Fire Department

Cocoa Beach, Florida – November 7, 2008

Pediatric Drowning – Peter Antevy, MD

Critical Incident Stress Debriefing. Applications for Ocean Safety Departments – Peter R. Chambers, PhD, DO, Emergency Medicine Mayo Health, CERF Team, Minnesota Air National Guard

Florida Red Tide and Human Health: A Beach Conditions Reporting System to Minimize Exposure – Kate Nierenberg, MS. Mote Marine Laboratory

The Drowning Problem in Puerto Rico – Ruperto Chaparro Serrano, Director, University of Puerto Rico Sea Grant College Program (UPRSGCP)/Director, Marine Outreach Program. University of Puerto Rico. Mayagüez, Puerto Rico

Kiteboarder Rescue – Neil Hutchinson, owner/instructor of Tiki Beach Watersports and Rick Iossi Director, Florida Kitesurfing Association

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 Manhattan Beach, California hosted the annual National Lifeguard Championships in August 2008. Participation by lifeguards and junior lifeguards exceeded 800.

The US National Team traveled to Germany to represent the United States of America at the World Lifesaving Championships – Rescue 2008.

Public Safety Lectures

In calendar year 2007 (last full year of reporting at press time), USLA chapters and affiliated agencies reported the provision of 22,184 public safety lectures to an estimated audience of 448,316.

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.

The USLA Maintains Affiliation with 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 and Acting Chair of the Development Committee
Dr. Peter Wernicki – Medical Committee
Ralph Goto – Rescue Committee
Charles Hartl – Event Management Committee
Tom Daly – Sport Development Committee.

Lifesaving Development Activity

USLA and its members contributed to the development of lifesaving, both in the United States and other countries. During this fiscal year, the Peruvian Lifesaving Association became a Full Member of the International Life Saving Federation. We have also 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 2007 (last full year of reporting at press time), over 74,000 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>

Logos Updated

The USLA engaged a professional designer to update the quality of our logos.

Trademark Applications Filed

The USLA applied for trademarks for our iconic logos.



Our 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 2008, one Life Membership was awarded. We congratulate the recipient and thank him for his extraordinary service.

Dr. Peter Wernicki Spring Lake, New Jersey

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

Michael E. James
Bouvey Bradbury

Heroic Act

Summer Watson
Amy Dichiro
Michael Barrett
Moses Cuprill
Raymond Johnson

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:

Huntington Beach Marine Safety – National Award for Professional Achievement

Town of Wrightsville Beach - National Award for Commitment and Dedication to Public Safety and Education

Project Ecuador – National Lifesaving Award

Our 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 2008 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, 2008 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	\$23,265
Contributions	\$17,158
Investment Income	\$3,756
Marketing Agreements	\$15,401
Membership Dues	\$167,581
Program Service Fees	\$11,502
Lifesaving Events	\$65,685
Royalties	\$3,314
TOTAL	\$307,662
Expenses	
Fundraising	\$3,925
Lifeguard Agency Certification	\$2,538
Lifesaving Events and Travel	\$90,626
Management and General	\$9,400
Membership Materials	\$55,073
Program Services	\$39,186
Public Education	\$7,534
Publications	\$42,381
Regional Support	\$37,405
TOTAL	\$288,068
Revenue Over Expenses	\$19,594
Assets	\$160,508
Liabilities	(\$23,397)
Net Assets	\$137,111

