



**UNITED STATES LIFESAVING ASSOCIATION
BOARD OF DIRECTORS MEETING**

**Sonesta Redondo Beach & Marina
300 North Harbor Drive
Redondo Beach, California 90277
April 26-29, 2023**

Thursday April 27, 2023 – Board of Directors & Committee Meetings

9:00 a.m. Board of Directors Meeting – Redondo Salons 1,2,3

I. Call to Order (Mr. Peter Davis)

- A. Pledge of Allegiance (Mr. Tom Gill)
- B. Welcome and Introductions (Mr. Davis) Mr. Davis introduced Los Angeles County Assistant Lifeguard Chief Adam Uehara, who welcomed the delegation and gave a brief presentation on his agency.
- C. Moment of Silence for the Departed – Great Lakes - Jerry Gillen, Lifeguard Captain, North Avenue Beach, Beilfuss Natatorium, Chicago; Richard Dux, Lifeguard, North Avenue Beach, LaFollette Park, Chicago; Stephen Cook, Lifeguard, Leone Beach, Chicago. Tomo Kainuma, Ingram Representative for USLA.
- D. Opening Ceremony – Each region was asked to provide sand from their region for a mixing of the sands ceremony to represent unity for the organization. Mr. Ralph Goto and Mr. Jim Hughes led the ceremony.

II. Roll Call of Delegates (Ms. Nikki Bowie)

		DELEGATE VOTES BASED ON MEMBERSHIP (As of April 22, 2023)					
		Member/Director Ratio		Member/Director Ratio			
		2- 25	1 Director	401-600	5 Directors		
		26-100	2 Directors	601-800	6 Directors		
		101-200	3 Directors	801-1,000	7 Directors		
		201-400	4 Directors	1,001 and over	8 Directors		
		MEMBERS	VOTES	PRESENT	PROXY	TOTAL	JUNIORS
GREAT LAKES ANDY BRAUDY	STEPHANE REBECK	26	2	2	0	2	0
GULF COAST JIM PIGG	TONY PRYOR	88	2	2	0	2	108
MID-ATLANTIC ED ZEBROWSKI ED ZEBROWSKI III CHARLIE HARTL	TIM HARMON MIKE SCANLON DENISE BLAIR	1103	8	6	2	8	747
NEW ENGLAND W JAMES FARRELL III	CRAIG SCHMIDT	48	2	2	0	2	0
NORTHWEST CATHY VONWALD	KYLE MAXWELL	62	2	2	0	2	0
PACIFIC ISLANDS KALANI VIERRA	CHAD LISTMAN	91	2	2	0	2	0
SOUTH ATLANTIC MIKE WAGNER ROB EDGERTON ADRIENNE GROH	MONTY REED DUKE BROWN RALPH WAGNER KARI LAVOIE	811	7	7	0	7	229
SOUTHEAST ALAN HOLT JAMES MCCRADY	JO WAGENHALS	662	6	3	3	6	152
SOUTHWEST BILL HUMPHREYS GUS AVILA MIKE BEUERLEIN JIM HUGHES	TONY SHOLL JAY BUTKI CASEY GRAHAM SKIP PROSSER	1387	8	8	0	8	887
SUB TOTALS		4278	39	34	5	39	2123
UNAFFILIATED		10					10
TOTALS		4288					2133

Additional Attendees:

Gulf Coast – Pedro Casillas

Mid-Atlantic –Craig Brierley; Dave Foxwell; Ed Kiziukiewicz; Jill Friedman; Tom Perry; John Ryan

Northwest – McKenna Stevulak; Xavier Agnew; David Robinson

Pacific Islands – Ralph Goto; Kurt Lager; Chantal Zarbaugh; Kleve Zarbaugh

Southwest – B. Chris Brewster; Kelsey Cummings; Charlotte Graham; Brian Murphy; Carly Chirsita; Brian Clark; Graham Clifford; Ryan Gate; Rick Gould; Bill Richardson; Brandon Hodding; Vianne Kelly; Nikki Bryant; Brennan Howard; Coral Kemp; Jared Kingsbury; Charles Knight; Justin McHenry; Jenn Noonan; Dana Rayfield; Merrill Riley; Mike Silvestri; Daniel Truax; Adam Uehara

Executive Director – Kay Smiley

Legal Advisor – Chip More

Medical Advisor – Dr. Peter Wernicki

Members of the Executive Board – Peter Davis, President; Tom Gill, Vice President; Nikki Bowie, Secretary; Dan McCormick, Treasurer; Karissa Fleming, Liaison; Michael Bradley, Executive Delegate; Gus Avila, Advisor

III. Approval of Agenda – Motion to approve from Ms. Blair. MPU

IV. Approval of Minutes - from the USLA Board of Directors meeting in Orlando, FL, November 3-5, 2022. Motion to approve from Ms. Groh. MPU

V. Memorialization – of Executive Committee actions since the previous meeting.

A. “Shall the Executive Committee approve the contracts with EyeKing and P2P (contracts were provided)?” Motion passed 13 in favor and 3 not responding to the request to vote.

B. “Shall the USLA Executive Committee approve a Meritorious Act for Luke Shepardson?” Motion passed with 13 in favor and 3 not responding to the request to vote.

VI. Officers Activity Reports - Verbal reports to be limited to approximately two minutes, highlighting the key points in written reports previously submitted & published.

A. President (Mr. Peter Davis) Mr. Davis highlighted his written report. The National Weather Service – Sea Grant – USLA Rip Current collaboration is moving along well. There is going to be a release of a new documentary. The Rip Current Toolkit is being widely utilized. The World Congress on Drowning Prevention will take place in Perth, Australia in December 2023. Water Safety USA is close to releasing the National Water Safety Plan. Mr. Davis handled oversight and liaison with the assistance of Mr. Gill and Mr. Avila on the review and oversight on the huge amount of work from the Executive Director. [2023_01_04_USLABOD_PresidentActivity.PDF]

B. Vice President (Mr. Tom Gill) Mr. Gill welcomed all the new attendees and encouraged everyone to come back to future meetings. At the President’s direction, Mr. Gill continues to encourage the committee chairs to hold virtual meetings and make progress on set goals between the Board of Directors meetings. As the PIO, Mr. Gill has received many inquiries on how short-staffed lifeguard agencies around the country are. He has worked closely with the Liaison concerning the new social media/marketing organization. Mr. Gill is interested to see how the implementation of the new Junior Guards membership tiers affect membership this summer. Without the support of regional leadership and JG program leaders encouraging participation, this program will not realize the expected increases. [2023_01_05_USLABOD_VicePresidentActivity.PDF]

C. Secretary (Ms. Nikki Bowie) Ms. Bowie reported that all 43 activity reports were received and uploaded prior to the start of the meeting. She then announced that per Bylaws Article VIII, Section 4. Officers of the United States Lifesaving Association, C. Election of Officers “At the Spring Meeting, the Secretary shall begin to solicit nominations for an interest in nationally elected and appointed officers. The Secretary shall notify the Regional Boards of Directors of any nominations received no later than seven days prior to the Fall Board of Directors Meeting. Any delegates may make nominations from the floor at the time of the election”. [2023_01_06_USLABOD_SecretaryActivity.PDF]

D. Treasurer (Mr. Dan McCormick) Mr. McCormick is wrapping up his first year as Treasurer and thanked everyone for their patience and support. The audit has been completed for 2022. We ended up within budget for 2022. [2023_01_07_USLABOD_TreasurerActivity.PDF]

E. Executive Delegate (Mr. Michael Bradley) Mr. Bradley reported that as the Executive Delegate, he has worked with a variety of different committee chairs on a number of different topics. The Conference Planning Group continues work on trying to get ahead of themselves so that they can build some room to breathe on planning future meetings. The stage is already set for Fall 2023 and Spring 2024 meetings. In addition, the Conference Planning Group has been working on a proposal concerning moving towards one large annual conference that would be bigger with more education and sponsors that would take the USLA to a new level. [2023_01_08_USLABOD_ExecutiveDelegateActivity.PDF]

F. Advisor (Mr. Gus Avila) Mr. Avila reviewed a number of emails from various members. He has participated in a number of meetings regarding the International Surf Rescue Challenge. As a member of the Board of Directors of the Huntington State Beach Junior Lifeguard Association, he is helping with a fundraising effort

for a new JG headquarters. Mr. Avila received a number of inquiries asking for assistance in presenting lifeguard training in Ixtapa/Zihuantanjo and Acapulco. [2023_01_09_USLABOD_AdvisorActivity.PDF]

- G. Liaison Officer** (Ms. Karissa Fleming) Ms. Fleming represented Water Safety USA and the USLA with a new aquatic safety working group. She also collaborated with the Membership Committee and the Treasurer to onboard Ms. McKenna Stevulak as the new Procurement Chair for the USLA Online Merchandise store. [2023_01_10_USLABOD_LiaisonActivity.PDF]
- H. Medical Advisor** (Dr. Peter Wernicki) Dr. Wernicki was unable to attend the meeting and his report will stand as submitted. [2023_01_11_USLABOD_MedicalAdvisorActivity.PDF]
- I. Legal Advisor** (Mr. Chip More) Mr. More reported that after two years of hard work, a Congressional Resolution is to be introduced to the Congressional Committee, then eventually wind up on the Floor of Congress. This resolution is sponsored by Congressman Chris Smith from New Jersey, who is known for his championing of First Responders and his ability to build consensus and bipartisan support on some controversial bills. The Resolution will do three things: it will recognize all open-water lifeguards in the U.S. as First Responders; it will also recognize them as Emergency Response Providers under Federal Statute; and it will recognize all open-water lifeguards as essential workers for purposes of receiving priority and getting vaccines. This will pave the way for open-water lifeguards to qualify for insurance benefits that they have not had access to in the past. [2023_01_12_USLABOD_LegalAdvisorActivity.PDF]

VII. Regional Council Activity Reports

- A. Great Lakes** (Mr. Andrew Braudy) Mr. Braudy noted that there is a Bill in the Illinois House of Representatives that would require the boards of education to provide water safety education in all schools. The City of Evanston, Illinois, has moved lifeguard operations from the Parks and Recreation Department to the Fire Department as a way for the Parks and Recreation Department to focus on enhancing lakefront programming, events and experiences, while supporting the Fire Department's mission of protecting lives and property. [2023_01_25_USLABOD_GreatLakesActivity.PDF]
- B. Gulf Coast** (Mr. Tony Pryor) Texas has a water safety coalition that is just getting off the ground. Last year, Texas passed a law that lifeguards are required for all fixed structures in the water, Memorial Day through Labor Day. Mr. Pryor is looking for advice from anyone who has similar issues with legislation. [2023_01_26_USLABOD_GulfCoastActivity.PDF]
- C. Mid-Atlantic** (Mr. Ed Zebrowski) There is a push to increase membership in the Mid-Atlantic Region, with the hope that the free JG Membership will help with these efforts to increase sponsorship for the USLA. There is also a focus on Beach Safety Week in the various agencies throughout the region. [2023_01_22_USLABOD_MidAtlanticActivity.PDF]
- D. New England** (Mr. Jim Farrell) There is a new compliance officer in New England, Jeff Patton, who is from York, Maine. He was given a list of beaches in the area to approach about becoming USLA certified and he already has four of them attending to his academy. Mr. Farrell introduced Mr. Craig Schmidt, who was visiting family in Torrey Pines prior to the meeting and noticed swimmers in distress. He went on to help the California State Lifeguards with the rescue. [2023_01_21_USLABOD_NewEnglandActivity.PDF]
- E. Northwest** (Ms. Cathy VonWald) Ms. VonWald echoed Mr. Gill's statement concerning welcoming new attendees to the meeting as they are the future of the USLA. She introduced Xavier Agnew as a new attendee from the Northwest Region. [2023_01_27_USLABOD_NorthwestActivity.PDF]
- F. Pacific Islands** (Mr. Kalani Vierra) The Kauai Mayor and County Council approved twelve new fulltime positions to extend the hours of operations. The State Drowning Prevention Conference will be held August 18, 2023 at Waikiki, during Dukes Ocean Festival. The region continues to work with the WatchTower collection program. Hawaii Beach Safety Week will be August 13-19 leading up to Dukes Ocean Festival. Two lifeguards received Honolulu Valor Awards from the Mayor for heroic rescues. [2023_01_29_USLABOD_PacificIslandsActivity.PDF]
- G. South Atlantic** (Mr. Mike Wagner) The regional meeting was hosted in Atlantic Beach, Florida with a robust educational component and round table discussion. The region was happy to host Ms. Fleming and Ms. Smiley as special guests. The City of Myrtle Beach has made several changes in their lifeguarding contracts for their lifeguarding services which separated completely rental activity from lifeguarding and the region is working

with several of those agencies who want to become USLA certified. There has been a longstanding issue between the Volunteer Lifesaving Corps and the City of Jacksonville Beach which was recently resolved allowing their volunteers to work on holidays and Sundays which continues a tradition that has lasted 112 years. Virginia Beach is hosting the 2023 National Championships and the region is looking forward to hosting the Fall USLA Board of Directors meeting in Asheville, NC, in November. [2023_01_23_USLABOD_SouthAtlanticActivity.PDF]

H. Southeast (Mr. Alan Holt) In addition to his written report, Mr. Holt reported that Volusia will not be hosting the International Surf Rescue Challenge, but they would be helping South Padre instead. Thank you to everyone who attended the Fall USLA meeting in November that was hosted by the Southeast Region. The region continues to partner with the Florida Beach Patrol Chief's Association to produce "Swim Near a Lifeguard" billboards, bumper stickers, etc. [2023_01_24_USLABOD_SoutheastActivity.PDF]

I. Southwest (Mr. Bill Humphreys) The region is very excited to help host this meeting with the assistance of Ms. Smiley and the USLA. The region held their Spring Board of Directors meeting in Long Beach, California. The meeting was well attended and the highlight of the meeting was presenting a USLA and CSLSA Heroic Act award. The annual California/International lifeguard exchange between CSLSA and Surf Life Saving New Zealand resumed this year after a hiatus during COVID. Two California lifeguards visited New Zealand and presented a report to the CSLSA Board of Directors. Mr. Humphreys highlighted the SoCal Paddledown that is a multi-committee project involving Lifesaving Sport, Public Education and Junior Lifeguards. The event is sponsored by the John Wayne Cancer Foundation and is designed to promote sun protection and skin cancer awareness as part of the "Block the Blaze" program. So far, the program has reached over 100,000 Junior Lifeguards in California alone. Within the region, they are still working on goals to improve the liaison program with their agencies. [2023_01_28_USLABOD_SouthwestActivity.PDF]

VIII. Executive Director (Ms. Kay Smiley) Ms. Smiley continues to oversee a wide variety of projects including working with members, sponsors and exhibitors, volunteers, committees and committee chairs to keep USLA projects and programs moving forward between Board of Directors meetings. She oversees the day-to-day operations and works to raise the organization's profile. She shared her Executive Director report via a Power Point presentation and it is included with her written report. [2023_01_15_USLABOD_ExecutiveDirector.PDF]

IX. Fund Raising and Sponsorship Oversight (Mr. Ed Zebrowski) Mr. Zebrowski asked that his report stand as submitted. [2023_01_14_USLABOD_SponsorshipActivity.PDF]

X. Magazine Publication (Mr. Chris Brewster) Mr. Brewster stated that if any region feels like they aren't covered in the magazine, it is not for lack of trying on his part to solicit articles. If you see interesting things going on in your region, please encourage people who are involved in those agencies to get in touch with Mr. Brewster as he is always willing to help them put an article together. The magazine turned a slight profit in 2022. In addition, he has now added a donation page for recognition. [2023_01_47_USLABOD_ALMAActivity.PDF]

XI. Public Information Officer (Mr. Tom Gill) Mr. Gill included his PIO report with his Vice President report.

XII. Committee Chair Activity Reports

A. Standing Committees

i. Bylaws (Mr. Mike Wagner) There was no activity to report, with the exception of a Bylaw to vote on in Old Business concerning replacing language that would require that an Alumnus Member must have previously qualified to be a Professional Member. The committee will meet and discuss any other proposed changes to the Policies and Procedures or Bylaws as they occur during the Board of Directors. [2023_01_45_USLABOD_BylawsActivity.PDF]

ii. Certification (Mr. Chris Brewster) The committee met virtually on April 5th and was able to accomplish quite a bit of work. The report from that meeting is attached to the activity report. Mr. Brewster noted that the most recent edition of the USLA manual is 2017 and that lifeguard agencies have struggled to get copies of the manual from the publisher or other sources. There is a system that was set up on the USLA website that makes this process much easier. Due to some changes in Florida state law, Volusia County lifeguards will no longer also be Law Enforcement Officers. Mr. Brewster provided an update on the Myrtle Beach drowning lawsuit. In an apparent reaction to the aforementioned judgement, both Horry County and Myrtle Beach have reportedly changed their

- requirements for contracted lifeguard services to require that they must fully separate commercial activities from lifeguard services. According to the South Atlantic Region president, at this point in time there would appear to now be no lifeguard agencies who are assigning uniformed beach lifeguards to commercial activity. [2023_01_37_USLABOD_CertificationActivity.PDF]
- iii. **Heroic Acts - Recognition, Awards and Presentations** (Ms. Adrienne Groh) In addition to her written report, Ms. Groh thanked everyone who was instrumental in making the in-person Heroic Act awards a possibility for this meeting. She was also able to present the first, to her knowledge, USLA Heroic Act award to someone from Louisiana to Sgt. Stephen Rhodes from Louisiana Fish and Wildlife. [2023_01_35_USLABOD_HeroicActsActivity.PDF]
 - iv. **Junior Guards** (Mr. Bruce Wilkie) Mr. Wilkie was unable to attend and his report will stand as submitted. [2023_01_36_USLABOD_JuniorGuardActivity.PDF]
 - v. **Lifesaving Sport** (Mr. Ed Zebrowski III) The National Team Management Selection Committee is working and hope to have a final product to approve later in the meeting. The Athlete Panel involvement has been tremendous and there have been some very good perspectives shared. This is the meeting that 2025 Nationals are supposed to be decided, so hopefully there will be interest in hosting. Appreciation to Coral Kemp, Kelsey Cummings and Mike Scanlon for revamping the JG Competition Guidelines. [2023_01_34_USLABOD_LifesavingSportAgenda.PDF]
 - vi. **Membership** (Mr. Monty Reed) Mr. Reed thanked the committee for their hard-work year-round. There will be a delay in procuring the membership kit item for 2023 and the committee hopes to do away with this issue in the future by deciding on the item at the Fall meeting. The committee will discuss a possible increase in the cost of individual memberships. [2023_01_33_USLABOD_MembershipActivity.PDF]
 - vii. **Public Education** (Ms. Denise Blair) The committee met via Zoom in February. At this meeting, the committee will review the first section of the Beach Safety video. [2023_01_32_USLABOD_PublicEducationActivity.PDF]
 - viii. **Ways and Means** (Mr. Dan McCormick) The committee is moving well on their goals and will look at the finances for 2023 and start working on the budget for 2024. [2023_01_38_USLABOD_WaysandMeansActivity.PDF]

B. Working Group Committees

- i. **Communications and Website** (Ms. Karissa Fleming) Ms. Fleming continues to work with USLA leadership on various issues related to the website, scoring, statistics and social media, as well as general communications which includes emails to the members. One of the big projects that the committee worked on was the launch of the new social media endeavor with Empowers Media. Ms. Fleming provided all the necessary tools and resources to ensure a successful kickoff. The onboarding process included providing/creating account records, monthly content goals and highlights, brand assets and an initial image asset library. The company is going to do a monthly newsletter and the April newsletter had an open rate over 50%. [2023_01_48_USLABOD_CommunicationsandWebsiteActivity.PDF]
- ii. **Heritage** (Mr. Jim Hughes) Mr. Hughes introduced himself as the new chair of the committee. The committee will meet and continue to review interviews that have been ongoing. [2023_01_54_USLABOD_HeritageActivity.PDF]
- iii. **Medical** (Dr. Peter Wernicki) There was no additional report in addition to Dr. Wernicki's Medical Advisor report.

C. Project Groups

- i. **Fundraising** (Mr. Jim McCray) Mr. McCray was unable to attend and his report will stand as submitted. [2023_01_62_USLABOD_FundraisingActivity.PDF]
- ii. **Meeting/Educational Conference Planning** (Mr. Michael Bradley) Mr. Bradley included his committee report with his Executive Delegate report. [2023_01_61_USLABOD_ConferencePlanningActivity.PDF]

D. Medal of Valor Presentation – Brandon Gherardi. Experienced 23-year-old surfer, Adam Bedford, was held

under too long from a massive set. Victim was face down in full cardiac arrest, 200 yards off shore, in a rip current. Victim was in full arrest for 10 minutes from onset to defibrillation. ROSC was achieved after a second AED shock. Victim was transported to the ER and taken to ICU. Patient was sedated and put into cooling measures. The victim woke up 2 days later and made a full recovery without any physical or neurological deficits. Ocean Lifeguard Gherardi immediately noticed the unconscious victim and responded in his lifeguard unit. He called for appropriate resources and effected the rescue utilizing fins and a rescue tube. A surfer had pulled the victim up onto their surf board and waited for help. Gherardi expertly navigated the rip current and avoided a massive set. Once he reached the victim, Gherardi discovered that the victim was in full-arrest and needed to get back to shore. The rescue boat had an extended ETA, so OL Gherardi swam the victim in and absolutely destroyed by a set wave coming in. The assisting surfer's leash and the rescue tube strap tangled everyone up, yet OL Gherardi kept the victim's head out of the water and made progress. Another set came in while Gherardi was disentangling the mess. He, himself, almost drowned but maintained control of the victim and brought him to the shore. OL Gherardi signaled his back-up for help as he carried the victim all the way up the berm to a flat surface. At this time, OL Gherardi was exhausted from his struggles in the surf and dragging the victim up the berm. Nevertheless, he took charge of the scene and facilitated the setup of the BVM, AED, and backboard. He performed flawless chest compressions and shocked the patient twice with the AED. After the 2nd shock, the victim achieved ROSC and ALS arrived. OL Gherardi then performed a flawless report and accompanied the victim to the ambulance.

Board of Directors Meeting adjourned until 12:00 p.m. on April 29, 2023

Meritorious Act Award Presentation – Luke Shepardson. The “Eddie Aikau Big Wave Invitational” was held on Sunday, January 22, 2023 at Waimea Bay, Oahu, Hawaii in 40-50-foot surf. The crowd estimated to observe the event was 10,000-20,000 spectators. This was only the 10th time in history that the conditions were favorable to run the event. The criteria included consistent 20-foot waves and favorable wind conditions for surfing. This was a huge north swell in excess of the 20-foot minimum, with some waves as large as 50-feet. To say that the conditions were life threatening is an understatement. Luke Shepardson was one of only forty invitees to surf in the event. He was initially listed as an alternate, but was called on to participate when one of the contestants withdrew. He competed in a heat while on a break from his lifeguarding duties, and scored 89.1 out of a possible 90 to win the event. Prior to his heat in the contest, Luke was assigned to Tower 29. He and other lifeguard's routine duties, which were exacerbated by the conditions, were crowd control, responses to rescues, and public assists in consistent 20-40-foot surf.

For his excellent work while on duty, and for his exceptional representation of the skills and training required to participate and win the “Eddie” under the most extreme conditions imaginable, Luke Shepardson is hereby awarded the United State Lifesaving Association's Meritorious Act Award.

Friday, April 28, 2023 – USLA Educational Conference

Rescuer Drowning: Do Public Rescue Tubes Help or Hurt? Bridget Velasco

New Technology Integration into Lifeguard Profession. Sean Nolan

Continuous CPR & Lucas Medical Device. Chris Maloney

EMS: Drowning Chain of Survival. Dr. Graham Clifford

Cold Water Immersion and Hypothermia. Christanne Coffey

Guest Speaker – Luke Shepardson

The Soul of a Lifeguard. Ed Vodrazka

Saturday, April 29, 2023 – USLA Board of Directors & Committees

XIII. Call to Order – (Mr. Davis)

XIV. Committee Action Reports (Motions and voting limited to Officers and Regional Delegates)

A. Standing Committees

- i. Executive Committee** (Mr. Peter Davis) Based on a recommendation from Mr. Humphreys, for future meetings the Executive Committee decided to meet virtually a week prior to the Board of Directors meeting and not meet in-person on the Wednesday afternoon prior to the meeting. If any other issues arise during the meeting, the committee will meet on the assigned time on Saturday morning.

[2023_01_13_USLABOD_ExecutiveCommitteeAction.PDF]

- ii. Bylaws** (Mr. Mike Wagner) Four items were discussed during the committee meeting:
1. Motion from the Conference Planning Committee to be read into new business and voted on at the Fall 2023 BOD meeting – Bylaws - Amend Article IX – Meetings of the Board of Directors; Section 1 – Meetings; A. Semi-annual Meetings “The Board of Directors shall meet twice annually ~~in the months of April and November~~ on the dates, times and places established by the Board of Directors. ~~The months of the annual meetings may be changed by a three fourths (3/4) majority vote of the Board of Directors.~~ Board of Directors meetings shall not be conducted in conjunction with any competitions conducted by the Association. All members of the USLA who are members in good standing may attend meetings of the Board of Directors.”
 2. Motion from the Lifesaving Sport Committee to add a new Policy and Procedure VII-M, SafeSport Certification. MPU. The entire P&P is in the committee report.
 3. Motion from the Lifesaving Sport Committee to add a new Policy and Procedure VII-N, CPR Certification. MPU. The entire P&P is in the committee report.
 4. Motion from the Membership Committee to amend Policy IV-B to show an increase in Professional, Alumnus and Associate membership to \$40 to take effect April 1, 2024; and C. Dues will be distributed to the USLA treasury under the following formula: 1) Professional Membership ~~\$15.00~~ \$6 to USLA for fulfillment cost, \$17 to Region, balance to USLA. MPU [2023_01_45_USLABOD_Bylaws_Action.PDF]
- iii. Certification** (Ms. Kay Smiley for Mr. Chris Brewster)
1. Old business included an update from Mr. Chip More on the Federal First Responder Recognition for Open Water Lifeguards and further discussion on the possibility of LEVO Certification for ARRT agencies. It was agreed that the program might be better named Beach Emergency Vehicle Operation. The chair will bring proposed edits to the next meeting.
 2. Motion from the committee to approve all certification actions listed in the document entitled Certification Applications Spring 2023. MPU. The complete list is included in the written report. [2023_01_37_USLABOD_CertificationAction.PDF]
- iv. Heroic Acts – Recognition, Awards and Presentations** (Ms. Adrienne Groh) The committee had a productive meeting. Submissions for Heroic Acts nominations were read and unanimously approved. The complete list is included in the committee report. [2023_01_35_USLABOD_HeroicActsAction.PDF]
- v. Junior Guards** (Mr. Pryor for Mr. Bruce Wilkie)
1. The committee requested more time to meet in the future if possible, since “Junior Guards are the future”.
 2. The committee would like to try to get a comprehensive list of Junior Guard directors for every agency. There will be follow-up with an email to the presidents of the regions to help gather this information.
 3. Junior Lifeguard of the Year submissions will be sent out to the regions, since the committee did not have time to review these.
 4. The committee is forming a subcommittee to come up with Junior Guard agency standards. [2023_01_36_USLABOD_JuniorGuardAction.PDF]
- vi. Lifesaving Sport** (Mr. Ed Zebrowski III)
1. ISRC Update – Location change from Volusia County, FL to South Padre Island, TX due to logistics and infrastructure changes in Florida.
 2. 2023 National Championships will be held August 9th – 12th in Virginia Beach. There will be a venue change from previous Championships held there; registration will be held at the Lifesaving Museum and the competition will be on the beach directly in front.
 3. 2024 National Championships will be held at South Padre Island at the same venue as 2021.
 4. 2025 National Championships – Interested hosts should come prepared with bids to the Fall 2023 Board of Directors meeting. The Southwest Region has indicated that there are a couple of locations interested in hosting.

5. A sub-committee will be formed to evaluate long-term goals/strategic planning. Any interested members please contact the chair.
6. Rule Change Proposals (all complete proposals are included in the written report):
 - a. Motion to have an Open Men and Open Women Landline event with a limit of 4 teams total. Motion passed with 4 opposed.
 - b. Motion to eliminate the rule that if you propose a new event, it must replace an existing event. Motion passed with 10 opposed.
 - c. Motion to add an Open only, four male and four female 90-meter sprint. Motion passed with 10 opposed.
 - d. Motion that the landline finish mirrors the rescue race finish. Teams must finish in their assigned lane. Motion passed with 10 opposed.
 - e. Motion to add a 3-person board relay – boys and girls – to the JG competition. 1 male, 1 female team per chapter. MPU
 - f. Motion to rename the LACOLA (small division) Championship Trophy the Erik Jersted Memorial Trophy. MPU
 - g. Motion to add a singles surfboat event for both Open Men and Open Women. Motion passed with 14 opposed.
 - h. Motion to change the U19 age to 15-19. The age would be the calendar year that the competitor turns 15 and would have to choose to compete in the “A” or the U19. MPU
 - i. Motion to approve the attached JG Guidelines update. MPU
[2023_01_34_USLABOD_LifesavingSportAction.PDF]

vii. Membership (Mr. Monty Reed)

1. The committee discussed the online store and sales of legacy merchandise. Ms. Graham and Ms. Stevulak are working to have the items available soon.
2. A towel will be the 2024 membership gift to commemorate the 60th anniversary of the USLA.
3. The committee discussed the potential for a multi-year membership at a reduced rate. The topic is tabled for now, but they may revisit this topic again in the future.
4. The committee created a list of rotating item kits: socks, bag, key chain/luggage tag, koozie, challenge coin, license plate frame.
5. Motion from the committee to increase Professional, Associate and Alumnus dues to \$40 effective April 1, 2024. This motion was passed with the Bylaws report.
[2023_01_33_USLABOD_MembershipAction.PDF]

viii. Public Education (Ms. Denise Blair)

1. The committee reviewed the Beach Safety video.
2. The National Beach Safety Challenge 2023 will be held again. Entries to be submitted by July 15th. Ms. Smiley asked that any pictures of Beach Safety Programs be sent to webmaster@usla.org.
3. There was one Grant Program request from Cape May Beach Safety Committee for \$1000 that was approved unanimously.
4. AAC on the Beach – Augmentative and Alternative Communication. This is a free training offered to lifeguards, beach staff and First Responders. For more information go to <https://www.aaconthebeach.org/>
5. The committee discussed creating QR codes to direct people to usla.org and the Public Education page. [2023_01_32_USLABOD_PublicEducationAction.PDF]

ix. Ways and Means (Mr. Dan McCormick)

1. The committee reviewed the current status of the 2023 budget.
2. The committee discussed any anticipated issues for the 2024 budget.
3. The committee voted to adopt the Ways and Means Committee goals for the next six months.
4. Motion from the committee to “thank but decline the USLF donation offer of \$6,400.09”. MPU
5. The committee endorsed the Membership Committee motion to increase dues.

B. Working Group Committees (Motions and voting limited to Officers and Regional Delegates)

- i. **Communications and Website** (Ms. Karissa Fleming) The committee did not meet.
- ii. **Heritage** (Mr. Jim Hughes) The committee did not meet, but Mr. Hughes would like to start an email group of people interested in participating in the committee. Need to work on two issues – the ongoing video project and the 60th year celebration scheduled for the Fall 2024 meeting in the Pacific Islands.
- iii. **Medical** (Dr. Peter Wernicki) The committee did not meet.
- iv. **USLF** (Mr. Chris Brewster) Mr. Brewster was unavailable and his report will stand as submitted.
[2023_01_USLABOD_USLF_Action.PDF]

C. Project Groups

- i. **Fundraising Project Group** (Mr. Jim McCray) The committee did not meet.
- ii. **Meeting/Educational Conference Planning** (Mr. Michael Bradley)
 1. The upcoming meeting in the fall will be hosted by the South Atlantic Region. The intention is to offer an expanded education tract. Motion from the committee for the Fall 2023 meeting to waive Policy III-C USLA Board of Directors Meeting Organizing Guidelines, E. Educational Conference, 1. Required, a. Timing and Length – The host shall organize an Education Conference on Friday from 9 a.m. until noon. MPU
 2. The majority of the committee meeting was spent discussing the concept of a larger, annual conference in lieu of the current structure of two Board of Directors meetings and educational conferences per year. The vision is that the fall meetings would be a larger conference that would offer more education and greater opportunities for sponsors and exhibitors. To go along with the larger annual conference, there would be a smaller business meeting in the spring. It could potentially have virtual components, but there is a lot of work to be done to get to this point. The committee will work between meetings to continue to look at Bylaws and Policies and Procedures that would be affected by a new meeting structure.
[2023_01_61_USLABOD_ConferencePlanningAction.PDF]

XV. Old Business (Motions and voting limited to Officers and Regional Delegates)

- A. Motion from the Membership Committee to amend Bylaws Article V Membership C. Alumnus Member “To qualify as an Alumnus Member, an individual must: (1) Have previously qualified to be a Professional Member; and,” MPU

XVI. New Business (Motions and voting limited to Officers and Regional Delegates)

- A. National Team Management Selection Committee Recommendations – Motion for the Board of Directors to approve the following - Open Team Manager: Tom McGibeny; Head Coach: Hunter Hay; Assistant Coach: Merrill Riley; U19 Manager: Gus Avila; U19 Head Coach: Casey Graham; U19 Assistant Coach: Alan Holt. In addition to the staff above we recommend specialists below to be approved by the Board of Directors to support both teams as directed by the respective team managers: Joint Teams Support Staff: Joji Abasolo, Jennifer Noonan, Ryan Gates, Michael O'Donnell, Brian Murphy. MPU
- B. Motion from the Conference Planning Committee to be voted on at the Fall 2023 Board of Directors meeting. Bylaws - Amend Article IX – Meetings of the Board of Directors; Section 1 – Meetings; A. Semi-annual Meetings “The Board of Directors shall meet twice annually ~~in the months of April and November~~ on the dates, times and places established by the Board of Directors. ~~The months of the annual meetings may be changed by a three-fourths (3/4) majority vote of the Board of Directors.~~ Board of Directors meetings shall not be conducted in conjunction with any competitions conducted by the Association. All members of the USLA who are members in good standing may attend meetings of the Board of Directors.”

XVII. Open Forum and Announcements (Any USLA member may raise issues. Motions and votes limited to Regional Delegates.)

- A. Ms. Blair shared that the Town of Hempstead will host an all-women’s tournament in August.
- B. Mr. McCrady reported that the Southeast Region will host the 20th year of their Surf Lifesaving Training Officer Academy. Dates TBA, but should be around the second or third week in December.
- C. Mr. Davis shared information on an America’s Regional event to be held in Mexico June 19-23. The event will include sport official training, a conference and a pool/beach competitive exhibition.

- D.** Mr. Davis asked all USLA Life Members to assemble at the front of the room and Life Member lapel pins were distributed from the Membership Committee.
- E.** Mr. Davis announced that Mr. Chip More and Mr. Jay Butki were selected as Life Members.

XVIII. Future Meetings

- A. 2023 Fall: South Atlantic, Asheville, NC, November 1-4, 2023**
- B. 2024 Spring: Mid-Atlantic, TBA, April 24-27, 2024**

XIX. Adjournment

United States Lifesaving Association
President
Activity Report

Date: 5-3-22

Officer: Peter Davis

Introduction

Good to be back in Sunny California, with its rich history of lifesaving and beach culture. Many thanks to the Southwest Region for what I'm sure will be an amazing experience.

Years back when I started coming to these meetings one of the people who was so consistently warm, and welcoming was Dave Shotwell. He was so supportive of so many of us and committed so much of his life to us and our cause. We're so much better because of him.

Two amazing things we've added to our portfolio are the two-tiered JG membership which will be active this season and the addition an agreement with Empowers Media to boost our social media presence. Many thanks to all that contributed to these important steps forward.

We've also got exciting things going on in our committees, such as the first draft of a new national safety video in the Junior Guard committee.

We have some really supportive sponsors and partner groups here with us at this meeting. Hopefully we'll all find time to spend time with them and thank them for making this happen.

It's wonderful being back with our USLA family as we work towards our shared mission. Here's to a great and productive meeting!

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. General Communication- Many hours of phone calls, e-mailing, texts etc. were spent by me and many others here at this meeting and within the broader USLA community to keep things running smoothly.
2. Nationals 2023- Consulted with Mr. Zebrowski(s) and Chief Pigg periodically on specifics.
3. National Weather Service – Sea Grant – USLA Rip Current Collaboration Mr. Brewster and I have continued to attend to this relationship with input from Ms. Blaire and others, which has endured for almost two decades. This included multiple conference calls, review of documents, etc. The Rip Current Tool kit has really taken off and is being widely used by our network. USLA partnered on a documentary project called “Rip Current Heroes” and have worked with the production company and NOAA to produce a supporting educational product that will be very useful. This was all released last May. Some exciting news - An opportunity was presented to us to produce an international documentary on rip current safety - which when finished, will no doubt screen in the US. Our contact with the production company recently reported, “Over the last six months we’ve been filming with scientists and beach safety organizations in France, UK, Brazil, Costa Rica, South Africa, New Zealand, Asia, Canada and Australia. This new material will be blended with footage/story we filmed in the US with the Rip Current Rescue doco. All going well this new documentary will be completed in June. We’ve been invited to screen the program at the World Health Organization’s UN Drowning Prevention Day and also at the upcoming World Drowning Prevention Conference. I’ll keep you posted on developments. Rip Current Rescue has been very successful on the PBS network, with high audience numbers. PBS will be screening the program again this coming summer. Looking at the Vimeo numbers - USLA members screened the program 362 views, but Vimeo rentals were very poor - a total of 69.

4. Water Safety USA- In 2014, the USLA, the American Red Cross and the YMCA of the USA proposed a national collaboration of water safety and drowning prevention organizations. That brought about the founding of Water Safety USA, a group comprised of respected government and non-government organizations. WSUSA initiated a National Water Safety Plan which is about to be released. Kay Smiley and Dr. Peter Wernicki are on the Blue-Ribbon Review Panel
5. Executive Director Contract and Oversight- Handled oversight and liaison with the EC with the help of Vice President Gill and Advisor Avila. This includes reviewing and responding to monthly updates on the huge amount of work being accomplished by the Executive Director, Ms. Smiley. We continue to be extremely pleased with Ms. Smiley's performance.
6. Legal- Worked with our attorneys and others on various legal issues involving USLA.
7. Public Information- Worked alongside Mr. Gill, Mr. Brewster, Ms. Smiley, Ms. Fleming and several regional presidents and others on various media related issues. Mr. Gill continues to represent us very well as our Public Information Officer. Also participated in discussions related to the new social media agreement. Many thanks to all involved, particularly Ms. Fleming who has put inestimable time and energy into this and the many other projects she juggles for USLA.
8. International- Worked at various levels with the International Lifesaving Federation and the America's Region of the International Lifesaving Federation:
 - a. Mexico- After almost two years of postponing due to Covid we are moving forward with a plan to hold an America's Regional event in Mexico involving sport official training, a conference, and a pool/beach competitive exhibition. The dates are set for June 19-23. All are welcome! Hopefully, many in USLA will be able to attend. There will be a presentation on the last day about this exciting event that will contain details.

- b. World Congress on Drowning Prevention- Another exciting opportunity comes this December in Perth, Australia, when the International Lifesaving Federation www.ilsf.org, which comprises over 130 national lifesaving organizations/federations aiming at improving water safety, drowning prevention, water rescue, lifesaving, and lifesaving sport, will offer some of the best professional development that you've ever seen in our field. The World Conference on Drowning Prevention is the International Life Saving Federation's flagship educational event. This biennial conference brings together the world's foremost experts, research, systems and information on drowning prevention, rescue, lifesaving, and water safety. The exchange, debate and associated development projects are designed to find ways to reduce death and injury in all aquatic environments worldwide. For those who have not yet had the opportunity to attend one of these events, it can be life altering. Imagine people from all over the planet who share your passion for lifesaving, water safety, and drowning prevention all in one place! Check out wcdp2023.com for info.
 - c. Secretary General- In my role as Secretary General of ILS-Americas Region I handle numerous inquiries and correspondence by email, phone, or on What's App which is used extensively by the Latin American Committee of the Americas. I work closely with our Regional President, Chris Brewster, and the ILS Americas Region Board of Directors regularly.
 - d. Mexican Lifesaving Fund- This fund sits as an independent entity within the USLA budget and was created by Bob Burnside and Club Tortuga. The Mexican National Federation has requested some of the funds to assist in the ILS-AM regional event in Puerto Vallarta.
9. National Teams: Worked with Mr. Zebrowski III and Mr. Gill to assist them in their activities.

Attachments: none

United States Lifesaving Association

Vice President

Activity Report

Date: April 27, 2023

Officer: Tom Gill

Introduction

It is great to gather again on the west coast. Thanks to the combined efforts of the CSLSA and USLA Meeting planners, this promises to be a productive and enjoyable meeting. Since we last met, progress has been made in numerous areas of the USLA. The following is a recap of the items I have spent the most time on over the last few months.

As Vice President, my main job is watching President Davis do the heavy lifting. Every so often he asks for advice or delegates an assignment. He works hard to include stakeholders in decision making and strives to be transparent with the business of the USLA. I continue, at the President's direction, to encourage our committee chairs to hold meetings and make progress on set goals. Thank you to the committee chairs and members who have met and worked throughout the winter for the betterment of the USLA.

As PIO I handle media requests made via email or phone call. Some requests are handled quickly by me while many are more involved and require assistance. Thanks to those who respond when contacted.

I work closely with the Liaison who spends an inordinate amount of time keeping our website up to date and now coordinating with our new social media / marketing organization. She will be updating you shortly and providing a more detailed outline in her committee meeting.

The National Teams leadership staffs are being selected to prepare the National Team and Youth National teams through ISRC this year and LWC 2024 next year. If all goes well an announcement will be made during the meeting.

I am interested to see how implementation of the new Junior Guard Membership tiers affects membership this summer. Our hope is that increased overall membership will help with sponsorship and marketing opportunities while realizing a minimal decrease or potentially an increase in paid memberships. **However, without the support of regional leadership and JG program leaders encouraging participation, this program will not realize the increases expected.**

It is once again our great honor to bring the best athletes in the nation and beyond to Virginia Beach this summer for the Jersey Mike's 2023 USLA National Lifeguard Championships. This is the 5th time hosting and I hope this familiarity with the location and past history of treating the athletes with a good set-up and some great South-Atlantic hospitality will encourage a lot of participation.

Finally, I am stoked to meet arguably the most recognizable lifeguard in the world, Luke Shepardson, at the reception this evening. His movie script worthy story has brought honor and focus on the profession of surf lifesaving through a most unlikely but worthy hero.

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. Vice President
 - 1.1. Advised President upon request
 - 1.2. Participated in multiple Executive Board votes
 - 1.3. Attended the SALA Regional Meeting in January.

2. Social Media Vice Chair
 - 2.1. Advised on Monthly Social Media Spotlights
 - 2.2. Social Media RFP
 - 2.2.1. Worked on search committee.
 - 2.2.2. Sat in on interviews
 - 2.2.3. Worked on contract negotiations.
 - 2.3. Sat in on recent meeting with Empowers regarding content and planning
3. Media Relations contacts / Interviews / Assists
 - 3.1. NPR FL: Extreme weather series – effects on lifeguards - <https://fpren.prod.npr.psdops.com/2023-02-07/severe-weather-awareness-week-rip-currents-and-marine-hazards>
 - 3.2. Interlochen Public Media – directed to stats guru Rick Gould
 - 3.3. Spectrum News 9 – St. Petersburg FL – lifeguard staffing
4. National Team Coordinator
 - 4.1. Worked on National Team Manager and Coaching search announcement
 - 4.2. Discussed ISRC with host and others
5. USLA Nationals Director
 - 5.1. Prepping for VB in '23!
 - 5.2. Small gift for the attendees coming from VBLA Sport!

United States Lifesaving Association
Secretary
Activity Report

Date: April 27, 2023

Officer: Nikki Bowie

Introduction

It's great to be back in California for a meeting. Thanks to everyone who had a hand in planning.

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. Produced the meeting minutes from the 2022 Fall Board of Directors meeting [UNITED STATES LIFESAVING ASSOCIATION \(ymaws.com\)](https://ymaws.com/UNITED STATES LIFESAVING ASSOCIATION)
2. Conducted two evotes for the Executive Committee.
3. Produced the meeting minutes from the Executive Committee meeting [2022_02_13_USLABOD_ExecutiveCommitteeAction.pdf \(ymaws.com\)](https://ymaws.com/2022_02_13_USLABOD_ExecutiveCommitteeAction.pdf)
Uploaded and posted activity reports and committee agendas for this meeting [2023_04 Board Meeting Documents - United States Lifesaving Association \(usla.org\)](https://usla.org/2023_04_Board_Meeting_Documents) 40% of reports were received on time.
4. Per Bylaws Article VIII, Section 4. Officers of the United States Lifesaving Association, C. Election of Officers "At the Spring Meeting, the Secretary shall begin to solicit nominations for an interest in nationally elected and appointed officers. The Secretary shall notify the Regional Boards of Directors of any nominations received no later than seven days prior to the Fall Board of Directors Meeting. Any delegates may make nominations from the floor at the time of the election".

United States Lifesaving Association
Treasurer
Activity Report

Date: April 27, 2023

Officer: Dan McCormick

Introduction

I'd like to thank the Southwest Region for hosting this meeting. Your efforts are appreciated. Thanks for bearing with me over the last year. I've learned a lot in the position thanks to the support and feedback many of you have provided me. I look forward to working with all of you this year.

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. Act on behalf of the USLA on all financial matters.
2. Continued meetings with past Treasurer Michael Bradley for guidance and discussion on financial matters and procedures.
3. Worked with Executive Director, Webmaster, ALM Editor, Ways and Means Vice-Chair, Legal Advisor, Membership Committee, Regional Presidents and Treasurers, customers, vendors and others on invoicing, collections, budgets, retail sales, social media, ALM, certification, research, inquiry responses and other business functions.
4. Goals established at Fall Ways and Means committee meeting have been accomplished or are ongoing. See W&M activity report.
5. Distributed budget development schedule for 2023. Distributed financial reports to Officers and committee chairs seeking feedback and information.
6. Provided Auditor with requested documents and answered questions during 2022 audit and tax filing inquiries.
7. Filed sales tax return with California Department of Tax and Fee Administration (CDTFA) for our 2022 retail store sales.
8. Participated in 3 retail sales online meetings. Continue with product additions and tracking.
9. Budget 2022: Ended year within budget. Revenue exceeded budget and so did expense.
10. Budget 2023: Mid-Atlantic dues revenue from 2022 was received and Southwest dues expense from 2022 was paid.
11. USLA Reserves
 - 11.1. Reserves are allocated within range allowed for in P&P IV-H: 20% ETF US treasury bonds, 30% cash, 50% Russell 3000 index.
 - 11.2. There's been an overall YTD investment value increase of 3.23% as of 4/13/23.
12. Long-term liability funds: Special Purpose Donation Fund (approved at last BOD meeting) is included in the USLA Financial Report 2023 Year to Date.

Attachments

1. USLA Financial Report 2023 Year to Date
2. USLA Financial Report Year End 2022

2022 USLA Financial Report

United States Lifesaving Association

For the period ended December 31, 2022



Prepared by

Dan McCormick, Treasurer

Prepared on

April 11, 2023

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RESERVE FUNDS

United States Lifesaving Association

Policy - Operational Reserve funds may be conservatively invested in liquid investments with a target of no less than 30% in Fidelity Cash Reserves, 20% be in Core U.S. Treasury Bonds and 50% be in ETF that follows the Russell 3000 Index. The Treasurer shall ensure that the fund is re-balanced whenever target percentages vary by more than 5%.

RESERVE FUNDS (As of December 31, 2022)

\$97,266.50	Fidelity Government Cash Reserves (33%) FDRXX
\$145,254.26	ISHARES CORE S&P US VALUE ETF (49%) IUSV
\$51,983.36	U.S. TREASURY BOND ETF (18%) GOVT
\$294,504.12	Total

PRINCIPAL CHANGES (December 31, 2022)

\$310,172.35	Opening Value
\$35,000.00	Additions
-\$35,000.00	Subtractions
\$0.00	Investment Fees
<u>-\$15,668.23</u>	<u>Change in Investment Value</u>
\$294,504.12	Closing Value

STATEMENT OF FINANCIAL POSITION

As of December 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
Bank of America	
BOA Business Checking	54,840.56
BOA Business Savings	7,404.08
Total Bank of America	62,244.64
Fidelity Investments	241,976.64
Total Bank Accounts	304,221.28
Other Current Assets	
Uncategorized Asset	6,050.09
Total Other Current Assets	6,050.09
Total Current Assets	310,271.37
TOTAL ASSETS	\$310,271.37
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card	6,648.24
Avila	23,670.71
Barrows	9,866.20
Bradley	71,028.25
McCormick	39,189.18
Mcgibeny	4,493.50
Payment Account	-170,696.10
Smiley	23,602.34
Total Credit Card	7,802.32
Total Credit Cards	7,802.32
Total Current Liabilities	7,802.32
Long-Term Liabilities	
Competition - National Team	10,370.38
Youth National Team	8,912.05
Total Competition - National Team	19,282.43
Mexican Lifesaving Fund	23,095.93
Special Purpose Donation	2,850.00
Statistics Software Project	4,364.38
Total Long-Term Liabilities	49,592.74
Total Liabilities	57,395.06
Equity	
Opening Bal Equity	4,383.03
Unrestricted Net Assets	244,923.07

	Total
Net Revenue	3,570.21
Total Equity	252,876.31
TOTAL LIABILITIES AND EQUITY	\$310,271.37

Profit Loss Budget vs Actuals SUMMARY

January - December 2022

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue	31,565.00	22,660.00	8,905.00
Awards/Presentations Income		50.00	(50.00)
Certification Fees	34,283.11	31,600.00	2,683.11
Donations	3,468.01	2,400.00	1,068.01
Event Registrations	62,080.70	53,000.00	9,080.70
Interest	4,640.25	4,812.00	(171.75)
Lifesaving Sport Income	149,296.80	131,000.00	18,296.80
Membership Dues	149,326.27	115,960.00	33,366.27
Retail Sales	5,471.98		5,471.98
Royalties	4,573.75	2,750.00	1,823.75
Sponsorship	24,649.24	25,000.00	(350.76)
Unapplied Cash Payment Revenue	10.00		10.00
Uncategorized Revenue	15.00		15.00
Total Revenue	469,380.11	389,232.00	80,148.11
COST OF GOODS SOLD			
Cost of Goods Sold	4,778.64		4,778.64
Total Cost of Goods Sold	4,778.64	0.00	4,778.64
GROSS PROFIT	464,601.47	389,232.00	75,369.47
EXPENDITURES			
Administration	67,168.66	70,500.00	(3,331.34)
American Lifeguard Magazine	29,180.99	25,000.00	4,180.99
Awards & Special Presentations	1,454.00	500.00	954.00
Credit Card Charges	9,268.49	8,600.00	668.49
Database	19.46		19.46
Donation	3,341.01	2,400.00	941.01
Educational DVD	633.46		633.46
Event Host	56,404.65	47,700.00	8,704.65
Information Technology	9,999.15	9,060.00	939.15
Insurance & Bonds	11,777.02	7,000.00	4,777.02
International Relations	9,982.10	8,800.00	1,182.10
Junior Lifeguards	50.00	500.00	(450.00)
Lifesaving Sport	135,103.81	89,170.00	45,933.81
Membership Kits	57,749.58	53,000.00	4,749.58
Office Expenses	530.15	600.00	(69.85)
Presidential Discretionary Fund	445.15	500.00	(54.85)
Professional Fees	4,712.99	4,700.00	12.99
Public Education	4,352.74	6,000.00	(1,647.26)
Regions % of Member Dues	46,050.00	39,850.00	6,200.00
USLA Travel and Meetings	12,807.85	14,600.00	(1,792.15)
Total Expenditures	461,031.26	388,480.00	72,551.26

	Actual	Budget	Total over Budget
NET OPERATING REVENUE	3,570.21	752.00	2,818.21
NET REVENUE	\$3,570.21	\$752.00	\$2,818.21

Profit Loss Budget vs Actuals 2022

January - December 2022

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue			
Advertising Revenue	31,505.00	22,600.00	8,905.00
Magazine Subscription	60.00	60.00	0.00
Total ALM Revenue	31,565.00	22,660.00	8,905.00
Awards/Presentations Income		50.00	(50.00)
Certification Fees	32,500.00	28,000.00	4,500.00
Training Card	1,783.11	3,600.00	(1,816.89)
Total Certification Fees	34,283.11	31,600.00	2,683.11
Donations			
Restricted	3,468.01	2,400.00	1,068.01
Total Donations	3,468.01	2,400.00	1,068.01
Event Registrations			
BOD Fall	3,000.00		3,000.00
Banquet Fall	550.00	300.00	250.00
Registration Fall	15,625.00	9,200.00	6,425.00
Sponsorship Fall	11,750.00	12,000.00	(250.00)
Total BOD Fall	30,925.00	21,500.00	9,425.00
BOD Spring			
Banquet Spring	350.00	300.00	50.00
Registration Spring	10,643.20	9,200.00	1,443.20
Sponsorship Spring	9,487.50	12,000.00	(2,512.50)
Total BOD Spring	20,480.70	21,500.00	(1,019.30)
Class	10,675.00	9,000.00	1,675.00
CSLSA		1,000.00	(1,000.00)
Total Event Registrations	62,080.70	53,000.00	9,080.70
Interest	9.57	12.00	(2.43)
Dividends	4,630.68	4,800.00	(169.32)
Total Interest	4,640.25	4,812.00	(171.75)
Lifesaving Sport Income			
CSLSA Entry Fee	23,768.00	12,000.00	11,768.00
National Games			
Entry Fees	57,580.00	45,000.00	12,580.00
Host Contract Obligation		20,000.00	(20,000.00)
Junior Participation Fees	23,550.00	20,000.00	3,550.00
Total National Games	81,130.00	85,000.00	(3,870.00)
Southeast Entry	10,408.00	9,000.00	1,408.00
Sponsorship	33,990.80	25,000.00	8,990.80
Total Lifesaving Sport Income	149,296.80	131,000.00	18,296.80
Membership Dues			
Junior Lifeguard Membership			

			Total
	Actual	Budget	over Budget
JR Dues Gulf Coast	2,260.00	1,200.00	1,060.00
JR Dues Mid Atlantic	6,750.00	9,000.00	(2,250.00)
JR Dues Pacific Islands		50.00	(50.00)
JR Dues South Atlantic	2,310.00		2,310.00
SA Region payment		1,900.00	(1,900.00)
Total JR Dues South Atlantic	2,310.00	1,900.00	410.00
JR Dues Southeast	1,340.00	1,000.00	340.00
JR Dues Southwest	8,560.00	3,000.00	5,560.00
Total Junior Lifeguard Membership	21,220.00	16,150.00	5,070.00
Kit Share Costs	10,799.16	10,000.00	799.16
Online Dues Received	455.00		455.00
Professional Memberships			
Dues Great Lakes	480.00	420.00	60.00
Dues Gulf Coast	4,860.00	4,000.00	860.00
Dues Independent	5,340.00		5,340.00
Dues Mid Atlantic	12,220.00	9,000.00	3,220.00
\$15 Payment MA		12,000.00	(12,000.00)
Total Dues Mid Atlantic	12,220.00	21,000.00	(8,780.00)
Dues New England	1,140.00	1,050.00	90.00
Dues Northwest	1,860.00	1,000.00	860.00
Dues Pacific Island	2,730.00	2,550.00	180.00
Dues South Atlantic	2,410.00	180.00	2,230.00
\$15 Payment SA	11,400.00	12,360.00	(960.00)
Total Dues South Atlantic	13,810.00	12,540.00	1,270.00
Dues Southeast	18,042.11	17,250.00	792.11
\$15 Payment SE	240.00		240.00
Total Dues Southeast	18,282.11	17,250.00	1,032.11
Dues Southwest	56,130.00	30,000.00	26,130.00
Total Professional Memberships	116,852.11	89,810.00	27,042.11
Total Membership Dues	149,326.27	115,960.00	33,366.27
Retail Sales	5,471.98		5,471.98
Royalties			
Amazon.com	291.28	300.00	(8.72)
ASHI	1,550.42	1,000.00	550.42
DVD	610.95		610.95
Office Depot	33.36	100.00	(66.64)
Textbook	2,087.74	1,350.00	737.74
Total Royalties	4,573.75	2,750.00	1,823.75
Sponsorship	24,125.00	23,000.00	1,125.00
Marketing Royalties	524.24	2,000.00	(1,475.76)
Total Sponsorship	24,649.24	25,000.00	(350.76)
Unapplied Cash Payment Revenue	10.00		10.00
Uncategorized Revenue	15.00		15.00

	Actual	Budget	Total over Budget
Total Revenue	469,380.11	389,232.00	80,148.11
COST OF GOODS SOLD			
Cost of Goods Sold	4,778.64		4,778.64
Total Cost of Goods Sold	4,778.64	0.00	4,778.64
GROSS PROFIT	464,601.47	389,232.00	75,369.47
EXPENDITURES			
Administration			
Certification	224.24	500.00	(275.76)
Executive Director	65,708.33	66,000.00	(291.67)
Travel Expenses	1,236.09	4,000.00	(2,763.91)
Total Executive Director	66,944.42	70,000.00	(3,055.58)
Total Administration	67,168.66	70,500.00	(3,331.34)
American Lifeguard Magazine			
Incentives	200.00	300.00	(100.00)
Postage	8,123.12	7,500.00	623.12
Printing & Mailing	15,063.66	13,000.00	2,063.66
Professional Fees	2,700.00	2,700.00	0.00
Travel	3,094.21	1,500.00	1,594.21
Total American Lifeguard Magazine	29,180.99	25,000.00	4,180.99
Awards & Special Presentations	1,454.00	500.00	954.00
Credit Card Charges	9,268.49	8,600.00	668.49
Database	19.46		19.46
Donation	3,341.01	2,400.00	941.01
Educational DVD	633.46		633.46
Event Host	29,033.09	47,700.00	(18,666.91)
Fall BOD	27,371.56		27,371.56
Total Event Host	56,404.65	47,700.00	8,704.65
Information Technology	29.98		29.98
Survey Software	288.00	360.00	(72.00)
Telephone/Internet	596.51	700.00	(103.49)
Website	9,084.66	8,000.00	1,084.66
Total Information Technology	9,999.15	9,060.00	939.15
Insurance & Bonds	11,777.02	7,000.00	4,777.02
International Relations			
Dues	9,982.10	3,800.00	6,182.10
Travel & Support		5,000.00	(5,000.00)
Total International Relations	9,982.10	8,800.00	1,182.10
Junior Lifeguards	50.00	500.00	(450.00)
Lifesaving Sport			
National Games	20,418.30	2,800.00	17,618.30
Awards	4,892.87	6,000.00	(1,107.13)
Competitor Rash Singlets	13,258.75		13,258.75
Credit Card Charges	4,965.91	4,000.00	965.91

			Total
	Actual	Budget	over Budget
Host	10,000.00		10,000.00
Insurance	2,183.95	3,000.00	(816.05)
Official	29,381.44	30,000.00	(618.56)
Payment - Entry Fee	3,383.00	3,000.00	383.00
Public Relations	1,250.89	6,000.00	(4,749.11)
Total National Games	89,735.11	54,800.00	34,935.11
National Team	13,975.00	14,000.00	(25.00)
Region	31,393.70	20,370.00	11,023.70
Total Lifesaving Sport	135,103.81	89,170.00	45,933.81
Membership Kits	57,749.58	53,000.00	4,749.58
Office Expenses	78.50		78.50
Bank Charge	2.00	60.00	(58.00)
Mailings	449.65	540.00	(90.35)
Total Office Expenses	530.15	600.00	(69.85)
Presidential Discretionary Fund	445.15	500.00	(54.85)
Professional Fees			
Accounting Fees	4,525.00	4,500.00	25.00
Tax Preparation	187.99	200.00	(12.01)
Total Professional Fees	4,712.99	4,700.00	12.99
Public Education	4,331.23	2,500.00	1,831.23
Awards		500.00	(500.00)
Grant Program		3,000.00	(3,000.00)
Mailing & Postage	21.51		21.51
Total Public Education	4,352.74	6,000.00	(1,647.26)
Regions % of Member Dues			
Great Lakes	635.00	210.00	425.00
Gulf Coast	1,510.00	2,600.00	(1,090.00)
Mid Atlantic	7,950.00	9,000.00	(1,050.00)
New England	570.00	525.00	45.00
Pacific Islands	495.00	1,300.00	(805.00)
Pacific Northwest	945.00	500.00	445.00
South Atlantic	1,805.00	90.00	1,715.00
Southeast	10,105.00	9,125.00	980.00
Southwest	22,035.00	16,500.00	5,535.00
Total Regions % of Member Dues	46,050.00	39,850.00	6,200.00
USLA Travel and Meetings	107.85		107.85
Officer BOD Meeting Expenses	12,700.00	12,600.00	100.00
Travel and Support		2,000.00	(2,000.00)
Total USLA Travel and Meetings	12,807.85	14,600.00	(1,792.15)
Total Expenditures	461,031.26	388,480.00	72,551.26
NET OPERATING REVENUE	3,570.21	752.00	2,818.21
NET REVENUE	\$3,570.21	\$752.00	\$2,818.21

LIFESAVING SPORT:LIFESAVING SPORT BUDGET vs. ACTUAL

January - December 2022

	Actual	Budget	Total over Budget
REVENUE			
Lifesaving Sport Income			
CSLSA Entry Fee	23,768.00	12,000.00	11,768.00
National Games			
Entry Fees	57,580.00	45,000.00	12,580.00
Host Contract Obligation		20,000.00	(20,000.00)
Junior Participation Fees	23,550.00	20,000.00	3,550.00
Total National Games	81,130.00	85,000.00	(3,870.00)
Southeast Entry	10,408.00	9,000.00	1,408.00
Sponsorship	33,990.80	25,000.00	8,990.80
Total Lifesaving Sport Income	149,296.80	131,000.00	18,296.80
Total Revenue	149,296.80	131,000.00	18,296.80
GROSS PROFIT	149,296.80	131,000.00	18,296.80
EXPENDITURES			
Lifesaving Sport			
National Games	20,418.30	2,800.00	17,618.30
Awards	4,892.87	6,000.00	(1,107.13)
Credit Card Charges	4,965.91	4,000.00	965.91
Host	10,000.00		10,000.00
Insurance	2,183.95	3,000.00	(816.05)
Official	29,381.44	30,000.00	(618.56)
Payment - Entry Fee	3,383.00	3,000.00	383.00
Public Relations	1,250.89	6,000.00	(4,749.11)
Total National Games	76,476.36	54,800.00	21,676.36
National Team	13,975.00	14,000.00	(25.00)
Region	31,393.70	20,370.00	11,023.70
Total Lifesaving Sport	121,845.06	89,170.00	32,675.06
Total Expenditures	121,845.06	89,170.00	32,675.06
NET OPERATING REVENUE	27,451.74	41,830.00	(14,378.26)
NET REVENUE	\$27,451.74	\$41,830.00	\$ (14,378.26)

MEXICAN LIFESAVING FUND

January - December 2022

Date	Name	Memo/Description	Amount	Balance
Mexican Lifesaving Fund				
				Beginning Balance
				23,271.83
		CHECKCARD 0207 WEB*NETWORKSOLUTI 888-6429675 FL 75418232038140179689507 RECURRING CKCD 5968 XXXXXXXXXXXX5440		
02/08/2022	Network Solutions		(74.97)	23,196.86
03/01/2022	Neoverve.com	Web host and domain routing	(251.88)	22,944.98
		Mexican Lifesaving Fund transfer per P&P IV-K.D		
04/26/2022			71.00	23,015.98
		CHECKCARD 0627 WEB*NETWORKSOLUTI XXX-XX29675 FL XXXXX2321XXXXXXXXXX957 9 RECURRING CKCD 5968 XXXXXXXXXXXX995440		
06/28/2022	Network Solutions		(15.99)	22,999.99
07/01/2022	Neoverve.com	NEOVERVE	95.94	23,095.93
Total for Mexican Lifesaving Fund			\$(175.90)	
TOTAL			\$(175.90)	

LIFESAVING SPORT:NATIONAL TEAM Report

January - December 2022

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance
Competition - National Team					
					19,875.53
	Beginning Balance				
01/01/2022	Journal Entry	Deposit	Annual USLA Contribution	14,000.00	33,875.53
04/28/2022	Expenditure	Orion Sky Global, Ltd	Additional hotel room deposit World Championships Riccione 2022	(546.37)	33,329.16
05/27/2022	Expenditure	Orion Sky Global, Ltd	2nd deposit lodging for World Lifesaving Championships in Riccione 16 euros added to cover HSBC wire transfer fee. 3,821.50 euros	(4,206.33)	29,122.83
08/30/2022	Expenditure	Aquasport International	Equipment rental	(3,807.03)	25,315.80
09/05/2022	Expenditure	Tom Gill	Team registration fees	(1,229.92)	24,085.88
09/05/2022	Expenditure		ALITALIA 0554400178386	(71.00)	24,014.88
09/05/2022	Expenditure		ALITALIA 0552357353810	(1,269.57)	22,745.31
09/06/2022	Expenditure		ALITALIA 0552357366452	(1,269.57)	21,475.74
09/07/2022	Journal Entry		2022 Nationals 521 adult @ \$3 each	1,563.00	23,038.74
09/21/2022	Expenditure	Dagan Sales & MKTG., INC	45 white hats	(429.54)	22,609.20
09/22/2022	Expenditure		ALITALIA 0554400257996	(70.00)	22,539.20
09/24/2022	Expenditure		CLUB RISTORAZIONE SRL.	(231.52)	22,307.68
09/24/2022	Expenditure		CONAD FONTANELLE SNC	(129.38)	22,178.30
09/25/2022	Expenditure		SUPERMARKET ABISSINIA	(60.79)	22,117.51
09/25/2022	Expenditure		CLUB RISTORAZIONE SRL.	(144.33)	21,973.18

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance
09/26/2022	Expenditure		POLISPORTIVA COMUNALE	(54.19)	21,918.99
09/28/2022	Expenditure		POLISPORTIVA COMUNALE	(10.64)	21,908.35
09/29/2022	Expenditure		CLUB RISTORAZIONE SRL.	(340.54)	21,567.81
10/02/2022	Expenditure		BAR-RIST. DOLCEVITA RI	(198.57)	21,369.24
10/02/2022	Expenditure		BAR-RIST. DOLCEVITA RI	(34.49)	21,334.75
10/02/2022	Expenditure		ROMAGNA FAMILY CAMPIN.	(63.86)	21,270.89
10/03/2022	Expenditure		A.R.E. SRL	(70.95)	21,199.94
10/03/2022	Expenditure		A.R.E. SRL	(70.95)	21,128.99
11/04/2022	Expenditure	Casey Graham	Equipment, meals, transportation reimbursement for National comp team in Italy	(158.61)	20,970.38
11/08/2022	Expenditure	Jenna Solberg	Travel stipend - Jenna Solberg - Italy	(800.00)	20,170.38
11/08/2022	Expenditure	Maurice Peacock	Travel stipend - Maurice Peacock - Italy	(800.00)	19,370.38
11/08/2022	Expenditure	Amanda Calabrese	Travel stipend - Amanda Calabrese - Italy	(800.00)	18,570.38
11/08/2022	Expenditure	Kelsey Cummings	Travel stipend Kelsey Cummings - Italy	(800.00)	17,770.38
11/08/2022	Expenditure	April O’Gorman	Travel stipend April O’Gorman - Italy	(800.00)	16,970.38
11/08/2022	Expenditure	Drew Modrov	Travel stipend - Drew Modrov - Italy	(800.00)	16,170.38
11/08/2022	Expenditure	Thomas O’Neill	Travel stipend - Thomas O’Neill - Italy	(800.00)	15,370.38
11/08/2022	Expenditure	Holly Maine	Travel stipend - Holly Maine - Italy	(800.00)	14,570.38

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance
11/08/2022	Expenditure	Casey Francis	Travel stipend - Drew Francis - Italy	(800.00)	13,770.38
11/08/2022	Expenditure	Jose "Joji" Abasolo	Travel stipend - Joji Abasolo - Italy	(1,000.00)	12,770.38
11/08/2022	Expenditure	Timothy Burdiak	Travel stipend - Tim Burdiak - Italy	(800.00)	11,970.38
11/08/2022	Expenditure	Jake Miller	Travel Stipend Jake Miller - Italy	(800.00)	11,170.38
11/08/2022	Expenditure	Zane Booth	Travel stipend Zane Booth - Italy	(800.00)	10,370.38
Total for Competition - National Team				\$ (9,505.15)	
Youth National Team					
	Beginning Balance				6,942.05
06/28/2022	Receipt		Donation - U19 Competition Team from Michael ODonnell	100.00	7,042.05
06/28/2022	Receipt		Donation - U19 Competition Team from Brooks Bennet (US Youth National Team) Being a Junior Lifeguard instructor as well ,glad to support the youth	50.00	7,092.05
09/07/2022	Journal Entry		2022 Nationals 364 junior @ \$5 each	1,820.00	8,912.05
Total for Youth National Team				\$1,970.00	
Total for Competition - National Team with sub-accounts				\$ (7,535.15)	
TOTAL				\$ (7,535.15)	

2023 YTD USLA Financial Report

United States Lifesaving Association
For the period ended April 13, 2023



Prepared by
Dan McCormick, Treasurer

Prepared on
April 13, 2023

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RESERVE FUNDS

United States Lifesaving Association

Policy - Operational Reserve funds may be conservatively invested in liquid investments with a target of no less than 30% in Fidelity Cash Reserves, 20% be in Core U.S. Treasury Bonds and 50% be in ETF that follows the Russell 3000 Index. The Treasurer shall ensure that the fund is re-balanced whenever target percentages vary by more than 5%.

RESERVE FUNDS (As of April 13, 2023)

\$88,278.44	Fidelity Government Cash Reserves (28.90%) FDRXX
\$157,085.49	ISHARES CORE S&P US VALUE ETF (51.43%) IUSV
\$60,081.50	U.S. TREASURY BOND ETF (19.67%) GOVT
\$305,445.43	Total

PRINCIPAL CHANGES (1/1/23 - 4/13/23)

\$294,504.12	Opening Value
\$0.00	Additions
\$0.00	Subtractions
\$0.00	Investment Fees
<u>\$10,941.31</u>	Change in Investment Value
\$305,445.43	Closing Value

STATEMENT OF FINANCIAL POSITION

As of April 13, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
Bank of America	870.00
BOA Business Checking	34,196.48
BOA Business Savings	17,405.47
Total Bank of America	52,471.95
Fidelity Investments	243,988.53
Total Bank Accounts	296,460.48
Other Current Assets	
Uncategorized Asset	5,339.98
Total Other Current Assets	5,339.98
Total Current Assets	301,800.46
TOTAL ASSETS	\$301,800.46
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card	6,648.24
Avila	23,670.71
Barrows	9,866.20
Bradley	71,028.25
McCormick	40,770.97
Mcgibeny	4,493.50
Payment Account	-180,579.50
Smiley	23,660.78
Total Credit Card	-440.85
Total Credit Cards	-440.85
Total Current Liabilities	-440.85
Long-Term Liabilities	
Competition - National Team	24,370.38
Youth National Team	8,912.05
Total Competition - National Team	33,282.43
Mexican Lifesaving Fund	23,153.93
Special Purpose Donation	3,350.00
Statistics Software Project	4,364.38
Total Long-Term Liabilities	64,150.74
Total Liabilities	63,709.89
Equity	
Opening Bal Equity	4,383.03
Unrestricted Net Assets	248,493.28

	Total
Net Revenue	-14,785.74
Total Equity	238,090.57
TOTAL LIABILITIES AND EQUITY	\$301,800.46

Profit Loss Budget vs Actuals SUMMARY

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue	9,542.00	25,060.00	(15,518.00)
Awards/Presentations Income		50.00	(50.00)
Certification Fees	8,310.00	32,500.00	(24,190.00)
Donations	1,362.50	8,150.00	(6,787.50)
Event Registrations	26,350.00	64,000.00	(37,650.00)
Interest	1,955.28	2,812.00	(856.72)
Lifesaving Sport Income		136,600.00	(136,600.00)
Membership Dues	25,476.87	145,925.00	(120,448.13)
Retail Sales	1,062.13	6,400.00	(5,337.87)
Royalties	780.91	2,760.00	(1,979.09)
Sponsorship	10,145.23	27,000.00	(16,854.77)
Total Revenue	84,984.92	451,257.00	(366,272.08)
COST OF GOODS SOLD			
Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
Total Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
GROSS PROFIT	83,927.25	445,857.00	(361,929.75)
EXPENDITURES			
Administration	22,007.28	70,350.00	(48,342.72)
American Lifeguard Magazine	8,665.39	25,000.00	(16,334.61)
Awards & Special Presentations	341.64	2,000.00	(1,658.36)
Credit Card Charges	2,985.13	8,600.00	(5,614.87)
Donation	200.00	2,400.00	(2,200.00)
Event Host	15,861.40	57,720.00	(41,858.60)
Information Technology	395.29	9,140.00	(8,744.71)
Insurance & Bonds	4,836.00	7,000.00	(2,164.00)
International Relations		8,300.00	(8,300.00)
Junior Lifeguards		500.00	(500.00)
Lifesaving Sport	20,000.00	102,420.00	(82,420.00)
Membership Kits	4,141.68	54,955.00	(50,813.32)
Office Expenses	216.30	610.00	(393.70)
Presidential Discretionary Fund		500.00	(500.00)
Professional Fees	5,133.98	26,250.00	(21,116.02)
Public Education		7,400.00	(7,400.00)
Regions % of Member Dues	13,928.90	48,110.00	(34,181.10)
USLA Travel and Meetings		14,600.00	(14,600.00)
Total Expenditures	98,712.99	445,855.00	(347,142.01)
NET OPERATING REVENUE	(14,785.74)	2.00	(14,787.74)
NET REVENUE	\$ (14,785.74)	\$2.00	\$ (14,787.74)

Profit Loss Budget vs Actuals 2023

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue			
Advertising Revenue	9,506.00	25,000.00	(15,494.00)
Magazine Subscription	36.00	60.00	(24.00)
Total ALM Revenue	9,542.00	25,060.00	(15,518.00)
Awards/Presentations Income		50.00	(50.00)
Certification Fees	7,500.00	31,000.00	(23,500.00)
Training Card	810.00	1,500.00	(690.00)
Total Certification Fees	8,310.00	32,500.00	(24,190.00)
Donations			
Restricted	1,362.50	2,400.00	(1,037.50)
Unrestricted	0.00	5,750.00	(5,750.00)
Total Donations	1,362.50	8,150.00	(6,787.50)
Event Registrations			
BOD Fall			
Banquet Fall		300.00	(300.00)
Registration Fall		16,700.00	(16,700.00)
Sponsorship Fall	3,500.00	15,000.00	(11,500.00)
Total BOD Fall	3,500.00	32,000.00	(28,500.00)
BOD Spring			
Banquet Spring	275.00	300.00	(25.00)
Registration Spring	11,175.00	11,700.00	(525.00)
Sponsorship Spring	5,750.00	10,000.00	(4,250.00)
Total BOD Spring	17,200.00	22,000.00	(4,800.00)
Class	5,650.00	9,000.00	(3,350.00)
CSLSA		1,000.00	(1,000.00)
Total Event Registrations	26,350.00	64,000.00	(37,650.00)
Interest	1.39	12.00	(10.61)
Dividends	1,953.89	2,800.00	(846.11)
Total Interest	1,955.28	2,812.00	(856.72)
Lifesaving Sport Income			
CSLSA Entry Fee		12,000.00	(12,000.00)
National Games			
Event Fee		50,600.00	(50,600.00)
Host Contract Obligation		20,000.00	(20,000.00)
Junior Participation Fees		15,000.00	(15,000.00)
Total National Games		85,600.00	(85,600.00)
Southeast Entry		9,000.00	(9,000.00)
Sponsorship		30,000.00	(30,000.00)
Total Lifesaving Sport Income		136,600.00	(136,600.00)
Membership Dues			

	Actual	Budget	Total over Budget
Junior Lifeguard Membership			
JR Dues DaFin		200.00	(200.00)
JR Dues Gulf Coast		900.00	(900.00)
JR Dues Mid Atlantic	2,580.00	12,300.00	(9,720.00)
JR Dues Northwest	10.00		10.00
JR Dues Pacific Islands		100.00	(100.00)
JR Dues South Atlantic			
SA Region payment		2,500.00	(2,500.00)
Total JR Dues South Atlantic		2,500.00	(2,500.00)
JR Dues Southeast		1,000.00	(1,000.00)
JR Dues Southwest		13,000.00	(13,000.00)
Total Junior Lifeguard Membership	2,590.00	30,000.00	(27,410.00)
Kit Share Costs	6,221.87	14,945.00	(8,723.13)
Online Dues Received	(460.00)		(460.00)
Professional Memberships			
Dues Great Lakes	60.00	750.00	(690.00)
Dues Gulf Coast	60.00	3,000.00	(2,940.00)
Dues Independent		1,500.00	(1,500.00)
Dues Mid Atlantic	640.00	9,000.00	(8,360.00)
\$15 Payment MA	11,085.00	12,000.00	(915.00)
Total Dues Mid Atlantic	11,725.00	21,000.00	(9,275.00)
Dues New England	150.00	1,290.00	(1,140.00)
Dues Northwest	180.00	1,800.00	(1,620.00)
Dues Pacific Island	240.00	2,550.00	(2,310.00)
Dues South Atlantic	360.00	180.00	180.00
\$15 Payment SA		12,360.00	(12,360.00)
Total Dues South Atlantic	360.00	12,540.00	(12,180.00)
Dues Southeast	1,900.00	17,250.00	(15,350.00)
Dues Southwest	2,450.00	39,300.00	(36,850.00)
Total Professional Memberships	17,125.00	100,980.00	(83,855.00)
Total Membership Dues	25,476.87	145,925.00	(120,448.13)
Retail Sales	1,062.13	6,400.00	(5,337.87)
Royalties			
Amazon.com	96.45	300.00	(203.55)
ASHI		1,000.00	(1,000.00)
DVD	225.00	10.00	215.00
Office Depot	29.35	100.00	(70.65)
Textbook	430.11	1,350.00	(919.89)
Total Royalties	780.91	2,760.00	(1,979.09)
Sponsorship	8,500.00	25,000.00	(16,500.00)
Marketing Royalties	1,645.23	2,000.00	(354.77)
Total Sponsorship	10,145.23	27,000.00	(16,854.77)
Total Revenue	84,984.92	451,257.00	(366,272.08)

	Actual	Budget	Total over Budget
COST OF GOODS SOLD			
Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
Total Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
GROSS PROFIT	83,927.25	445,857.00	(361,929.75)
EXPENDITURES			
Administration			
Certification	7.28	850.00	(842.72)
Executive Director	22,000.00	66,000.00	(44,000.00)
Travel Expenses		3,500.00	(3,500.00)
Total Executive Director	22,000.00	69,500.00	(47,500.00)
Total Administration	22,007.28	70,350.00	(48,342.72)
American Lifeguard Magazine			
Incentives	100.00	300.00	(200.00)
Postage	2,946.57	7,500.00	(4,553.43)
Printing & Mailing	4,718.82	12,500.00	(7,781.18)
Professional Fees	900.00	2,700.00	(1,800.00)
Travel		2,000.00	(2,000.00)
Total American Lifeguard Magazine	8,665.39	25,000.00	(16,334.61)
Awards & Special Presentations	341.64	2,000.00	(1,658.36)
Credit Card Charges	2,985.13	8,600.00	(5,614.87)
Donation	200.00	2,400.00	(2,200.00)
Event Host			
Class	11,470.25	8,750.00	2,720.25
CSLSA		970.00	(970.00)
Fall BOD	3,273.65	26,500.00	(23,226.35)
Spring BOD	1,117.50	21,500.00	(20,382.50)
Total Event Host	15,861.40	57,720.00	(41,858.60)
Information Technology			
Survey Software		290.00	(290.00)
Telephone/Internet	195.31	850.00	(654.69)
Website	199.98	8,000.00	(7,800.02)
Total Information Technology	395.29	9,140.00	(8,744.71)
Insurance & Bonds	4,836.00	7,000.00	(2,164.00)
International Relations			
Dues		1,800.00	(1,800.00)
Travel & Support		6,500.00	(6,500.00)
Total International Relations		8,300.00	(8,300.00)
Junior Lifeguards		500.00	(500.00)
Lifesaving Sport			
National Games		2,800.00	(2,800.00)
Awards		6,000.00	(6,000.00)
Competitor Rash Singlets		13,250.00	(13,250.00)
Credit Card Charges		4,000.00	(4,000.00)

	Actual	Budget	Total over Budget
Insurance		3,000.00	(3,000.00)
Official		30,000.00	(30,000.00)
Payment - Entry Fee		3,000.00	(3,000.00)
Public Relations	6,000.00	6,000.00	0.00
Total National Games	6,000.00	68,050.00	(62,050.00)
National Team	14,000.00	14,000.00	0.00
Region		20,370.00	(20,370.00)
Total Lifesaving Sport	20,000.00	102,420.00	(82,420.00)
Membership Kits	4,141.68	54,955.00	(50,813.32)
Office Expenses	12.47		12.47
Bank Charge	1.00	60.00	(59.00)
Mailings	202.83	550.00	(347.17)
Total Office Expenses	216.30	610.00	(393.70)
Presidential Discretionary Fund		500.00	(500.00)
Professional Fees			
Accounting Fees	25.00	4,500.00	(4,475.00)
Social Media	5,100.00	21,500.00	(16,400.00)
Tax Preparation	8.98	250.00	(241.02)
Total Professional Fees	5,133.98	26,250.00	(21,116.02)
Public Education		3,900.00	(3,900.00)
Awards		500.00	(500.00)
Grant Program		3,000.00	(3,000.00)
Total Public Education		7,400.00	(7,400.00)
Regions % of Member Dues			
Great Lakes	30.00	375.00	(345.00)
Gulf Coast	30.00	1,200.00	(1,170.00)
Mid Atlantic	903.90	4,820.00	(3,916.10)
New England	75.00	700.00	(625.00)
Pacific Islands	120.00	1,275.00	(1,155.00)
Pacific Northwest	95.00	900.00	(805.00)
South Atlantic	180.00	90.00	90.00
Southeast	960.00	8,750.00	(7,790.00)
Southwest	11,535.00	30,000.00	(18,465.00)
Total Regions % of Member Dues	13,928.90	48,110.00	(34,181.10)
USLA Travel and Meetings			
Officer BOD Meeting Expenses		12,600.00	(12,600.00)
Travel and Support		2,000.00	(2,000.00)
Total USLA Travel and Meetings		14,600.00	(14,600.00)
Total Expenditures	98,712.99	445,855.00	(347,142.01)
NET OPERATING REVENUE	(14,785.74)	2.00	(14,787.74)
NET REVENUE	\$ (14,785.74)	\$2.00	\$ (14,787.74)

LIFESAVING SPORT:LIFESAVING SPORT BUDGET vs. ACTUAL

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
Total Revenue			0.00
GROSS PROFIT	0.00	0.00	0.00
EXPENDITURES			
Lifesaving Sport			
National Games			
Public Relations	6,000.00		6,000.00
Total National Games	6,000.00		6,000.00
National Team	14,000.00		14,000.00
Total Lifesaving Sport	20,000.00		20,000.00
Total Expenditures	20,000.00	0.00	20,000.00
NET OPERATING REVENUE	(20,000.00)	0.00	(20,000.00)
NET REVENUE	\$ (20,000.00)	\$0.00	\$ (20,000.00)

MEXICAN LIFESAVING FUND

January 1 - April 13, 2023

Date	Name	Memo/Description	Amount	Balance
Mexican Lifesaving Fund				
Beginning Balance				23,095.93
02/20/2023		Per P&P IV-K.D.	58.00	23,153.93
03/01/2023	Neoverve.com	billed in error for Club Tortuga web site	(251.88)	22,902.05
03/02/2023	Neoverve.com	refund of incorrect credit card debit	251.88	23,153.93
Total for Mexican Lifesaving Fund			\$58.00	
TOTAL			\$58.00	

LIFESAVING SPORT:NATIONAL TEAM Report

January 1 - April 13, 2023

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance	
Competition - National Team						
					Beginning Balance	10,370.38
01/01/2023	Journal Entry	Deposit	Annual USLA Contribution	14,000.00		24,370.38
Total for Competition - National Team				\$14,000.00		
Youth National Team						
					Beginning Balance	8,912.05
Total for Youth National Team						
Total for Competition - National Team with sub-accounts				\$14,000.00		
TOTAL				\$14,000.00		

Special Purpose Donation Fund

All Dates

Date	Name	Memo/Description	Amount	Balance
Special Purpose Donation				
11/08/2022		National Fundraising Campaign from McCray, Davis, Richardson	1,750.00	1,750.00
12/08/2022		Move unrestricted to long-term special donation fund Ryan and Smiley	1,000.00	2,750.00
12/21/2022		Move McGowan donation to special fund	100.00	2,850.00
04/11/2023		Bowie donation	500.00	3,350.00
Total for Special Purpose Donation			\$3,350.00	
TOTAL			\$3,350.00	

USLA Reports:Statistics Software

All Dates

Date	Name	Amount	Balance
Statistics Software Project			
10/29/2017		12,000.00	12,000.00
01/22/2019	W.A.T.E.R	(5,900.00)	6,100.00
01/22/2019	W.A.T.E.R	(1,750.00)	4,350.00
04/08/2019	GODADDY.com	(235.62)	4,114.38
03/01/2021	W.A.T.E.R	(1,500.00)	2,614.38
01/06/2022	W.A.T.E.R	1,750.00	4,364.38
Total for Statistics Software Project		\$4,364.38	
TOTAL		\$4,364.38	

United States Lifesaving Association
Executive Delegate
Activity Report

Date: 4/27/2023

Officer: Michael Bradley

Introduction

Welcome all to Redondo Beach, CA, and thank you to our hosts, the Southwest Region. It's great to be back in beautiful California.

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. Over the last 6 months, I have continued working with Treasurer Dan McCormick on various financial matters. Treasurer McCormick continues to do an excellent job.
2. I have worked closely with the Executive Director, the Southwest Region and the Conference Planning Group on planning the Spring Board of Directors Meeting & Education Conference.
3. I have worked with the Membership Committee on pricing for the USLA online store so that we may offer excess membership items while recouping our costs.
4. Participated in voting on matters pertaining to USLA business.

United States Lifesaving Association

Gustavo S. Avila

USLA Past President

Activity Report

Date: April 27, 2023

Officer: Gustavo S. Avila

Past President-Advisor

Introduction

I would like to thank the organizing committee for all of their work in preparing for the Board Of Directors meeting and educational conference. In addition, I would like to thank everyone for taking the time out of their busy lives, to join here for a few days.

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. I attended the Southwest Region's Spring BOD meeting in Long Beach Ca.
2. Reviewed a number of emails from various USLA Board members. Usually having to do with review of an item for approval, and voting on the matters.
3. I have had a number of meeting regarding the International Rescue Challenge with Alan Holt, Jim Pigg, and the international representatives and Custodians of the ISRC.
4. I participated in email discussions regarding the cancelation of the 2023 Sanyo Cup in Japan.
5. Our Region and Board are currently looking forward to our Regional Championships, to be held in Newport Beach.
6. As a member of the BOD of the Huntington State Beach Junior Lifeguard Association, I have helped with the rewriting of their By Laws. We are attempting to have a large Capitol Fundraising effort, attempting to raise at least \$5 million for a new JG Headquarters.
7. I have received a number of inquiries asking for assistance in presenting lifeguard training in Ixtapa/Zihuantanjo and Acapulco. The Ixtapa area had at least 3 drowning of Spring Break visitors this year.

Recommendations for Committee and/or Board Consideration

1. Let's have a fun and informative meeting. Enjoy your stay in Southern California.

United States Lifesaving Association
Liaison Officer
Activity Report

Date: April 27, 2023

Officer: Karissa Fleming

Introduction

It has been a pleasure serving as your Liaison Officer. I look forward to connecting with everyone in Redondo Beach.

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. Water Safety USA:

- 1.1. Routine Business: The USLA is a founding member of Water Safety USA, a group comprised of 14 national organizations (www.watersafetyusa.org). Mr. Peter Davis, Mr. Chris Brewster, Ms. Kay Smiley & I met regularly with this roundtable. A major focus of the meetings has been the development and review of a National Water Safety Plan which is scheduled for release in late June.
- 1.2. Special Assignment: Represented Water Safety USA and the USLA within a new aquatic toy working group. The group is addressing ASTM F963, the Standard Consumer Safety Specification for Toy Safety, regarding inflatable flotation toys/devices for young children. The distinction between a “toy” and a “safety device” will also be a focus of the group.

2. Regional Meetings:

- 2.1. South Atlantic: At the invitation of the South Atlantic Region, Ms. Kay Smiley and I attended the South Atlantic’s Regional Meeting on January 28th. Dr. Andrew Schmidt gave a dynamic presentation on *Mediolegal Lifeguarding: Lessons learned as an expert witness*. Members engaged in a productive roundtable discussion about recruiting, retention and pre-season training. After the meeting adjourned, Mr. Tom Gill, Mr. Monty Reed, Mr. Ralph Wagner and I met to strategize about the launch of the Junior Lifeguard 2-Tier Memberships.
- 2.2. Southeast: Attended the Southeast Region’s inaugural Zoom Meeting on March 29th. This new format provided an opportunity for members to attend who may have not been able to in the past. Region business was conducted, and Mr. Joe McManus updated the group on his efforts to help enhance lifeguard protection and reduce drowning fatalities in Brevard County.

3. Mexican Lifesaving Fund: This fund sits as an independent entity within the USLA budget and was created by Bob Burnside and Club Tortuga. Mr. Peter Davis, Mr. Chris Brewster and I approved the request by the Mexican National Federation for funds to assist in the ILS-AM regional event in Puerto Vallarta. This June 19-23 event will include sport official training, a conference, and a pool/beach competitive exhibition.

4. USLA Online Merchandise Store: Collaborated with the Membership Committee and the Treasurer to onboard our new Procurement Chair, Ms. McKenna Stevulak. This team met regularly to discuss the branding, pricing and promotion of our online merchandise store. Thank you to Ms. Stevulak for hitting the ground running in this new role.

United States Lifesaving Association
Medical Advisor
Activity Report

Date: April 27, 2023

Officer: Peter G. Wernicki, M.D.

Introduction

I regret that I will not be able to attend this year's Spring Board Meeting due to prior commitments.

At this time there are no pending issues for the Medical Committee. If any should arise during the meeting, please contact committee vice chair Adrienne Groh. If needed, we can schedule a virtual meeting to discuss any inquiries.

I anticipate that the Board will have an enjoyable and productive meeting.

Activities and Accomplishments (Since Prior Board of Directors Meeting. Include information on how the committee is promoting the Water Safety USA message)

1. There have been no major medical concerns for the USLA since the Fall Board Meeting.
2. The Medical Committee continues to perform all of its routine duties – answering inquiries, reviewing ALM articles, networking with other lifesaving organizations.....etc.
3. Input was provided on any COVID concerns for the upcoming USLA Nationals.
4. I continue to serve on the ILS Medical, Rescue, and Anti-doping Committees. Although not yet published, the Medical Committee has voted to use the term “person” any future publications. This is in lieu of past terms such as “victim”, “patient”, or “casualty”. I suggest that the USLA discuss this issue and come to a consensus on how we wish to proceed in our future literature and messaging.
5. I have continued to work as a member of the “blue ribbon panel” that is finalizing the recommendations for the US National Water Safety Action Plan.
6. The American Red Cross is proposing a closer alliance with the USLA. I will bring the details to the Board in the near future.
7. I have been asked to contribute to a tentative third edition of “The Handbook on Drowning”.
8. I recently returned from a trip “down under” to Australia, Tasmania, and New Zealand. I was able to connect with some of our fellow lifesavers who share our dedication and commitment. This included a “training mission” in one of Surf Lifesaving Australia’s rescue helicopters around the city and beaches of Sydney! I would recommend a visit for any USLA member. It is a wonderful experience.

United States Lifesaving Association
John “Chip” More
Activity Report of Legal Advisor

Date: 4/26/2023

- Review and edit Sonesta Hotel contract, coupled with conference calls.
- Ongoing work for having open-water lifeguards recognized as emergency response providers under Federal law. Numerous correspondence and calls with Congressman’s office.
- Prepare and submit discussion points for USLA consideration on USLA Guidelines – Definition of Lifeguard. Preparation for and attendance at Certification meeting to discuss issue.
- Preparation and participation in conference call regarding public safety duties of lifeguards vs. non-public safety duties.
- Review and revise social media contract including numerous calls and emails for ongoing edits. Communications w/Rhode Island attorney to finalize contract.
- Review and advise on Hilton Double Tree, Ashville, NC, hotel contract for Fall, 2023, USLA BOD meeting.
- Numerous calls and correspondence regarding potential donation to USLA Lookout Point Chapter.
- Review and advise on Eye King contract.
- Review Watchtower contract and draft proposed mutual indemnity amendment.
- Ongoing monitoring of Lack’s Beach Service litigation including review of post-trial motions and appeal process.
- Intense preparation for attendance at upcoming annual meeting of the Redondo Beach Outdoor “Bar Association.”

United States Lifesaving Association
GREAT LAKES
Activity Report – Spring 2023

Date: Wednesday, April 27, 2023

President: Andrew Braudy

Introduction

The region goals continue to be:

1. To establish a larger USLA presence throughout the Region in order to attract new members and agencies that would benefit from USLA certification.
2. To educate the public through a partnership with the Great Lakes Surf Rescue Project, which shares some members with the Great Lakes Region.

Region Activities, Accomplishments and Information

ILLINOIS

1. There is a bill in Illinois House of Representatives that would require the boards of education to provide water safety education in schools.
2. The City of Evanston has moved lifeguard operations from the Parks and Recreation Department to the Fire Department as part of the City's 2023 Budget process. The reorganization will allow Parks and Recreation to focus on enhancing lakefront programming, events and experiences, while supporting the Fire Department's mission of protecting lives and property. Seasonal lifeguard pay has been raised to \$18.50 per hour for first-year lifeguards and to \$20.00 per hour for second-year Lifeguards. Lifeguards in good standing at the end of the season are eligible for a \$500 scholarship and will gain valuable experience if interested in pursuing a fire and life safety career.
3. Chicago Park District
 - 3.1. Fall 2022: The Leone Park Beach House was converted into a temporary emergency shelter to help house thousands of migrants bussed to Chicago from Texas seeking asylum. The facility is not open to the public and is used only by Lifeguards in the summer.
 - 3.2. November 2022: The Chicago Park District approved a new budget vowing that it will help create a benefits package to attract new employees and avoid the staff shortages that forced the district to keep some beaches and pools closed last summer.
 - 3.3. December 2022: Dangerous cold with a wind chill factor near 40 below zero forced the closure of Chicago's Lakefront Trail between Oak Street Beach and Ohio Street Beach, as well as the underpass leading to the Beach, all for safety reasons.
 - 3.4. Winter 2023: Several bodies were pulled out of the Chicago River by both the Chicago Fire Department and the Chicago Police Marine Units.

- 3.5. March 2023: The Chicago Park District launched a recruitment campaign to attract potential lifeguards for the summer. This included billboard, radio and television advertisements. Former Chicago Park District lifeguard and current Region Director Maya Solis appeared on several local newscasts as the spokesperson.
- 3.6. March 2023: Chicago Park District Local 73 Service Employees International Union Aquatics Staff has taken to social media to petition the Chicago Park District leadership to negotiate wage increases for lifeguards. Year-round hourly lifeguards currently earn \$16.44 per hour while seasonal lifeguards earn \$15.88 per hour.
- 3.7. Spring 2023: The Chicago Park District has decided not to pursue USLA certification until internal department issues such as lifeguard recruitment, pay, union issues, and training curriculum have stabilized. In the meantime, the director of beaches and pools welcomes USLA presence and will encourage lifeguards to consider individual membership.
- 3.8. Spring 2023: Following a deadly summer 2022 of boating accidents on Lake, several boat captains and safety experts formed a group called "Boat Safe Chicago". The group is conducting a series of safety instruction training classes this spring.
- 3.9. May 2023: For International Water Safety Day on May 15, Chicago Public Schools have created a curriculum with US Swimming, the American Red Cross. Two Olympic swimmers will visit schools and talk about drowning prevention

INDIANA

Since transferring lifeguard operations to the fire department in Summer 2022, Michigan City reports higher success with regard to lifeguard capabilities and morale.

MICHIGAN

1. Following four South Haven drownings in the span of one month in summer 2022, three grassroots organizations have formed with the goal of bringing attention to the dangers of unsupervised swimming in Lake Michigan. The groups are not necessarily adversarial, but not coordinated either. One of the groups has the motto, "Save Lives, Hire Lifeguards."
2. That the drownings have resulted in so many groups having formed independently of one another seems like a good opportunity for the USLA to advise on best practices to reduce drownings, and to point them toward a national resource. Michigan law requires that lifeguards be certified under a nationally recognized training curriculum.

MINNESOTA

Duluth is served by Park Point Volunteer Surf Rescue, a nonprofit group whose primary goal is to rove the beaches and conduct water safety education. Group members that voluntarily patrol Lake Superior as lifeguards on busy and/or rough days may also be encouraged to join the USLA as associate members.

MISSOURI

Backyard Lifeguards opened for the season on April 08, with a current season end date of September 24. In addition to pool bookings, currently scheduled are 45 events in 12 different lake locations (10 in Missouri, 1 in Illinois, 1 in Indiana).

OHIO

1. Cleveland Argonaut, trains high school students at the Davis Aerospace & Maritime High School in water safety, sailing, and boat operations, working with the US Coast Guard to patrol and maintain the waters of Lake Erie and the Cuyahoga River. Students and their leaders may be encouraged to join the USLA as associate members.
2. Argonaut founder Drew Ferguson, who has extensive lifesaving experience as a boat captain, pilot, firefighter/EMT, and lifeguard, was recently appointed Executive Director of the Great Lakes Water Safety Consortium, which provides a variety education programs to children and adults for safely enjoying the Great Lakes.

WISCONSIN

1. Following three years of operating unsupervised beaches, Milwaukee's Bradford Beach is hiring lifeguards for summer 2023, but reports that recruitment has been slow. In 2022, a group of beach ambassadors educated beach patrons on water conditions and the beach flag system.
2. The town of Wilson Fire Department is a USLA-certified Aquatic Rescue Response Team.

OTHER STATES

There are no reports from Iowa, Kansas, Kentucky, Nebraska, North Dakota, or South Dakota.

Recommendations for Committee and/or Board Consideration

1. The group will continue to focus on public education and advocacy for lifeguards on lakefronts and beaches.
2. The group discussed alumni engagement and hosting special events to generate at-large membership.

United States Lifesaving Association
Gulf Coast
Activity Report

Date: 4/27/2023

President: Tony Pryor

Introduction

Howdy. We would like to thank the Southwest for hosting.

Activities, Accomplishments, and Information (Since prior Board of Directors Meeting)

1. Working with Dr. Pryor and UTMB OT School in developing an employee handbook and a teacher's manual for leadership and resilience that is geared toward lifeguards and what we deal with.
2. Hopefully, Lake Conroe will become USLA certified agency.
3. Continue working with other entities in drowning prevention.

Recommendations for Committee and/or Board Consideration

1. Click here to list any recommendations or, if none, delete this section and header

Attachments

1. Click here to list attachments or, if none, delete this section and header

United States Lifesaving Association

Mid-Atlantic

Activity Report

Date: April 27, 2023

President: Ed Zebrowski

Activities, Accomplishments, and Information (Since prior Board of Directors Meeting)

This makes the third consecutive meeting that we are mourning the passing of one of treasured members. Dave Shotwell was not just a long time National Secretary and Life Member but he was a mentor to many of our members in so many ways. He was a true lifesaver who devoted countless hours traveling and spreading the word of the USLA and how it would help agencies become more aware and better equipped to do their job.

Our recent Spring meeting was well attended and included presentations on AAC on the Beach, The Monmouth County Regional Lifeguard Academy and Sponsorship.

AAC on the Beach was developed by a Speech Therapist who is also a Junior Guard Program Director. AAC stands for "augmentative and alternative communication" which refers to a set of methods and tools that can be used to assist individuals with communication difficulties. This may include people with speech impairments, language disorders or other disabilities that affect their ability to communicate effectively. Training for this program is provided at no cost. If you are interested, please see Denise Blair for more information.

Monmouth County Regional Lifeguard Academy is starting its second year. Last year there seven agencies participated and this year's response is growing. Components include Health Care Provider CPR, Advanced First Aid and 45 hours of USLA core curriculum with classroom and practical skills training. The goal is to provide standardized training for the guards with the individual beaches responsible for implementing their own SOP's. This program model may work in other areas where there are numerous agencies within a specific geographical area. Lifeforce was a great partner helping with the CPR and First Aid sections.

Wicks Stires of Jersey Mikes addressed us on what he can do for the USLA and what he expects in return.

Recommendations for Committee and/or Board Consideration

Our Region would like to see the USLA develop an accreditation plan for our Junior Guard programs. This may not be a simple task, and one that will take time to develop and implement, but it is our belief that now is the time to initiate the process.

Our Region is in favor of increasing membership dues to \$40.00

United States Lifesaving Association
New England
Activity Report Spring 2023

President: W. James Farrell III

Activities, Accomplishments, and Information

1. We are running an Open Water Lifeguard Management Academy at URI May 13th
2. We have finally got the State of Rhode Island to update the swim for their surf test to pools preseason. It had previously been in August (you could literally not know how to swim and be an open water lifeguard in RI for two months).
3. I would like to congratulate Ogunquit Maine for getting their USLA certification and their first year as a USLA member.
4. We hope to have several Maine submitting their USLA application this year.
5. We have also been working with 2 beaches in Massachusetts and 3 beaches in Rhode Island that hope to join USLA.

Recommendations for Committee and/or Board Consideration

1. Jeff Patton of York Maine to be appointed as a National Compliance Officer. This would give New England a second compliance officer.

United States Lifesaving Association
Pacific Northwest Region President
Activity Report

Date: April 27, 2023

Officer: Cathy VonWald

Introduction

Many thanks to the Southwest Region for hosting this meeting. We look forward to a productive and inspirational meeting.

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. East Bay Regional Parks

Dealing with flooding issues at Lake Del Valle in Livermore and Roberts pool in Oakland is being renovated. Special events are down and discussed lifeguard uniform inventory and distribution.

2. Oregon AMR River Rescue

AMR River Rescue is currently in our off season but are preparing for the upcoming season. We are currently recruiting EMT Lifeguards for the season by visiting EMT locations and posting flyers around the community. Training academy will be held in May with the season beginning Memorial Day weekend. We are also planning to attend the National Drowning Prevention Alliance conference virtually.

3. Oregon Coast

Luke Martinez reporting - works with Oregon State Marine Board, works with sustainable partners such as tourism entities, 90% of public contacts are with tourists/visitors, hosting programs (junior lifeguards) in different counties, has a training day for aids, and is going into schools doing water safety education and recruiting for program participants and aids. Discussion on the kind of service they provide, which includes collaboration on high surf advisory, patrolling beaches, making preventive contacts, and working with partners. Beach patrol has some boats patrolling rivers as well. Recently working with National Weather Service, trying to make prevents from severe weather notices to have cohesive messaging.

4. Sonoma County

Welcome Greg Desmond as Sonoma County's new Aquatic Specialist, awesome to have him on board. Hiring lifeguards in January and being able to find lifeguards has been a challenge. 50% retention of lifeguards from previous season, biggest stumbling block is being able to post job application on the County's website. Pay equity between open water lifeguards and pool lifeguards is the same in Sonoma County. Working on a recruitment flyer, hitting up swim teams and preparing for academy (will have 2 academies). "Vamos a Nadar" has lost its spark due to COVID, restructuring program to get back to its roots, Regional Parks has a strong outreach program and bilingual abilities – using Hispanic radio stations and social media as recruitment strategies. Working on mandatory requalification training and the timing of lifeguards being back for the summer. Junior Lifeguards will have 3 programs in the summer at the lagoons, will still have camps but want the focus to be lifeguard oriented, the lifeguards will oversee instructing the program again this season; and for an additional cost the campers can get CPR certified. The WiBit water park feature will be back this season and the need to inventory of lifejackets and proper training on fitting lifejackets. Discussion about what East Bay is doing for hiring and retaining lifeguards, many examples of social media via East Bay Lifeguard Service Facebook page and hosting a virtual job fair.

5. Washington State Drowning Prevention Network

The Spring statewide Drowning Prevention Network meeting will be held virtually on May 5, 9am-Noon. Among it's regularly occurring work around water safety and prevention, the Network has announced the following timely initiatives:

- a. House Bill 1750, also known as "Yori's Law," is a piece of legislation developed by [No More Under](#) in partnership with WA State's Rep. April Berg. This legislation would designate May 15th as a statewide Water Safety Day, where among other things, our state leaders will promote water safety awareness, increase access to swimming lessons, and work to equip families with the necessary tools to help prevent drowning. Click to [learn more](#) or to [comment on this bill](#).
- b. [Y-USA](#) is preparing an organization sign-on letter to House and Senate appropriators to urge support for a \$5 million funding level to enhance prevention activities and implement a national water safety plan. Contact [Kelsey McKim](#) with questions. Organizations may sign-on [here](#). The deadline to sign on is close of business Tuesday, April 11, 2023.

6. Seattle Parks

Mayor Harrell and Seattle Parks and Recreation announced a new pilot program *Swim Seattle*, in partnership with No more Under, the YMCA, regional recreation partners, Children's Hospital, University of Washington, Washington State Parks, and water safety advocates to provide free swim instruction to Seattle area youth. In 2023, the pilot will start with a cohort of 250 low-income youth, with the hope that once we get the model right, we can expand citywide, and across the region. The events will kick off on April 22.

7. The NW Region held its spring meeting on Friday, February 10th in Bodega Bay, CA. The following items were discussed:

Upcoming Spring BOD meeting attendees

Regional Competition- July 19, Doran Beach

East Bay submitted for recertification to National

Recommendations for Committee and/or Board Consideration

NBOD meeting rotation was discussed. The NW recommends that we stay in the rotation for Fall of 2025.

United States Lifesaving Association
Pacific Islands Region
Activity Report

Date: April 14, 2023

Prepared by: D. Kalani Vierra

Kauai County:

1. Kauai Mayor and county council approved 12 NEW fulltime positions to extend hours of operation to 4 ten-hour shifts.
2. State Drowning prevention conference will be held on August 18, 2023, at Waikiki during Dukes Ocean festival.
3. State Jr Guard Championships/event will also be held in Waikiki during /dukes ocean festival Aug 19, 2023.
4. Continuing to work with Watchtower data collection program and making some improvements with live camera, Safebeachday.com website, and HLA rescue craft training manual.
5. Hawaii Beach Safety Week August 13-19, 2023, week before Dukes Ocean festival.
6. Installed another Beach Safety Kiosk sign at Lawai Beach on the South Shore
7. Looking into installing live camera at Wanini Beach back channel to monitor hot spot on the north shore – possible Watchtower platform.
8. Participated in yearly joint agency Search and rescue exercise with coast Guard, Police, Fire, State enforcement, and SAR K9 volunteer group.
9. Kauai had 4 drownings in the last six months with a total of 19 drownings State-wide in the last 6 months

City & County of Honolulu:

1. Continued progress on first-ever Honolulu Ocean Safety facility (at Alala Point, Kailua Bay) with expected ground-breaking Summer 2023.
2. Two Guards received 2023 Honolulu Valor Awards from the Mayor for heroic rescues (Lt. Jesse King and WSOII Noland Keaulana).
3. Conducted numerous joint-training efforts with the Honolulu Fire Department, State of Hawai'i Fire Department (HNL), U.S. Coast Guard, U.S. Secret Service, and federal base lifeguards.
4. Will have two Captain and four Lieutenant vacancies starting July 1, as Ocean Safety creates a Logistics Unit and a Rescue Unit.
5. Ocean Safety Honolulu is adding a Recruit Class of 20 on April 16 (they will go through five weeks of training) and then hopes to achieve 4-10s island-wide.
6. Assistant Chief for Operations Kevin Allen retired after 33 years of outstanding service.
7. Ocean Safety Honolulu promoted four Lieutenants in December 2022, including the division's first woman supervisor (a first in Honolulu Ocean Safety's 107-year history);
8. Assistant Chief Kurt Lager promoted from the communications Captain position.

9. During this period, Honolulu Ocean Safety responded to 6 drownings, and 24 near drownings, and successfully resuscitated 11 victims.
10. The Hawai'i State Legislature passed a resolution urging the Mayor of the City & County of Honolulu to make Ocean Safety its own department in the city structure.
11. Ocean Safety Honolulu is gearing up for the second year of an official city-sponsored Junior Lifeguard Program.
12. WSOII North Shore Lifeguard "Luke Shepardson" wins the prestigious big wave event – The Eddie Aikau Big Wave Contest. Giving a lot of publicity to the ocean safety services across the State.

Maui County:

1. Panasonic Toughbook's to each tower for email, street LG data collection, & target solution training programs.
2. 6 NEW recruits graduated and 8 more will start effective April 3rd.
3. As of today, we transferred to the North District's Baldwin Beach Park under the Ho'okipa District. Since this transfer was made, we changed both districts' names. The North District will now be called Kanaha District. Ho'okipa District will now be called Paia District.
4. After the 8 recruits graduate in June, we'll have a total of 23 vacant positions. This includes 1 OS Chief, 19 full time, and 3 half time positions to fill. 7 of those positions will be for Pu'u Keka'a, and the rest will give us the manpower needed to go to a 4-10 schedule at all of our towers.
5. Ocean Safety responded to 3 drownings since October. That does not include incidents that Fire responded to in remote areas and after hours (Lifeguards pau hana at 1645 hours). Fire responded to 5 drownings that I know of. There was also a shark incident at Keawakapu Beach, where a female swimmer was never found.
6. Jr lifeguard will be in full swing this 2023 year.
7. With our FY2023 budget we received 2 Kawasaki ATVs, 3 Yamaha Wave Runners with sled and Bigfoot trailers. Still waiting on 3 UTVs, 1 pickup truck to arrive.

Hawaii County:

1. USLA PRWC Program certification
2. Completed Annual WSO I Recruitment in March 2023
3. Received tentative approval from Finance for WSO V (Chief) and Clerk positions. Submitted proposal to Council for approval.
4. Hired 4 new WSO I's in December to fill vacancies left by resignations.
5. 7 of the 11 approved PT to FT position conversions have been implemented. 4 PT WSO, requested to remain on PT status. So, they will remain as such until their positions are vacated.
6. Almost fully staffed, just have 1 permanent vacancy that will be filled on May 16
7. Not enough candidates to fill all Summer Hire positions again this year. Only have enough to fill 3 of the 5 Summer positions.
8. Had 1 retirement at the end of 2022. Darren Hauanio retired after serving over 30 years with Ocean Safety
9. During this period, we had 1 reported drowning with a successful resuscitation of a 4yo female at Richardson's Ocean Park
10. Will be starting up the Jr. Lifeguard program again this year. First time since COVID

11. Received additional funding for the state beach contracts. Able to make significant and much needed equipment purchases. Working on those now.
12. Received annual donations from the Daniel R. Sayre Memorial Foundation
 - 1 Polaris UTV for Hapuna
 - 2 Honda Rancher ATV's for Hapuna and Punalu'u
 - New PA system for Richardson's in the works
 - Anticipating getting to more RWC to eventually staff a third RWC unit for Kona.

United States Lifesaving Association
South Atlantic Region
Activity Report

Date: April 27, 2023

President: Mike Wagner

Introduction

The South Atlantic Region is excited to be back on the West Coast. Thank you to the Southwest Region for welcoming us to Redondo Beach.

Our Winter SALA Meeting and Educational Conference was held in Atlantic Beach, Florida. We had a great turnout and were excited to have the USLA's Executive Director and Liaison Officer in attendance. The educational conference included a presentation by Dr Andrew Schmidt covering lifeguarding lessons learned as a medical expert witness in drowning cases. As always, Dr. Schmidt was very informative, and I hope to have him present at the Fall meeting. We concluded the education session with productive round table discussion on several issues facing lifeguarding agencies, including recruiting, employee retention and lifeguard training.

Our meeting included a review of the Fall USLA BOD meeting and a discussion of proposals made. We look forward to working in committees to determine the best solutions for the USLA.

The City of Myrtle Beach has made several changes to the contracts for lifeguarding services. We are working with organizations in that area that wish to become USLA certified agencies.

The South Atlantic looks forward to hosting the National Championship in Virginia Beach, then having everyone return to the region for the Fall BOD meeting in Asheville, North Carolina.

Activities, Accomplishments and Information (Since prior Board of Directors Meeting)

1. Held SALA Winter Meeting in Atlantic Beach, Florida.
2. SALA Lifeguard Competition in Carolina Beach, North Carolina July 12 & 13, 2023.
3. USLA National Championships in Virginia Beach August 9-12, 2023.
4. USLA Fall Bod Meeting in Asheville, North Carolina November 2-4, 2023.

United States Lifesaving Association

Southeast Region

Officer Activity Report

Date: 3/17/2023

Alan T. Holt, President Southeast Region

Activities/Accomplishments/and Information:

1. Attended Fall USLA Meeting in Orlando, FL.
2. Attended Committee Meetings.
3. Attended Zoom Regionals prep meeting (Del Ray Beach, Host).
4. Attended Virtually Organizing Committee meeting.
5. Discussion/Issues Southern Brevard County
6. Potential Additional Training Academy (James McCrady)

Goals and Objectives:

Assign tasks, assignments, for those working, attending Spring USLA Meeting, Cali
Propose expansion, amendment to age of Junior lifeguards.
Update as to Host Hotel/Costs Regionals
Expand the membership and growth of the SER.

Action items:

1. Heroic Acts (Joe McManus has a few)

United States Lifesaving Association

Southwest Region

Activity Report

Date: April 27, 2023

President: Bill Humphreys

Welcome

Welcome to Hello and welcome to Redondo Beach. We are very excited that the USLA is hosting this meeting in our region and if there's anything we can do to make your visit to California better, please let any of our members know.

To start and since you may not be familiar with the area, here are just a few of the fun facts about Redondo Beach you may not be aware of:

1. Redondo is located in the southern end of the Santa Monica Bay, an area also known as the "South Bay."
2. Redondo is where George Freeth from Hawaii introduced surfing to the mainland in 1907.
3. Redondo is the home of the largest display of dinosaurs on the West Coast.
4. Redondo is the home of the original Chuck Norris karate studio.

So, now you know and welcome again to Redondo Beach, CA!

Southwest Region Activities Since the Fall 2022 USLA Board of Directors Meeting

Spring 2023 CSLSA Board of Directors Meeting – Three weeks ago we held our Spring Board of Director's meeting over a two-day meeting in Long Beach, California. The meeting was well represented. The highlight of the meeting was presenting a USLA and CSLSA Heroic Act award, along with productive committee meetings, and a mixing of the sands from up and down the coast of California.

Annual California/International Lifeguard Exchange and Competition - The long-standing annual lifeguard exchange between CSLSA and Surf Life Saving New Zealand resumed this year, with two California lifeguards visiting New Zealand and presenting a report to our Board of Directors in March.

Regional Competition – The CSLSA Junior Lifeguard and Regional Completion will be held in Newport Beach on July 21 & 22.

Featured Program - "SoCal Paddledown" – This is a multi-committee "project" involving Lifesaving Sport, Public Education, and Junior Lifeguards. The "Paddledown" is sponsored by the John Wayne Cancer Foundation and is designed to promote sun protection and skin cancer awareness as part of the "Block the Blaze" program, using Junior Lifeguards to relay paddle a board down the coast – a 250 mile venture. For 2023, this be the 11th annual event and will commence in a few months (actually paddle "up" the coast this year). This is a great program for the kids, bringing focus to an important issue, with over 100,000 Junior Lifeguards in California being reached so far. To learn more, please visit jwcf.org.

CSLSA Goals - In addition to our goals related to our main mission of Promoting Beach Safety awareness and Professional Lifeguard standards, some current goals our region is focusing on are to: 1) improve and enhance relationships between the CSLSA, the agencies, and the chapters; 2) assist new and existing committee chairpersons and committee members; and 3) look to ways enhance funding opportunities for our organization so we can better serve our members and the public.

To help meet these goals, we are:

1. Continuing to build and refine a liaison program to bridge between chapters, agencies, and the CSLSA. Although we are a member/chapter-based organization, it is critical that we stay in close contact with leaders in each agency in order to better serve them.
2. Continue to refine and finalize the Committee Guidance Document. The goal is to systematically document systems that work, modify and improve those that need improvement, and not leave it up to someone to start from scratch to figure it out on their own. The document contains tips for running committees and committee specific timelines, resources, and general information related to each committee.
3. Continue to search for fund-raising ideas for our association, via our newly formed fundraising committee. This is an area where the USLA is doing very well as compared to our region and we can learn from them.

Conclusion - The Southwest region continues to be dedicated to the USLA and the mission we all share. Working to reduce the incidence of death and injury in the aquatic environment. We are very excited to be part of this noble effort and to be able to work with all of you, professional lifesavers around the country, to continuously improve in our ability to keep our beaches and the public safe.

Respectfully submitted,



Bill Humphreys

United States Lifesaving Association
Executive Director
Activity Report

Date: April 13, 2023

Officer: Kay Smiley

Introduction

Seems that the time between meetings goes by faster each year...

I was busy in November finding a new location for the spring meeting. Since then, I've worked on a wide variety of projects. I worked with members, sponsors and exhibitors, volunteers, committees, and committee chairs to keep USLA projects and programs moving forward between Board meetings. I continue to oversee day-to-day operations and work to raise the organization's profile. My overall goal remains to help promote and support the mission of the USLA.

Here are some of the projects and activities I have been involved in this year. They include providing resources and connections to other USLA experts to short-term and long-term ongoing projects.

Support USLA Board of Directors & Committee Chairs

- **American Lifeguard Magazine Editor** – Invoiced and collected advertisement fees
- **Certification Chair** – Application reviews, reports, and communication with certified agencies
- **Fundraising Chair** – Assisted with the major gifts communications
- **Heroic Acts Awards Chair** – Assisted in scheduling awards for the spring meeting
- **Information & Technology (IT) Chair** - Completed contact forms, assisted with Spotlights, interviewed a Social Media company and worked with Legal Advisor on their contract, and met with the Committee
- **Junior Guard** – Assisted Chairman to communicate with DaFin regarding the new gold membership
- **Legal Advisor** – Met to discuss several contracts and legal issues
- **Membership Chair** – Ordered additional Life Membership cards and worked with Uniserv on JG membership and with DaFin.
- **President** – Assisted with several special projects
- **Vice President and Liaison Officer** – Assisted with Social Media - Empowers Media contract and the new social media campaign kick-off
- **Secretary and Executive Delegate** – Prepared spring schedules and planned for fall conference
- **Sponsorship Development Chair** – Communicated with Chairman regarding sponsorship packages
- **Statistics Collection and Reporting Chair** – Sent reminders to agencies to submit statistics, assisted with password questions and finding their proper agency

- **Treasurer** – Assisted with accounts receivables, billing, and collections

Support USLA Regions

- **Great Lakes Region** – Processed course completion cards and answered statistics questions
- **Gulf Coast Region** – Answered questions about instructor materials and statistics system
- **Mid-Atlantic Region** – Assisted with certifications and answered questions about fall 2024 conference
- **New England Region** – Assisted with certification renewals and questions about new Certification Officers
- **Northwest Region** – Assisted with certification and assisted agencies with new statistics system
- **Pacific Island Region** – Assisted with certification renewals and schedule of Luke Shepardson's presentation
- **South Atlantic Region** – Assisted with finding location for fall conference and assisted agencies with certification renewals
- **Southeast Region** – Sent thank you notes for fall 2022 conference
- **Southwest Region** – Assisted with certification renewals and finding new location for fall conference; recruited sponsors and vendors for spring meeting

Oversee Day-to-Day Operations

- **Agency Master List** – Continue to update the Master List with USLA agency contact information
- **American Lifeguard Magazine** – Invoiced and collected payments from companies advertising in the Spring 2023 American Lifeguard magazine; invoiced and coordinated payments with Chris Brewster (Magazine Editor) and Dan McCormick (Treasurer) for the Spring 2023 issue and all outstanding invoices
- **American Safety and Health Institute (ASHI) /LifeForce USA** – Recruited LifeForce USA to be the Lead Sponsor for the spring conference.
- **Brand Agreements and Contracts** – Updated files for Dan McCormick (Treasurer)
- **BenefitHub** – Managed the BenefitHub vendor parking lot approval and added new members
- **Certifications Program** – Collected spring and fall certification fees and worked closely with agencies to prepare applications for the spring meeting before presenting them to Chris Brewster (Certification Chair) and Certification Officers for approval
- **Contact Forms** – Contacted individuals, answered questions, worked to resolve membership problems, and provided PR for the USLA
- **Course Completion Cards** – Processed orders for initial course completion and renewal cards, verified training with training officers and answered questions from lifeguard & ARRT agencies

- **Exhibitors** – Continue to build relationships with vendors, be the consistent vendor contact point, and promote attendance at upcoming conferences
- **Fall Board of Directors Meeting** – Assisted Michael Bradley (Planning Committee Chair) with the RFP and secured a hotel contract for the Fall 2023 meeting in Asheville, North Carolina
- **Instructor Materials for Open Water Lifesaving Manual** – Continue to answer questions, verify lead trainers, and process requests
- **Member Communication** – Answered phone calls & emails from members and certified agencies and assisted with website inquiries
- **Membership Committee** - Ordered new gold name badges for the rest of the Life Members
- **Physical Address** – Virtually check and open mail, request any needed content scans, sort mail to the correct folder, and alert the appropriate person they have mail
- **Project List** – Submit monthly report to Peter Davis (President) showing progress on projects and communicating successes and issues
- **QuickBooks** – Worked with Dan McCormick (Treasurer) on accounts receivables, billing, and collection with QuickBooks
- **Spring Board of Directors Meeting** – Assisted Michael Bradley (Planning Committee Chair) on a new location for the spring meeting; worked with Dan McCormick on hotel payments; recruited sponsors and exhibitors and organized banners and badges.
- **Statistics** – Worked with Rick Gould (Statistics Chair); assisted agencies to record their annual statistics and navigate the new system
- **Water Safety USA** – Continue to serve on the Blue Ribbon Panel; reviewing the Water Safety Action Plan

United States Lifesaving Association

Board of Directors Meeting

Spring 2023



EXECUTIVE DIRECTOR REPORT



2023 Spring Presentation

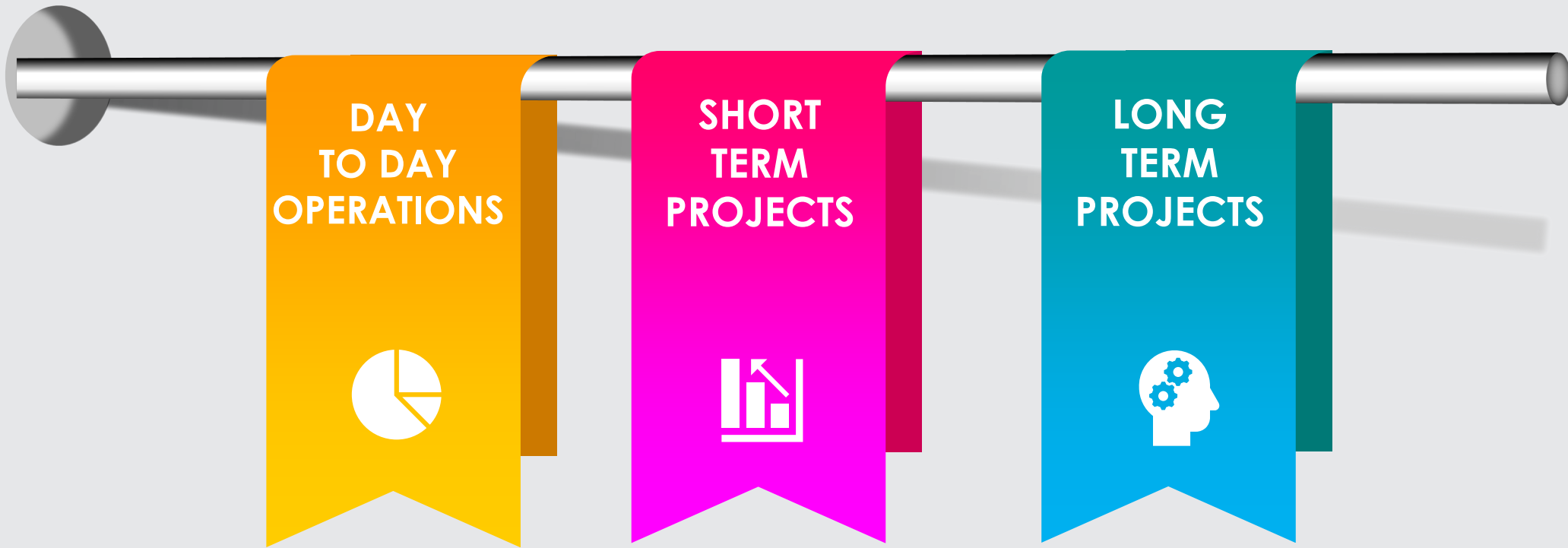
KAY SMILEY

UNITED STATES LIFESAVING ASSOCIATION

My goal is to help promote and support the mission of the United States Lifesaving Association.

To oversee the day-to-day operations and work to raise the organization's profile.

To support and work with a wide variety of the volunteers, members, committees and agencies.



**DAY
TO DAY
OPERATIONS**

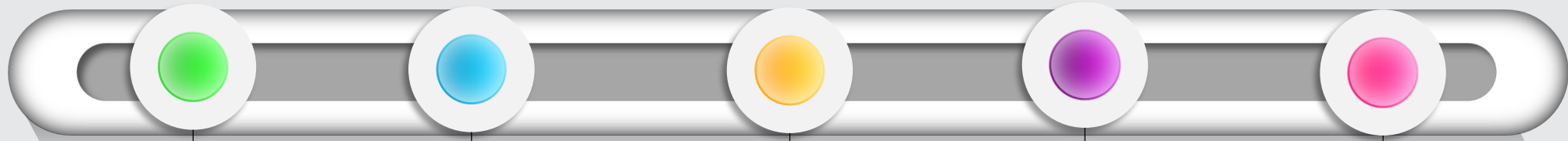


**SHORT
TERM
PROJECTS**



**LONG
TERM
PROJECTS**






American Lifeguard Magazine
Prepare invoices and send reminders to advertisers in ALM magazine.




Board of Directors Meeting
Worked with region to secure hotel, meals, networking event and recruit sponsors and vendors.



Certifications
Assist agencies with their renewal applications. Invoiced and collect certification fees and created certificates.



Contact Forms
Contacted individuals, answered questions, solved membership problems, and provided PR for the USLA.



Course Completion Cards
Processed orders for initial and renewal cards, verified with training officers.



Instructor Material

Continue to answer questions, verify lead trainers, and process requests from USLA certified agencies.



Membership & Spotlights

Answer membership question and recruit Spotlight agencies. Manage BenefitHub.



QuickBooks

Each month create invoices, follow up on outstanding accounts. Provide agencies and vendors with payment information.



Statistics

Send reminders and assisted agencies with recording their statistics.



Sponsors & Exhibitors

Work to build a long standing relationships with vendors and sponsors to be their consistent point of contact.



CERTIFICATION PROGRAM HISTORY



**Open Water
Lifesaving Manual
First Edition**

**Open Water
Lifesaving Manual
Second Edition**

1993

1995

1996

2003

2017

Certification System
Created/Perfected
Regular and Advanced Level

**ARRT
Certification**
First Certification Issued

**Open Water
Lifesaving Manual
Third Edition**

CERTIFICATION PROGRAM HISTORY



LEVO Certification

Certification Program
30 year Anniversary

2018

2021

2021

2023

20...

PRWC Certification

E-Book
Open Water Lifeguard
Manual

Future Projects ??

CHANGES IN THE LAST 10 YEARS



NEW
to the USLA

Hired Executive Director
2013


50 year Anniversary
2014

Social Media & Cert Program
30 year Anniversary
2023

Strategic Plan & ASHI Agreement
2015

New PRWC Course
2018

WSUSA NWSP Blue Ribbon Panel
2022

Certification Archives
2016


Vancouver WCDP & QB
2017

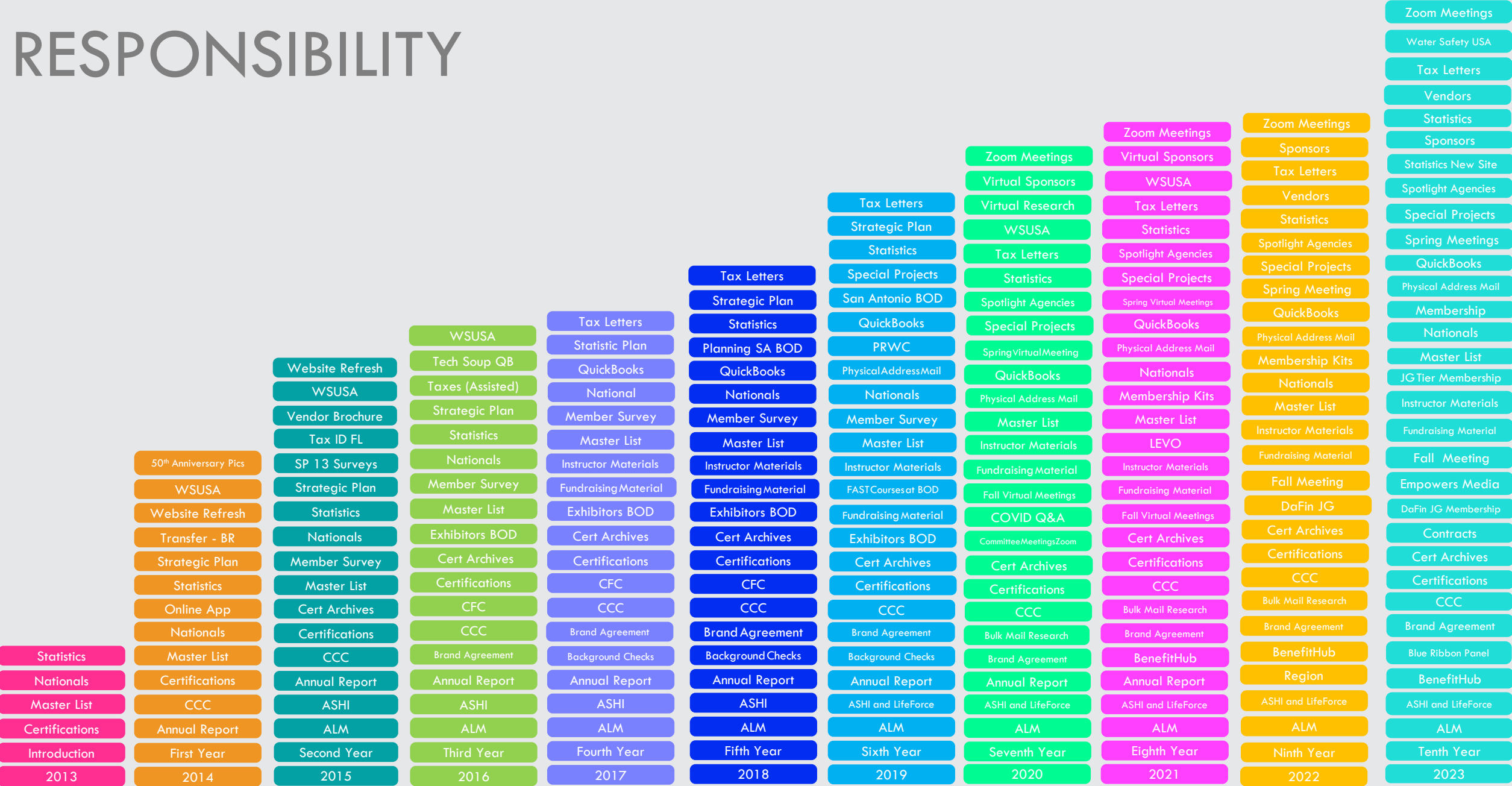
New Mail System
2019

SOCKS
2020

Virtual Meetings & Spotlights
2020

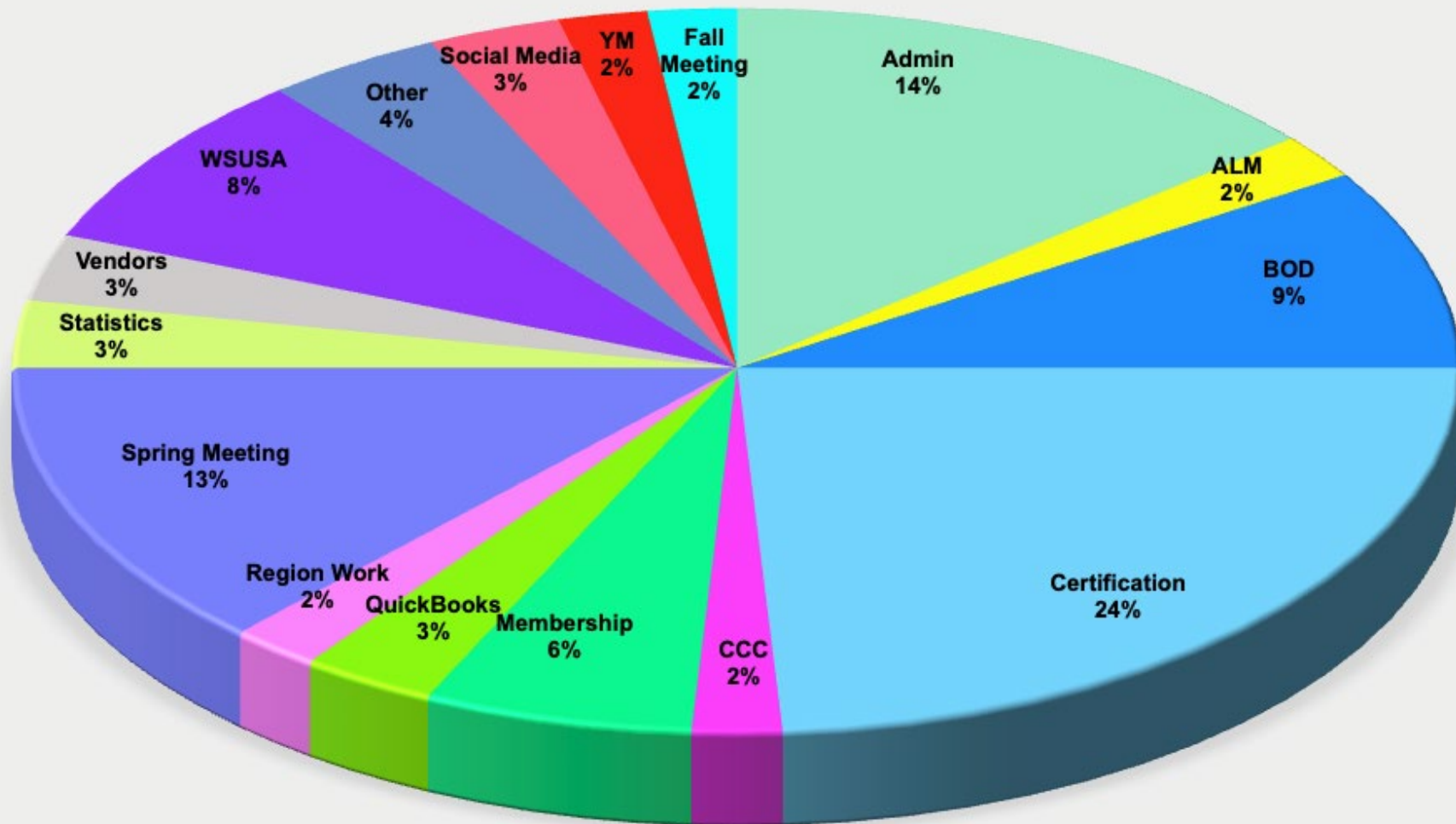
Direct Mailed Member Kits
2021

RESPONSIBILITY



PROJECT LIST PERCENTAGES

November 2022 – April 2023



THANK YOU!



United States Lifesaving Association
Sponsorship
Activity Report

Date: April 27,2023

Officer: Ed Zebrowski

Activities, Accomplishments, and Information (Since prior Board of Directors Meeting)

1. Have received a commitment from Jersey Mikes of \$25,000.00 for the title sponsorship of the 2023 USLA Lifeguard Championships in Virginia Beach. No hoodies this year.
2. Presently working with Engine on competitors rash guards, officials' uniforms and National Team attire.
3. Finalized the Hobie contract.

Recommendations for Committee and/or Board Consideration

As previously mentioned, I suggest that we look to grants for funding the Public Education and Junior Guard programs.

United States Lifesaving Association American Lifeguard Magazine Editor Activity Report

For Board of Directors Meeting: April 27, 2023

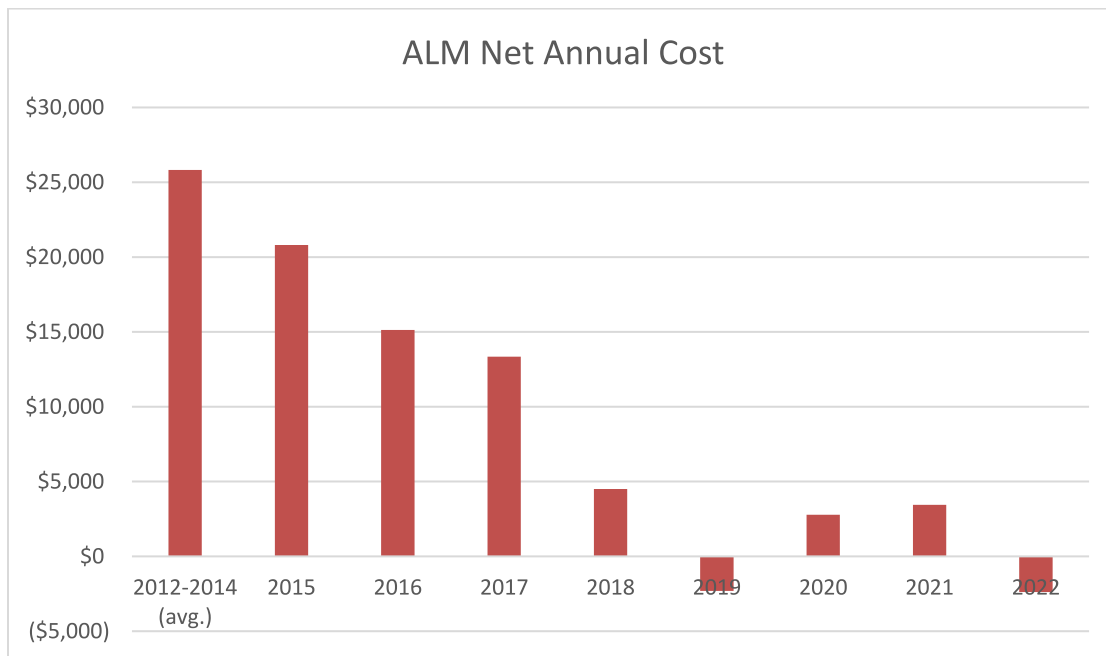
Editor: B. Chris Brewster

Introduction

Creating each edition of ALM involves over 125 hours of work. The Editor's job includes collecting, editing, and writing stories of value to our readers; maintaining good relations with our advertisers; soliciting new advertisers; working with the graphic designer to create an attractive product; working with the publisher and mailing house to get the magazine out on time; and working with the Executive Director, who oversees and is key to the success of revenue collection. Before publication, the magazine is circulated for advance review and input of the Executive Committee.

Your assistance in soliciting and submitting content will be most welcome.

Financials: The pandemic put pressure on ALM finances, which had net revenues for the first time in 2019, but net expenses in 2020 and 2021, with some advertisers choosing not to run ads and some ad payments delayed. In 2022 advertisers returned, some new ones were secured, and the Executive Director was able to collect delinquent payments from prior years. Including past collections credited to 2022, the magazine had net revenues of \$2,384 as of December 31, 2022, which marks its second profitable year historically. The total cost of ALM in 2022, when divided by the number of members to whom it was mailed, was \$1.40 per member, per magazine.



Online Availability: As noted in the fall report, in an effort to promote the value of membership, which includes a mailed issue of ALM, we have historically delayed making pdf versions

available online for members until the next issue is published. So, for example, the fall pdf version has not been made available online for members until the spring edition has mailed. This helps ensure that the pdf is not shared while the issue is current, which would dilute the exclusive value for members. We had previously delayed availability of the pdf to nonmembers for one year after publication. In an effort to simplify this, as noted last fall, we are now making the pdf publicly available after a one-issue delay. This still prioritizes members, who will be the only ones to have access to the current, printed version of the magazine.

Request for Assistance: It is challenging to find appropriate content for ALM. A reminder to all members of the Board of Directors that you are invited to contribute content. ALM will benefit greatly from the following:

Heroic Acts — Whenever the USLA issues heroic act awards, especially the Medal of Valor, I ask that the committee create an appropriate article, with photos.

Junior Lifeguards — A significant number of our members are Junior Lifeguards. I ask that the Junior Lifeguard Committee provide appropriate articles.

Public Education — This is a key offering of the USLA. I ask that the Public Education Committee submit articles focusing on their most recent activities and initiatives.

Sport — It's helpful that we receive at least one story each year on the Nationals, but it would also be helpful to receive stories at other times of the year, including from the national teams.

Medical — Articles on the latest advancements in the medical area are of great interest to readers. I ask that the Medical Committee contribute appropriate articles.

Other Committees and Assignments — Please realize that a responsibility of all of us is to help inform our members and ALM is a key forum for that information. Please contribute!

Activities and Accomplishments (Since prior Board of Directors meeting)

1. Publishing: Edited and mailed spring edition on time. The summer edition is in progress and expected to be mailed on time (June 1).
2. Content: Solicited written content from USLA members and other sources. Selected the most appropriate stories and edited each story. Wrote content for the magazine.
3. Budget: Produced the magazine within budget.

Recommendations for Board Consideration

None.

Goals

1. Operate under budget.
2. Achieve 100% collection on advertising payments.
3. Maintain and expand advertising revenue.
4. Continue to mail on time.
5. Exceed Board and member expectations.

United States Lifesaving Association
Bylaws Committee
Activity Report

Date: April 27, 2023

Officer: Mike Wagner

Activities and Accomplishments

1. No activity to report.

Conference Call(s) Summary

1. No conference call needed.

Recommendations for Committee and/or Board Consideration

1. Pass the Bylaw amendment in Old Business on Saturday, which replace language that would require an Alumnus Member to have previously been a Professional Member

Motion from the Membership Committee to amend Bylaws Article V Membership

C. Alumnus Member

To qualify as an Alumnus Member, an individual must:

- (1) Have previously ~~been~~ **qualified to be** a Professional Member;

United States Lifesaving Association
National Certification Committee
Activity Report

Date: Prepared for April 27, 2023 Board of Directors Meeting

Committee Chair: B. Chris Brewster

Introduction

Thank you to our Executive Director and Certification Officers. During this period, as of the submission of this report, we have received 33 certification renewal applications: 25 Lifeguard Agency Certification Program (ten advanced and 15 regular), five Aquatic Rescue Response Team; and three Personal Rescue Watercraft. There are two new applications (one regular lifeguard and one PRWC) and seven applications that requested an extension at the fall meeting. A review of 42 applications for the spring meeting.

It is taking an ever-increasing amount of time and energy on the part of the Executive Director, the Committee Chair, and Certification Officers to process certifications. At some point additional staffing would be prudent to support this work. For the time being, the Executive Director is handling much of the work.

Activities and Accomplishments

1. Mid-term Certification Meeting: The National Certification Committee met virtually on April 5, 2023. The Action Report is attached.
2. New Jersey Department of Health: The Chair responded to a request from NJ DOH for information to help them evaluate the other entities offering certification to USLA standards in NJ.
3. OSHA Inquiry: The Chair responded to multiple requests for information from the Occupational Safety and Health Administration of the US Government. This apparently relates to an intent to create regulations of some sort for open water lifeguards.
4. New York State Certification Recognition: The Chair continued liaise with the NY Department of Health in an effort to achieve formal recognition of the USLA Lifeguard Agency Certification Program in NY.
5. Heimlich Maneuver: The Chair responded to a journalist from the UK working on a documentary on the subject.
6. Edmunds, Washington: The Chair responded to an inquiry from a fire department in the area wanting to improve lifeguard protection and follow USLA guidelines.
7. Lightning Safety: The Chair worked with the National Weather Service on updates to lightning safety policies for lifeguards. The USLA previously collaborated with the NWS on a similar project, the result of which is guidelines that can be found here: www.usla.org/guidelines.
8. Volunteer Life Saving Corps: The Chair, with assistance from the Legal Advisor, worked with this agency to determine their continued eligibility for certification under the LACP due to the unwillingness of their community to allow the volunteers to practice lifesaving on their beach. This was ultimately resolved through an MOU with the community allowing them to staff volunteer lifeguards on Sundays and certain holidays.
9. Surf Park Certification: The USLA President, Chair, and Executive Director meet virtually with representatives of the Council of Model Aquatic Health Code (CMAHC) about USLA certification. The CMAHC representatives explained their view that USLA certification may be

the most appropriate approach for lifeguard services at surf parks. The Committee will be briefed further on this issue.

10. San Clemente: The Chair worked with San Clemente, California to help them get the necessary approvals to allow them to regain advanced certification.
11. Huntington Beach: The Chair and Executive Director worked with this agency to help them update their policies to comply with USLA requirements.
12. Brevard County: The Chair worked to support Certification Officer Joe McManus in his efforts to update a report on water safety in Brevard County to help enhance lifeguard protection and reduce drowning fatalities. The work is ongoing with Mr. McManus taking the lead.
13. Blue Flag: In January, the Chair served on the Blue Flag jury, which is overseen by the [American Shore and Beach Preservation Association](#), and which is bringing the [Foundation for Environmental Education's Blue Flag](#) program to U.S. beaches. Two beaches were approved for the Blue Flag: Westward Beach – a portion of Zuma Beach in Los Angeles County – from May to September. And Delray Beach, Florida (year-round).

Information Items

1. Myrtle Beach Drowning Lawsuit: The judge in a lawsuit involving a drowning in Myrtle Beach, in which the Chair was subpoenaed as a fact witness and which resulted in a jury verdict against the defendant of over \$20 million (reportedly the fifth highest civil judgment in South Carolina history), issued a ruling on post-trial motions which essentially appears to have rejected most or all of the defendant's appeals. The defendant has now appealed to the appellate court, a process that apparently takes several years. The ruling, in which the USLA is referenced, is attached.
2. Horry County and Myrtle Beach Lifeguard Policy Change: In an apparent reaction to the aforementioned judgement, both Horry County and Myrtle Beach have reportedly changed their requirements for contracted lifeguard services to require that they must fully separate commercial activities from lifeguard services. According to the South Atlantic Region president, at this point in time there would appear to now be no lifeguard agencies who are assigning uniformed beach lifeguards to commercial activity.
3. New Jersey Labor Department Violation Notices: According to the New Jersey Department of Labor, after the deaths of two lifeguards in 2021 (one due to lightning and one due to a solo rescue boat accident), the department performed 58 inspections of beach patrols that employ public employees in Monmouth, Ocean, Atlantic, and Cape May counties in July and August of 2022, finding 73 violations. They advised that they would be issuing Safety & Health Alerts. Those alerts were issued in March 2023 and are attached. The USLA is referenced in the alert regarding lightning, which relies, in part, on the USLA's lightning safety guidelines.

Recommendations for Board and/or Executive Committee Consideration

1. Board: Approve new and renewing certifications as recommended by the National Certification Committee.
2. Board: Review/approve recommendations arising from National Certification Committee meeting.

Attachments

1. Action Report – National Certification Committee – April 5, 2023
2. Ruling on Post-Trial Motions – Abel et al v. Lack's Beach Service
3. NJ PEOSH Alert #37 – Surfboats
4. NJ PEOSH Alert #38 – Lightning

United States Lifesaving Association
National Certification Committee
Action Report

Date: April 5, 2023 (via Zoom)

Committee Chair: B. Chris Brewster

Regional Representatives: New England – Jim Farrell, Mid-Atlantic – Tim Harmon, South Atlantic – Duke Brown, Southeast – Joe McManus, Gulf Coast – Kim Tyson, Southwest – Mike Beuerlein, Northwest – Dan McCormick, Pacific Islands – Ralph Goto, Great Lakes – Stephane Rebeck

Additional Attendees: Kay Smiley, Chip More, Tom Perry, Bob Ogoreuc, Jim McCray, Mark Jamieson, Mike Wagner, Pete Pietras, Tom Gill, Davidson Murphy, Rob Edgerton.

Information

1. Certification Status: The Executive Director provided an overview of the status of current applications and renewals for certification. (attached)
2. Surf Park Certification: The Chair and the Executive Director provided information about a meeting with representatives of the committee overseeing the Model Aquatic Health Code, which has created recommended codes for swimming pools in the USA and which is overseen by the Centers for Disease Control and Prevention. The group explained to the USLA President, Certification Committee Chair, and Executive Director that there was a desire to ensure that lifeguards at (human-made and controlled) surf parks are properly trained and a general view that USLA certification may be the most appropriate route. A representative of the CDC and several surf park representatives were part of the meeting. The meeting was cordial and informative. The Certification Committee Chair explained that it would ultimately be up to the USLA Board of Directors, with input from the National Certification Committee, as to whether the USLA would wish to certify surf parks. The MAHC representatives were invited to review the USLA guidelines and get back to the USLA if they were desirous of the USLA certifying surf parks.

Workshop

3. Certification Processing: The Executive Director and Certification Committee Chair gave an overview of the certification process and the role of Certification Officers.
 - a. Reminders: After each Board meeting the ED sends notices to each agency with a certification set to expire at the next meeting, encouraging them to apply for recertification. She sends reminders on a regular basis where agencies do not respond.
 - b. ED Review: Each application, upon receipt, is reviewed by the ED for compliance with USLA guidelines and application requirements. She consults with the Chair as she may consider prudent. Where there are shortcomings, the ED contacts the agency with information on the issues and assists them with making any changes (typically to policies) to remain compliant.
 - c. Certification Committee Chair Review: The ED sends the applications to the Chair for a review of items similar to what the ED has checked, as a second pair of eyes to conformance to the guidelines. Any remaining issues are addressed with the agency by the ED and/or the Chair.

Attachment 1

- d. Certification Officer Review: The applications which the ED and Chair believe are in compliance on paper are sent to a Certification Officer, which is typically the nearest CO to the agency. This may vary based on any conflicts (e.g. the CO is affiliated with the agency, workload issues (i.e. how many reviews have been assigned to the CO, and other factors). The CO is asked to review the application, use their local knowledge of the agency to scrutinize the application, and is invited to conduct an on-site review. The CO then returns the application with a Report of Findings.
- e. Certification Committee Review: The Committee reviews the applications and decides whether to recommend to the Board of Directors whether applicants should be certified.
- f. Board of Directors Review: The Board reviews and votes on certification
- g. Certificates Mailed: The ED mails certificates to the approved agencies.

Old Business

4. Commercial Activities by Lifeguards – At the November 2022 meeting of the National Certification Committee extensive discussion took place with respect to appropriateness of commercial activities by lifeguards and current language in USLA Guideline 001: Open Water Lifeguard Agency Certification that states, “Lifeguards assigned to water surveillance have the primary responsibility of observing and managing persons in the water, as well as to provide assistance to persons in the water and shall not be assigned to any duties other than public safety.” The committee workshopped an alternative statement with input from committee members, meeting attendees, and the Legal Advisor.

Based on this discussion, on a motion from Joe McManus, the Committee voted 6 yes, 3 no to recommend to the Board of Directors to replace the aforementioned statement with the following: “Lifeguards have the primary responsibilities of surveillance, accident prevention, rescue, and medical aid. Lifeguards may also be assigned other public safety duties including training, administrative, environmental, and public education. Lifeguards shall not be assigned to any duties other than public safety duties.”

This was brought to the Board of Directors as a motion from the Committee for Board action. Extensive debate took place with a variety of points raised, including concerns that some non-commercial activities of lifeguards (e.g., boat maintenance) might be perceived to be disallowed under a literal interpretation of the proposed language. On a motion from Mike Beuerlein, the Board agreed to defer the item until the next Board of Directors meeting

Since that time, there have been several developments. One of these is that Horry County, South Carolina, which has long maintained a system whereby private contractors have been granted exclusive contracts allowing them to rent chairs and umbrellas, in exchange for providing lifeguard services and providing funds to the County, and where lifeguards were assigned to these commercial activities, have announced that they are terminating the longstanding “dual-role” lifeguard practice which is at the heart of this debate

County leaders included language in the contract modifications that, “Lifeguard services must remain separate from rental operations and identified by different-colored clothing [and] rental operations staff may assist lifeguards in emergency situations as long as they are properly trained.” The City of Myrtle Beach is reportedly taking the same action effective this summer. Apparently, this practice will no longer continue in the area – lifeguards will no longer be assigned to vending. (The general manager of one of the two Myrtle Beach contractors was quoted as notifying the city’s advisory committee that with these changes taking place the business now plans to seek USLA certification.

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A second development, which may have influenced these moves, is that the judge in a \$21.7 million verdict against one of the Myrtle Beach contractors, involving a drowning death, ruled that the punitive damages in the case were supported by the evidence. She stated, "Lack's incentivized the lifeguards to focus more on the concessions role than the lifeguarding role by paying the guards a commission based on their beach rentals, all while knowing that the inattention would jeopardize public safety." (see attached)

It is notable that the plaintiff's expert testified, "And plus provided the dual role is unacceptable. It's both unacceptable in our industry and it's dangerous."

Additionally, the Legal Advisor circulated a memorandum for the Committee and Board's consideration. (see attached)

Joe McManus put forth the following motion: "Uniformed lifeguards shall not be assigned to commercial duties including, but not limited to, sales and rentals." He stated that he felt this would allow agencies involved in commercial activities to continue to do so, while avoiding any ambiguities with respect to what constitutes public safety duties. The committee discussed the issue at length. The motion failed with two in favor (Southeast and Pacific Islands), six opposed, and one not voting (New England – apparently due to technical issues).

New Business – None

Attachments

- A. Certification Status Update
- B. Judge's review of punitive damages Abel v. Lack's Beach Services
- C. Memo from USLA Legal Advisor

Attachment 1

USLA Master List Agency Name	Level	Notes
Bay County Board of Commissioner, FL	Regular	Completed ROF received 2 21 23
Carpinteria, City of, CA (park and recreation)	Regular	They stated application have not completed it yet
Cocoa Beach Fire Department, FL	ARRT	Waiting for updated documents
Ft. Lauderdale Ocean Rescue, FL	Regular	Waiting for updated documents
Ft. Lauderdale Ocean Rescue, FL [PRWC]	PRWC	Waiting for updated documents
Hallandale Beach Ocean Rescue, City of, FL	Regular	Completed ROF received 3 6 23
Hempstead, Town of, NY	Regular	Waiting for updated documents
Jacksonville Beach Ocean Rescue, FL	Advanced	Completed ROF received 3 21 23
Kaneohe, MCCA Marine Corps Base, HI	Regular	Completed ROF 3/27/23
Kauai Fire Department (ARRT), HI	ARRT	COMPLETED ROF received 3 10 23
Laguna Beach, Department of Marine Safety, City of , CA	Advanced	COMPLETED ROF received 3 10 23
Long Beach Township Beach Patrol, NJ	Regular	Completed ROF received. 4 1 23

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Long Branch (NJ)	Advanced	COMPLETED ROF received 3 15 23
Long Branch (NJ). [PRWC]	PRWC	COMPLETED ROF received 3 15 23
Martin County Ocean Rescue, FL	Advanced	COMPLETED ROF received 2 22 23
Ocean City Beach Patrol, NJ		COMPLETED ROF received 2 7 23
Orange County - OC Lifeguards (DBA), CA (US Ocean Safety Inc.)	Advanced	Completed ROF received 3 28 23
Okaloosa Island Fire District (ARRT), FL	ARRT	COMPLETED ROF received 1 27 23
Orange Beach Surf Rescue, AL	Regular	COMPLETED ROF received 1 27 23
Presque Isle State Park Lifeguards, PA	Regular	Waiting for a quick response then sending to Bob O.
San Clemente Marine Safety Division, City of, CA	Regular	Completed ROF received 3 28 23
Santa Monica Harbor Patrol, CA	Advanced	Completed ROF received 4 5 23
Shore Beach Service Inc., SC	Regular	Waiting for updated documents

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Solana Beach Marine Safety, CA	Advanced	Sent to Vince 3 21 23
South Walton Fire District, FL	Advanced	COMPLETED ROF received 2 8 23
St. Augustine Fire Department (City of), FL	ARRT	Completed ROF received 3 6 23
The Breakers Resort, FL	Regular	Completed ROF received 3 21 23
The Breakers Resort, FL [PRWC]	PRWC	Completed ROF received 3 28 23
The Rescue Company 1, FL (name was not listed - Rick got them back on track)	ARRT	Joe is waiting on additional inforamtion
Ventura Port District - Harbor Patrol, CA [LACP]	Regular	started the app 3/28/23 has not submitted yet
Volunteer Life Savings Corps , FL		App on hold as of 3/10/23
York Beach Ocean Rescue Service, ME	Regular	COMPLETED ROF received 2 27 23
Extensions		
East Bay Regional Park	Regular	COMPLETED ROF received 3 29 23
Hollywood Beach Safety Division, FL	Advanced	Waiting for MA Letter from state
Huntington Beach Marine Safety Div., City of, CA	Regular	Sent to Vince 3/21/23

Attachment 1

Ventura Port District Harbor Patrol, CA	ARRT	Has not started the ARRT application yet
Santa Barbara County Fire Depart., CA	ARRT	Has nto started the ARRT application yet
Kamehameha Schools Hawaii, HI	Regular	Sent to Ralph. 4 5 23
Sea Bright Ocean Rescue SRT, NJ	ARRT	Sent to Jon Holmes 8/25/22
Surf City Beach Patrol, NJ	Regular	COMPLETED ROF received 3 13 23
NEW APPLICATIONS		
York Beach Ocean Rescue PRWC (NEW)	PRWC	COMPLETED ROF received 2 27 23
Point Pleasant Beach Surf & Club	Regular	COMPLETED ROF received 3 29 23

Attachment 1

ELECTRONICALLY FILED - 2022 Nov 28 4:55 PM - HORRY - COMMON PLEAS - CASE#2019CP2607075

STATE OF SOUTH CAROLINA)	
)	IN THE COURT OF COMMON PLEAS
COUNTY OF HORRY)	FIFTEENTH JUDICIAL CIRCUIT
MESWAET ABEL, AS PERSONAL REPRESENTATIVE OF THE ESTATE OF ZERIHUN WOLDE)	Case No. 2019-CP-26-07075
)	
)	
Plaintiff,)	<u>ORDER ON POST-TRIAL REVIEW OF PUNITIVE DAMAGES AWARD</u>
)	
vs.)	
)	
LACK’S BEACH SERVICE, INC.,)	
)	
Defendant.)	

This case came before the court on July 25, 2022. At the end of a week-long trial, the jury returned a verdict in favor of the Plaintiff in the amount of \$13,730,000.00 actual damages and \$7,000,000 in punitive damages.

The practice of awarding punitive damages originated in principles of common law “to deter the wrongdoer and others from committing like offenses in the future.” Laird v. Nationwide Ins. Co., 243 S.C. 388, 396, 134 S.E.2d 206, 210 (1964) (quoting Bowers v. Charleston & W. C. Ry. Co., 210 S.C. 367, 42 S.E.2d 705 (1947)). “Punitive damages may properly be imposed to further a state's legitimate interests in punishing unlawful conduct and deterring its repetition.” B.M.W. of North America, Inc. v. Gore, 517 U.S. 559, 568 (1996). The state's interests in awarding punitive damages must remain consistent with the principle of penal theory that “the punishment should fit the crime.” Atkinson v. Orkin Exterminating Co., Inc., 361 S.C. 156, 164, 604 S.E.2d 385, 389 (2004) (quoting Mathias v. Accor Economy Lodging, Inc. and Motel 6 Operating L.P., 347 F.3d 672, 676 (7th Cir.2003)). Nevertheless, “while States possess discretion over the imposition of punitive damages, it is well established that there are procedural and substantive constitutional limitations on these awards.” State Farm v. Campbell, 538 U.S.

408, 416 (2003). “To the extent an award is grossly excessive, it furthers no legitimate purpose and constitutes an arbitrary deprivation of property.” Id. at 417.

This Court must consider the three guideposts that indicate whether the due process requirement of fair notice has been met. In determining the constitutionality of a punitive damages award, Gore directed that courts consider: (1) the degree of reprehensibility of the defendant’s conduct; (2) the disparity between the actual and potential harm suffered by the plaintiff and the punitive damages award; and (3) the difference between the punitive damages awarded by the jury and the civil penalties authorized or imposed in comparable cases. Gore, 517 U.S. at 575.

1. Reprehensibility

First, any court reviewing a punitive damages award should consider the degree of reprehensibility of the defendant's conduct. Reprehensibility is “perhaps the most important indicium of the reasonableness of a punitive damages award.” Gore, 517 U.S. at 575. “This principle reflects the accepted view that some wrongs are more blameworthy than others.” Id. In considering reprehensibility, a court should consider whether: (i) the harm caused was physical as opposed to economic; (ii) the tortious conduct evinced an indifference to or a reckless disregard for the health or safety of others; (iii) the target of the conduct had financial vulnerability; (iv) the conduct involved repeated actions or was an isolated incident; and (v) the harm was the result of intentional malice, trickery, or deceit, rather than mere accident. Campbell, 538 U.S. at 419.

In this case, the harm to Mr. Wolde was physical and resulted in the loss of his life at forty-one years of age. The conduct of Lack’s in employing a decades-long system of “dual role” lifeguards even in the face of repeated warnings from USLA that the practice was

dangerous and violated USLA safety standards supports the punitive damages award. Furthermore, there was testimony that Lack's knowingly misrepresented to USLA that its lifeguards were no longer actively engaged in concessions in order to maintain its USLA certification for several years and then continued the practice even after losing its USLA certification. In addition, Lack's incentivized the lifeguards to focus more on the concessions role than the lifeguarding role by paying the guards a commission based on their beach rentals, all while knowing that the inattention would jeopardize public safety.

2. Ratio

Second, the court should consider the disparity between the actual or potential harm suffered by the plaintiff and the amount of the punitive damages award. The ratio of actual or potential harm to the punitive damages award is "perhaps the most commonly cited indicium of an unreasonable or excessive punitive damages award." Gore, 517 U.S. at 580. Although the Supreme Court has "been reluctant to identify concrete constitutional limits on the ratio between harm, or potential harm, to the plaintiff and the punitive damages award," and has consistently declined to adopt a bright line ratio or simple mathematical test, the Court has remarked that "in practice, few awards exceeding a single-digit ratio between punitive and compensatory damages, to a significant degree, will satisfy due process." Campbell, 538 U.S. at 424-25. Nevertheless, the Supreme Court has made clear that "there are no rigid benchmarks that a punitive damages award may not surpass," so long as "the measurement of punishment is both reasonable and proportionate to the amount of harm to the plaintiff and the general damages recovered." Id. at 425-26. When determining the reasonableness of a particular ratio of actual or potential harm to a punitive damages award, the court may consider: the likelihood that the award will deter the defendant from like conduct; whether the award is reasonably related to the harm likely to result

from such conduct; and the defendant's ability to pay. Nevertheless, a court may not rely upon these considerations to justify an otherwise excessive punitive damages award. In this case, the punitive damages awarded by the jury were less than the actual damages awarded and were less than a 1:1 ratio. While the actual damages awarded in this case were significant, they were not unreasonable given the fact that Mr. Wolde was only forty-one years of age at the time of his death, he left behind a widow and four young children, and he was the primary caregiver for the children. The jury was apprised of the defendant's net worth and the limits of its liability coverage and presumably took those factors into consideration in awarding punitive damages. Given the evidence that Lack's business practices posed a significant threat to public safety to an area that is a major attraction for tourists, the award is both reasonably related to the grave harm likely to result from the conduct and large enough to deter the defendant from continuing to engage in like conduct.

3. Comparative Penalty Awards

Third, the court should consider the difference between the punitive damages awarded by the jury and the civil penalties authorized or imposed in comparable cases. When identifying "comparable cases" a court may consider: the type of harm suffered by the plaintiff or plaintiffs; the reprehensibility of the defendant's conduct; the ratio of actual or potential harm to the punitive damages award; the size of the award; and any other factors the court may deem relevant. In this case, there are no authorized civil penalties applicable or comparable to this case. As Plaintiff points out, there was testimony from Chris Brewster that Lack's was the only beach safety provider in the country to employ dual role lifeguards in such a setting.

This court has reviewed the Gore guideposts, along with the Gamble factors, and finds that the punitive damages award in this case is reasonable, is not grossly excessive or unduly

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liberal, was not actuated by passion, caprice, or prejudice, or some other influence outside of the evidence, and does not violate due process.

IT IS SO ORDERED.

Kristi F. Curtis, Circuit Court Judge

Sumter, SC
November 2, 2022

Attachment 1



Horry Common Pleas

Case Caption: Meswaet Abel , plaintiff, et al VS Lacks Beach Service , defendant, et al
Case Number: 2019CP2607075
Type: Order/Damages

So Ordered

s/ Kristi F. Curtis, Circuit Court Judge, No. 2762

Attachment 1

DISCUSSION POINTS

USLA Open Water Lifeguard Agency Certification Guidelines – Introductory Note: Top of Page 3

“Lifeguards assigned to water surveillance have the primary responsibility of observing and managing persons in the water, as well as to provide assistance to persons in the water and shall not be assigned to duties other than public safety.”

Discussion – Option 1

If we leave the language above as is, it may help to add a “Qualifying Note” below that language to read something like this: “The USLA is aware that some member lifeguard agencies assign their lifeguards to non-public safety duties when not assigned to water surveillance. These functions fall outside the purview of the USLA guidelines. The USLA views these individuals, while they are performing non-public safety functions, as agency employees with lifeguard training who are not acting as lifeguards while performing those functions. It is solely within the purview of that member agency as to whether those individuals are assigned as backup to the existing lifeguard staff and as to how that is accomplished.”

Discussion – Option 2

Change the language of the guidelines to read:

“Under the USLA guidelines, a lifeguard is an adequately trained individual who is assigned to the primary responsibility of observing and managing persons in the water, as well as to provide assistance to persons in the water and shall not be assigned to duties other than public safety.”

Qualifying Note: USLA member agencies who assign lifeguard-trained employees to non-public safety duties are not considered by the USLA as acting within the capacity of being a “lifeguard” under the above definition while performing those non-public safety duties. Again, it is solely within the purview of the member agency as to whether or not those individuals serve as backup to the existing “lifeguard” staff and as to how that is accomplished.

Discussion Point: My intent here to protect the mission of the USLA guidelines while recognizing that local member agencies utilize lifeguard-trained employees to perform non-public safety duties. It is respectfully suggested by me (not necessarily the USLA) that USLA member agencies may want to consider making a visual distinction between those individuals serving as “lifeguards” and those lifeguard-trained employees performing non-public safety duties. The concern here is that, for liability purposes, it is the perception by the bathing public as to who is or is not acting as a “lifeguard” and that they are relying on that perception to gain protection from drowning.

In every state, placing the bathing public on “legal notice” of the intent of your operation falls within the purview of that public or private agency and falls outside the scope of the USLA guidelines. Ideas that have been suggested and implemented to accomplish this include but are not limited to the following:

- Clear policies and procedures posted on your website and/or agency Facebook page
- Simple, explanatory well-posted signage
- Distinguishing apparel – “lifeguard” vs. “staff,” “emergency response team,” “beach staff,” etc.

Again, these are just my thoughts and mine alone. I hope they help.

Attachment 2

ELECTRONICALLY FILED - 2023 Apr 10 11:08 AM - HORRY - COMMON PLEAS - CASE#2019CP2607075

STATE OF SOUTH CAROLINA)	IN THE COURT OF COMMON PLEAS
)	FOR THE 15TH JUDICIAL CIRCUIT
COUNTY OF HORRY)	CASE NO.: 2019-CP-26-07075
)	
MESWAET ABEL, AS PERSONAL)	
REPRESENTATIVE OF THE ESTATE)	
OF ZERIHUN WOLDE AND AS)	
NATURAL PARENT AND LEGAL)	
GUARDIAN OF ADAM WOLDE AND)	
WUBIT WOLDE,)	
)	
Plaintiff,)	<u>ORDER ON POST-TRIAL MOTIONS</u>
v.)	<u>FOR JNOV, NEW TRIAL, AND NEW</u>
)	<u>TRIAL NISI REMITTITUR</u>
)	
LACK’S BEACH SERVICE, CITY OF)	
MYRTLE BEACH, AND JOHN DOE)	
LIFEGUARD,)	
)	
Defendants.)	
_____)	

This matter is before this Court on the Post-Trial Motions of Defendant Lack’s Beach Service (“Defendant” or “LBS”), pursuant to Rules 50 and 59, SCRCP, seeking judgment notwithstanding the verdict or, in the alternative, a new trial absolute or a new trial *nisi remittitur*. A hearing on Defendant’s post-trial motions took place on March 9, 2023.

After a thorough and careful review of the trial transcript, the briefs submitted by the parties, and the evidence and testimony at trial, this Court finds: (1) the jury’s verdict is supported by the evidence; (2) the jury’s carefully considered damages awards are fair, proportionate to the injuries suffered, and not the result of any improper impulse, passion, or prejudice; and (3) there was no prejudicial trial event or error to justify post-trial relief. Defendant’s Post-Trial Motions are, accordingly, denied.

BACKGROUND

This wrongful death action arises out of the tragic death of Zerihun Wolde, a forty-one-year-old father of four, who drowned at a public beach where Defendant LBS was responsible for

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providing lifeguard services. Defendant LBS is a beach safety company that contracted with the City of Myrtle of Beach to provide lifeguard protection at the City's public beaches in exchange for the privilege of operating as the sole vendor for beach concessions, such as umbrella and chair rentals, on those same public beaches. Plaintiff Meswaet Abel is the decedent's surviving fiancé and mother to his four young children, Adam, Wubit, Eden, and Edom.

Trial testimony indicated that on August 23, 2018, Mr. Wolde and Ms. Abel traveled with their four children from the family's home in Maryland to Myrtle Beach for a summer vacation. After an eight-hour drive, the family arrived in Myrtle Beach. Around 12:00 p.m. on the following day, the family went to the beach and settled in near lifeguard stand L21. As Ms. Abel watched the couple's two youngest children play in the sand, Mr. Wolde took Adam and Wubit to the water's edge to play in the surf. Mr. Wolde was an avid swimmer. Adam and Wubit were also adept swimmers and regularly attended swim lessons.

Once at the water's edge the children began playing and jumping in the waves with their father. According to Adam, they were in water that came up to his waist. They felt comfortable and believed the swimming conditions were safe. However, unbeknownst to the children and Mr. Wolde, LBS had received warnings earlier that day of dangerous swimming conditions due to rip and longshore currents. While playing in the surf, the children began to get pulled out to sea, causing Adam and Wubit to struggle and hang on to their father. According to Adam and Wubit, they were unintentionally getting deeper and deeper. As they got deeper in the water, they became scared. Mr. Wolde and the children began yelling for help. After trying to swim toward the shore, Adam, who was pulled out in front of his father and sister, began swimming to his left. Eventually, he was able to swim out of the rip current and make it back to shore. As Adam approached the

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beach, Wubit continued to struggle and hold onto her father. Wubit and Mr. Wolde continued to yell and wave their arms for help.

As they struggled, it became obvious to bystanders on the beach that there was a problem. While clinging to her father, Wubit witnessed him begin to go under and then resurface, where he gasped for air and yelled for help. This process of going under, resurfacing, gasping for air and yelling for help went on for a period time. At this point, bystanders entered the water and pulled Mr. Wolde and Wubit to shore. Mr. Wolde was later pronounced dead of asphyxia due to drowning.

Following Mr. Wolde's death, Plaintiff filed suit against LBS,¹ alleging LBS knowingly breached numerous standards of care in operating its beach safety business and that these breaches were a proximate cause of Mr. Wodle's death. Among the breaches alleged was LBS's use of "dual-role" lifeguarding, *i.e.*, the practice of entrusting lifeguards with two conflicting roles: 1) providing lifeguard protection; and 2) transacting sales of beach merchandise and performing related customer service. Plaintiff alleged LBS's unauthorized use of this dual-role practice cost LBS its lifeguard certification in 2007. Since that time, LBS was on notice that dual-role lifeguarding posed a dangerous safety risk to swimmers, yet LBS continued the practice anyway. In addition to other standard of care breaches, Plaintiff also alleged that LBS was required to provide lifeguards that were both tested and certified, yet it failed to do so. Consequently, had LBS complied with beach safety and lifeguard protection standards, the drowning incident that cost Mr. Wolde his life could have been averted.

The case was tried before a jury in Horry County during the week of July 25-29, 2022. At trial, Plaintiff presented evidence and testimony that LBS received a warning from the National

¹ The City of Myrtle Beach was dismissed prior to trial.

Attachment 2

Weather Service that hazardous conditions were present on the day of the incident. Despite the National Weather Service warning, LBS presented no witnesses who had any personal knowledge of having provided any warnings or efforts to guard against the dangerous swim conditions present that day. Instead, numerous witnesses testified that there were no warnings and no indication that LBS took measures to guard against the hazardous swim conditions or prevent swimmers from entering the water.

Plaintiff presented expert testimony that LBS violated the prevailing standard of care by engaging in dual role lifeguarding, by failing to properly train and supervise the lifeguards, and by allowing lifeguard towers to go unattended with no other safety strategy to ensure constant, proper water observation. Plaintiff's expert further testified that LBS violated the standard of care by failing to close areas for swimming or provide adequate warning of the hazardous conditions. Plaintiff also presented evidence that LBS was understaffed at the section of the beach where Mr. Wolde drowned. The owner of LBS, George Lack, admitted that being understaffed as they were on the day Mr. Wolde drowned could make all the difference between life and death. LBS did not call an expert to rebut Plaintiff's expert as to the standard of care, nor did LBS call any witnesses who had any personal knowledge that LBS complied with the standard of care on the day Mr. Wolde drowned.

The jury entered a verdict in favor of the Plaintiff and awarded \$3,700,000.00 in survival damages, \$10,000,000.00 in wrongful death damages, and \$7,000,000.00 in punitive damages. LBS now seeks judgment as a matter of law notwithstanding the jury's verdict, or, in the alternative, a new trial absolute, or a reduction of the damages by way of a new trial *nisi remittitur*.

STANDARD OF REVIEW

When ruling on a motion for directed verdict or JNOV, the trial court must view the evidence and all reasonable inferences drawn from the evidence in the light most favorable to the nonmoving party. *Garrison v. Target Corp.*, 435 S.C. 566, 576, 869 S.E.2d 797, 803 (2022). “A motion for JNOV may be granted only if no reasonable jury could have reached the challenged verdict.” *RFT Mgmt. Co. v. Tinsley & Adams L.L.P.*, 399 S.C. 322, 332, 732 S.E.2d 166, 171 (2012) (quoting *Gastineau v. Murphy*, 331 S.C. 565, 568, 503 S.E.2d 712, 713 (1998)). “The motion[] should be denied when either the evidence yields more than one inference or its inference is in doubt.” *Garrison*, 435 S.C. at 576, 869 S.E.2d at 803 (quoting *Gadson ex rel. Gadson v. ECO Servs. of S.C., Inc.*, 374 S.C. 171, 176, 648 S.E.2d 585, 588 (2007)). In considering a directed verdict or JNOV motion, “neither the trial court nor the appellate court has authority to decide credibility issues or to resolve conflicts in the testimony or evidence.” *Id.* (quoting *Erickson v. Jones St. Publishers, LLC*, 368 S.C. 444, 463, 629 S.E.2d 653, 663 (2006)).

South Carolina’s “thirteenth juror” doctrine allows the trial court to grant a new trial absolute only if the court finds, in its discretion, that the evidence does not justify the verdict. *Norton v. Norfolk S. Ry. Co.*, 350 S.C. 473, 478, 567 S.E.2d 851, 854 (2002). A new trial absolute is likewise warranted where a verdict is so “shockingly disproportionate” to the injuries suffered as to indicate that passion, caprice, prejudice, or other considerations not reflected by the evidence affected the amount awarded. *Welch v. Epstein*, 342 S.C. 279, 302, 536 S.E.2d 408, 420 (Ct. App. 2000) (citing *Vinson v. Hartley*, 324 S.C. 389, 477 S.E.2d 715 (Ct. App. 1996)). “Motions for a new trial on the ground of either excessiveness or inadequacy are addressed to the sound discretion of the trial judge.” *Riley v. Ford Motor Co.*, 414 S.C. 185, 192, 777 S.E.2d 824, 829 (2015) (citation and quotations omitted). “A verdict which may be supported by any rational

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view of the evidence and bears a reasonable relationship to the character and extent of the injury and damage sustained, is not excessive.” *Kunst v. Loree*, 424 S.C. 24, 46-47, 817 S.E.2d 295, 306 (Ct. App. 2018) (quoting *Young v. Warr*, 252 S.C. 179, 187, 165 S.E.2d 797, 801 (1969)).

A motion for new trial *nisi remittitur* asks the trial court in its discretion to reduce the verdict because it is merely excessive, although not motivated by considerations such as passion, caprice or prejudice. *Welch*, 342 S.C. at 303, 536 S.E.2d at 420 (citing *O’Neal v. Bowles*, 314 S.C. 525, 431 S.E.2d 555 (1993)). However, the jury’s determination of damages is entitled to substantial deference. *Id.* (citing *Rush v. Blanchard*, 310 S.C. 375, 379, 426 S.E.2d 802, 805 (1993)). In considering a motion for new trial *nisi*, the trial court must evaluate the adequacy of the verdict in light of the evidence presented. *Id.* (citing *Waring v. Johnson*, 341 S.C. 248, 533 S.E.2d 906 (Ct. App. 2000)). Further, the trial court “cannot, under the guise of amending the verdict, invade the exclusive province of the jury or substitute his verdict for theirs.” *Vinson*, 324 S.C. at 407, 477 S.E.2d at 724 (quoting *South Carolina State Hwy. Dep’t v. Miller*, 237 S.C. 386, 394-95, 117 S.E.2d 561, 565 (1960)). “[T]he verdict must be not merely what the judge thinks it ought to have been, but what the jury intended it to be.” *Id.* Thus, “compelling reasons” must be given to justify invading the jury’s province in this manner. *Riley*, 414 S.C. at 192, 777 S.E.2d at 828 (2015) (citations omitted); *see also Curtis v. Blake*, 392 S.C. 494, 501, 709 S.E.2d 79, 82 (Ct. App. 2011) (finding appellant’s arguments did not constitute compelling reasons to justify the grant of a new trial *nisi remittitur*).

DISCUSSION

I. Proximate Cause

LBS moves for JNOV or, in the alternative, a new trial absolute, arguing there was insufficient evidence to create a jury issue that its conduct, including its use of dual role lifeguarding, contributed to Mr. Wolde's death by drowning.

On directed verdict, LBS asked this Court to grant judgment in its favor on the ground it maintained there was "no amount of time that the family struggled" and no evidence that a lifeguard could have reached Mr. Wolde in time to change the outcome. Specifically, LBS argued:

"[T]hen this is a quick one ... the evidence of proximate cause doesn't exist, either direct or circumstantially, for the same or similar reasons that I've just described with the dual role, the fact that there's no amount of time that the family struggled, no evidence that a lifeguard could get from his or her location to Mr. Wolde to change his outcome. . . there's just no direct or circumstantial evidence to indicate proximate cause has been . . . proved or that should go to the jury"

(Trial Tr. 618:25-619:8). Contrary to LBS's contention, the Court finds the evidence on this issue conflicting. Therefore, the issue was appropriately submitted to the jury.

The jury heard testimony from multiple witnesses that the incident lasted for a period of time sufficient to create a jury question as to whether LBS's lifeguards—if acting in accordance with the standard of care—could have changed the outcome. Wubit, who was with her father during the incident, testified they struggled for a "long period of time" and that the entire incident up until they got to shore lasted 10 to 15 minutes.² The evidence also shows that Adam, Wubit, and Mr. Wolde were all screaming, yelling, and waving for help.³ Wubit testified they were yelling as loudly as they could.⁴ And not only were they positioned close enough to see the beach, Wubit

² Trial Tr., 586:1-4; 589:18-24.

³ Trial Tr., 585:3-11.

⁴ Trial Tr., 585:3-11.

explained that from where they were yelling, she could see bystanders on the beach.⁵ Adam testified he could see the shore.⁶ He explained that they yelled as loudly as they possible could, many times.⁷ And even the bystanders, who observed their calls for help from the beach, could not get the attention of Lack's lifeguards nor could they find any.⁸ This evidence shows the incident was not quick or instantaneous, and, in fact, bystanders were able to see their distress and attempt a response.

Plaintiff's expert, Dr. Griffiths, also provided testimony that Mr. Wolde was a distressed swimmer before he drowned, meaning LBS's lifeguards should have observed his distress with enough time to respond:

- Q. Does the literature differentiate between silent drownings and distressed swimmer drownings?
- A. That's a good point. The progression, there is a progression in drowning. If you're a non-swimmer, most non-swimmers enter into a drowning scenario very quickly which is quick, quiet and subtle. They can't cry out for help. There's very few visual signs of drowning. Someone who can swim first becomes distressed and when they're distressed they can call out for help and they can wave for help. But when they're distressed, if they don't help themselves or someone doesn't rescue them quickly then they rapidly move from a distressed victim to a drowning victim...But Mr. Wolde apparently was a distressed victim that could have and should have been easily recognizable by attentive lifeguards.⁹

This evidence was sufficient to create a jury issue as to proximate cause, and sufficient to support the resulting factual findings implicit in the jury's verdict.¹⁰

⁵ Trial Tr., 586:13-20.

⁶ Trial Tr., 543:9-12.

⁷ Trial Tr., 543:6-544:5.

⁸ Trial Tr., 196:17-24; 197:3-10.

⁹ Griffiths, 96:23 – 97:16.

¹⁰ See *RFT Mgmt. Co.*, 399 S.C. at 331, 732 S.E.2d at 170-171 (“[O]nly the grounds raised in the directed verdict motion may properly be reasserted in a JNOV motion.”) (citing *In re McCracken*, 346 S.C. 87, 551 S.E.2d 235 (2001); *Gov't Emps. Ins. Co. v. Mackey*, 260 S.C. 306, 195 S.E.2d 830 (1973)).

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The evidence at trial also shows other breaches of the standard of care linked to Mr. Wolde's drowning. In particular, Plaintiff's expert testified that LBS's conduct violated the standard of care in multiple respects, was dangerous, and was a contributing cause to Mr. Wolde's death:

A. Clearly by all the evidence provided in this case, the lifeguards were not adequately tested, not trained, not on duty at the time, if you look at the beach service line up at any given time during this incident. People were out to lunch without alternative coverage. They were supposed to have even lifeguard onlys on duty, they had less than half of the required amount. And plus provided the dual role is unacceptable. It's both unacceptable in our industry and it's dangerous. Lifeguards cannot be performing other duties that divert their attention from the water. And so, lack of training, lack of testing, lack of supervising, and the people on the stands were put in a position of failure. They were not adequately trained or supervised or tested to be providing ocean lifeguarding service, surf guarding service protection for the people.

Q. Yes sir. And was operating this endeavor in a dangerous and unsafe manner a contributing cause to Mr. Wolde's death?

A. Yes, I believe it was a direct cause to his death. Yes sir.¹¹

As to training, evidence was offered that LBS's lifeguards were untrained and unequipped to comply with the standard of care. LBS's chief operator, Weslyn Lack-Chickering, testified that LBS had no training records for any of the lifeguards, including those assigned to stands at L-20, L-21, and L-22.¹² She further admitted that these lifeguards missed multiple days of training because they were not in the country when the training took place.¹³ The evidence at trial also showed LBS was understaffed on the day of the incident and that understaffing was a contributing cause to Mr. Wolde's death.¹⁴ In fact, George Lack, the owner of Lack's, conceded that being

¹¹ Griffiths, 111-112.

¹² Trial Tr., 842:7-15.

¹³ Trial Tr., 838:8-839:4.

¹⁴ Trial Tr., 362:3-6.

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short a lifeguard in the section where Mr. Wolde drowned was “theoretically” enough to make a difference in a lifesaving situation, such as the instant case:

- Q. Under your testimony, you’re one short. Well, can’t one short make all the difference between life and death when it’s the tower responsible for the section of the public beach where Mr. Wolde drowned to death?
- A Theoretically, yes.¹⁵

There was also evidence that LBS’s failure to close the beach was a breach of the standard of care.¹⁶ Specifically, Plaintiff’s expert testified that the National Weather Service warning provided notice of a hazardous condition which, at a minimum, warranted extra caution. Yet LBS took no action to close the beach and failed even to take minimum measures to effectively notify and warn the public. Dr. Griffiths further testified that LBS had a duty and obligation to warn the public of known hazards.¹⁷ The evidence showed that LBS, however, failed to place a single rip current warning anywhere on the beach, much less close to the water’s edge as required by the standard of care.¹⁸

While LBS argues the staff member assigned to L-21 was on a regularly scheduled lunch break at the time of the incident, the Court fails to see how this fact could be dispositive. Instead, viewing it in the light most favorable to the Plaintiff, an inference could be drawn that the L-21 lifeguard left the tower unoccupied at a time when LBS knew there were dangerous swimming conditions present. As Dr. Griffiths testified: “[a] lifeguard is never supposed to abandon their

¹⁵ Trial Tr., 451:14-18.

¹⁶ Griffiths, 101-102.

¹⁷ Griffiths, 102:22-103:6.

¹⁸ Griffiths, 93:1-9; 93:22-23.

post without someone else filling in for them, taking their stand, or closing the water. Otherwise, *it's a dereliction of duty.*"¹⁹

From this evidence, the jury could reasonably infer that LBS failed to provide acceptable, effective, and critical lifeguard protection and beach safety measures that could have prevented Mr. Wolde's premature and untimely death. To the extent there is conflicting evidence, it is not the function of this Court to weigh the evidence and resolve those conflicts. *See Welch*, 342 S.C. at 300, 536 S.E.2d at 419 (finding conflicting evidence sufficient to deny JNOV, noting "[i]t is not the function of this Court to weigh the evidence and resolve those conflicts."). Because the evidence, viewed in the light most favorable to the Plaintiff, supports the factual findings implicit in the jury's verdict, LBS's motion for JNOV on proximate cause is denied. *See Wright v. Craft*, 372 S.C. 1, 18, 640 S.E.2d 486, 495 (Ct. App. 2006) (a factual finding by the jury will not be disturbed unless a review of the record discloses there is no evidence which reasonably supports the jury's findings). For these same reasons, the Court further finds the evidence justifies the verdict; thus, LBS's motion for new trial absolute on proximate cause is likewise denied.

II. Dual Role Negligence

As to dual role negligence, LBS challenges the sufficiency of the evidence linking LBS's dual role lifeguarding practice to Mr. Wolde's death. Specifically, LBS maintains there is no direct or circumstantial evidence establishing that any LBS lifeguard was performing a sale or related commercial duties at the time of the incident.

Contrary to Lack's contention, bystander Julian Chandler provided evidence from which the jury could infer that the lifeguard at L-22 was engaged in commercial activity during the time

¹⁹ Griffiths, 68:21-25.

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of Mr. Wolde’s distress. Chandler provided direct testimony that the L-22 lifeguard was on the beach talking to two people near the umbrella line with his back to the ocean.²⁰ That the L-22 lifeguard was talking to two people near the umbrella line is evidence from which the jury could infer that the lifeguard was conducting umbrella or chair rental sales or performing related customer service. Likewise, from this evidence, an inference could be drawn that the staff member positioned at L-22—closest to where the Wolde family entered the water—was distracted by commercial activity and this distraction impeded a proper lifeguard response.

In addition, Plaintiff offered evidence that the City of Myrtle Beach required lifeguard protection on the tower and that positioning on the tower is consistent with the standard of care. Because the L-22 lifeguard was at the umbrella line and was not on the tower, an inference can be drawn that he was not performing lifeguard duties and was instead engaged in performing revenue-generating duties which were required by LBS.

Evidence at trial further shows LBS’s staff were required to make commercial sales, were financially motivated to make sales,²¹ were required to keep track of all sales activity, were required to immediately update all sales records, and were required to maintain a seating chart—all in addition to their lifesaving duties.²² Indeed, the sales totals for the date of the incident established that LBS’s staff did in fact make sales at the three lifeguard towers closest to the drowning incident, towers L-22, L-21 and L-20.²³ Consistent with this evidence, Plaintiff’s expert testified that: “all three [lifeguards, *i.e.*, L-22, L21 and L-20] were engaged in sales. And I would

²⁰ Chandler Video Tr., 16:10-19:1.

²¹ Trial Tr., 307:9-12 (confirming that LBS lifeguards earn commissions based on sales of umbrella and beach chair rentals).

²² Plt. Trial Ex. 10, p.10.

²³ Plt. Trial Ex. 17.

say that, in part, contributed—that dual role in part led to the accident.”²⁴ Dr. Griffiths testimony was preceded by the acknowledgment that the sales receipts from L20, L21, and L22 “exemplif[y] and highlight[] the fact that sales were taking place during the day.”²⁵ These sales receipts establish that the three lifeguards monitoring the beach where Mr. Wolde’s drowning occurred generated \$1,173.50 in sales that day.²⁶

Moreover, there was evidence that Mr. Wolde was in distress for a “long period of time,” and at no time during the estimated ten to fifteen-minute drowning event did any LBS staff member respond or attempt lifesaving efforts, despite yells for help by both the Wolde family and bystanders.²⁷ Even the bystanders on the beach could not get the attention of Lack’s lifeguards nor could they find any.²⁸

This evidence, viewed in the light most favorable to the Plaintiff, is sufficient to create a jury question as to whether LBS’s use of dual role lifeguarding prevented an adequate lifeguard response to Mr. Wolde and his family’s distress in the water. LBS’s motion for JNOV on the issue of dual role negligence is, therefore, denied.²⁹ Because the Court finds the evidence as to LBS’s

²⁴ Griffiths, 232:6-8.

²⁵ *Id.* at 232:2-10.

²⁶ Plt. Ex. 17.

²⁷ Trial Tr., 543:6-544:5; 585:3-11; 586:1-20; 589:18-24.

²⁸ Trial Tr., 196:17-24; 197:3-10.

²⁹ To the extent LBS argues that evidence of dual role negligence led to confusion of the issues, mislead the jury, constituted undue delay or a waste of time, LBS never objected to this evidence or argument at trial. *See* Rule 403, SCRE. Rather, LBS’s sole objection to this evidence was prior to trial and based on the false assumption that “[w]hile Plaintiff’s attorneys are expected to harp on profits over people the completely conjectural and speculative evidence as to commercial activities of the lifeguards would be irrelevant, non-probative and highly prejudicial.” (*See* Def. MIL, p. 9). However, the prejudice LBS alleged before trial did not occur at trial. At no time during the trial was there any reference to “profits over people.” Notwithstanding, as shown above, evidence of LBS’s dual role practice was properly admitted as relevant to the liability issues of standard of care, breach, and proximate cause. *See* Rule 401, SCRE (evidence is admissible if it has a “tendency to make the existence of any fact that is of consequence to the determination of the action more probable or less probable than it would be without the evidence.”).

dual role practice justifies the verdict, the Court further denies LBS's alternative motion for new trial absolute on dual role negligence.

III. Admission of Evidence

LBS next challenges several evidentiary rulings, arguing the evidence was so prejudicial as to warrant a new trial absolute. As addressed in turn below, the Court finds no error and no prejudice sufficient to warrant the relief requested.

“[T]o warrant reversal based on the admission or exclusion of evidence, the appealing party must show both the error of the ruling and prejudice.” *Fields v. J. Haynes Waters Builders, Inc.*, 376 S.C. 545, 557, 658 S.E.2d 80, 86 (2008). “Whether an error is harmless depends on the circumstances of the particular case. No definite rule of law governs this finding; rather, the materiality and prejudicial character of the error must be determined from its relationship to the entire case.” *State v Mitchell*, 286 S.C. 572, 573, 247 S.E.2d 334, 337 (1978).

A. LBS's Inconsistent Factual Position in Prior Litigation

LBS's owner, George Lack, maintained at trial that the young adults his company hired to conduct public safety were lifeguards and not beach attendants. He contended that the lifeguards were trained, that they watched the water for distressed swimmers, and that only a small part of their working day was spent selling commercial equipment. For these reasons, Plaintiff sought to introduce evidence that George Lack had taken the opposite position in litigation before the South Carolina Workers Compensation Commission. In that litigation, Lack submitted to the Commission that his lifeguards' duties were 99.995% commercial sales and .0047% lifeguarding. Plaintiff maintained at trial that this opposing position before the Commission is highly relevant to this case because LBS's lifeguarding practices were the same then as they were on the day of Mr. Wolde's drowning.

As an initial matter, LBS opened the door to this evidence by claiming at trial that its lifeguards perform all lifeguarding and only minimal commercial sales. Cross-examination on the inconsistency between LBS's position in this case and that before the Workers' Compensation Commission was, therefore, permissible and appropriate. *See Rauch v. Zayas*, 284 S.C. 594, 327 S.E.2d 377 (Ct. App. 1985) (upholding admission of settlement in prior Workers' Compensation claim to impeach personal injury plaintiff's testimony of pain and suffering as a result of a later accident). Likewise, LBS was permitted and did elicit testimony from George Lack in its cross regarding the background and rationale for the percentages provided to the commission.

While LBS argues the evidence is "grossly remote in time, nonprobative, and unduly prejudicial,"³⁰ the evidence shows Lack's lifeguarding practices were exactly the same in 2018 as they were in 2002 during the workers' compensation litigation. On this basis alone, the probative value of the evidence outweighs any alleged prejudice.

Further, the admission of evidence is within the sound discretion of the trial judge and will not be disturbed on appeal absent a clear showing of an abuse of discretion, commission of a legal error, and prejudice. *Hall v. Palmetto Enterprises II, Inc., of Clinton*, 282 S.C. 87, 91, 317 S.E.2d 140, 142-43 (Ct. App. 1984). No abuse of discretion or legal error has been demonstrated. Finally, even if there was error, there is no evidence Lack's suffered any prejudice because George Lack conceded at trial that his company's lifeguards performed commercial duties and engaged in dual-role lifeguarding. *See Sturkie v. Sifly*, 280 S.C. 453, 313 S.E.2d 316 (Ct. App. 1984).

B. Lack's USLA Decertification

Throughout the trial of this case, the United States Lifeguard Association ("USLA") was consistently recognized as the lifeguard industry's standard of care. LBS, however, claims

³⁰ *See* Lack's Mot. New Trial Absolute, p. 18.

reversible error in the admission of this standard of care evidence and, more specifically, in admitting evidence of its failure to meet the standard of care set by the USLA, as evidenced by communications with the USLA and the USLA's resulting decision to decertify Lack's as an accredited lifeguard service. The Court finds LBS's arguments unavailing. The facts show this evidence was highly probative and essential to the liability issues of notice, foreseeability, willfulness, and recklessness.

Chris Brewster, the former President of the USLA, testified that his organization plays a large role in establishing the national standard of care for ocean lifeguards.³¹ George Lack conceded the USLA is the standard of care for lifeguarding. Indeed, Lack testified he sought to secure USLA certification so his company could advertise the same to the public—*i.e.*, he wanted to hold out to the public that his lifeguards were trained and competent because they met the criteria of the USLA. Brewster testified that Lack concealed from USLA the fact that his lifeguards were participating in commercial activities in addition to lifeguarding. It was not until Brewster traveled to Myrtle Beach in 2007 that the USLA was apprised of the misrepresentation.³² The USLA thereafter de-certified LBS as a USLA compliant lifeguard service. As this evidence demonstrates, LBS's USLA certification and decertification is highly probative of both (1) the standard of care relevant to this case, and (2) Lack's knowledge that its practices violated the standard of care.

Further, Brewster also explained that it would be impossible for any Lack's lifeguard to meet the USLA training requirements required by the franchise agreement because dual-role lifeguarding is entirely inconsistent with USLA standards.³³ Brewster testified that the USLA trains lifeguards to watch the water, minimize distractions, and prevent people from even getting

³¹ Trial Tr., 473:15-17 (“... we [USLA] do set the standard.”).

³² Trial Tr., 495:18-25.

³³ Trial Tr., 478:5-9.

into danger in the water. If a company knowingly introduces distractions to its lifeguards in the form of selling commercial goods, and then trains them on how to sell the equipment, they are knowingly and intentionally violating USLA training.³⁴ Evidence of LBS's USLA membership, certification, and decertification is, thus, highly relevant to the standard of care applicable to this case as well as to LBS's breach and the foreseeability that LBS's breach could pose a dangerous safety risk to beachgoers like Mr. Wolde. Moreover, because LBS concedes its lifeguards perform dual roles and earn commissions from selling beach concessions, it cannot complain of prejudice resulting from evidence that it lost USLA certification because of this practice. The Court finds no error in admitting this evidence much less one that would warrant a new trial absolute.

C. LBS's Gross Commercial Sales from Lifeguards for 2018

LBS next challenges the admission of its 2018 gross sales from lifeguards as well as sales tax calculations for the three-month period surrounding the incident. LBS maintains the evidence, which reflected \$1,520,918.00 in gross sales, is not relevant and so "highly prejudicial" as to warrant a new trial.

The Court finds no error or prejudice warranting a new trial based on the sales records. While there was no dispute at trial that LBS's lifeguards performed commercial sales while also entrusted with performing lifeguard protection duties, the sales totals offer insight as to the time and frequency in which LBS's lifeguards were engaged in commercial duties. This evidence is relevant to essential elements of Plaintiff's negligence claim, such as LBS's knowledge that it engaged in a water safety practice that was directly contrary to its duty of providing lifeguard protection, and that LBS violated the standard of care and the Franchise Agreement by failing to

³⁴ Trial Tr., 478:5-9.

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“ensure minimum lifeguard staffing in each zone.”³⁵ Further, the sales evidence was limited in scope and tailored to the week, month, and year of the incident. The Court finds this limitation was sufficiently tailored to the liability issues of whether LBS was in fact engaging in dual role lifeguarding, whether this practice put swimmers—and Mr. Wolde—at risk, whether it violated the standard of care and the Franchise Agreement, and whether it was a contributing cause of Mr. Wolde’s death.

As to prejudice, the Court is unable to find any. LBS’s gross sales are a matter of public record by virtue of its franchise agreement with the City of Myrtle Beach. Moreover, the sales evidence reflects only gross sales and is not an indicator of LBS’s financial position or net profits. Gross sales, being entirely distinct from the amount of money LBS made off its beach rentals, are not prejudicial in the manner complained of by LBS.³⁶

LBS’s reliance on *Branham v. Ford Motor Co.* for the assertion that “business income of this kind and nature has been forbidden by the South Carolina Supreme Court” is misplaced.³⁷ The court in *Branham* did no such thing. Rather, in *Branham*, the court found plaintiff’s counsel “went far beyond the pale in submitting evidence of Ford’s Senior Management compensation,” finding such evidence improper because it introduces an “arbitrary factor” in a jury’s consideration and assessment of punitive damages. *Id.* at 240, 701 S.E.2d at 25. The improper evidence there included that “the Ford Chairman and Chief Executive Officer was compensated by stock options worth \$5,300,000; the Ford President and Chief Operating Officer received a salary \$1,458,000 in 2005; the Ford Executive Vice President received a salary of \$972,000 in 2005; the Ford Chief

³⁵ Franchise Agreement, Plt. Trial Ex. 15, p. 2:29-30.

³⁶ See Lack’s Mot. New Trial Absolute, p. 21.

³⁷ See Lack’s Mot. New Trial Absolute, p. 21 (citing *Branham v. Ford Motor Co.*, 390 S.C. 203, 701 S.E.2d 5 (2010)).

Financial Officer received a salary of \$916,000 in 2005; a former Ford chairman received \$880,000 in 2005[;]” and that “[i]n 2005, they didn’t pay bonuses [but] in 2004, they did pay bonuses: \$2 Million, \$1 Million, \$1 Million and \$1 Million plus stock and other compensation.”

Id. LBS’s 2018 gross sales figures are entirely distinguishable from this type of “arbitrary” and prejudicial financial testimony.

Furthermore, to the extent LBS’s takes issue with the “manner in which Plaintiff’s counsel used the evidence throughout the trial and in his closing argument,”³⁸ LBS’s never once objected to the manner in which this evidence was used. In fact, LBS never made a single objection to Plaintiff’s closing. This failure constitutes a waiver of any right to challenge the evidence on this basis now. *See e.g. Toyota of Florence, Inc. v. Lynch*, 314 S.C. 257, 263, 442 S.E.2d 611, 615 (1994) (the general rule is that the lack of a contemporaneous objection to an improper argument acts as a waiver.”); *Scott*, 340 S.C. at 167, 530 S.E.2d at 393 (“Ordinarily, if an appellant fails to object the first time a statement is made in closing argument, he or she waives the right to raise the issue on appeal”).³⁹

In sum, LBS waived its right to challenge the manner in which the sales records were used, and as to its admissibility, Lack’s argument fails on probative value alone. Any suggestion of

³⁸ *See* Lack’s Mot. New Trial Absolute, p. 21.

³⁹ This rule is subject to one very narrow exception “in flagrant cases where a vicious inflammatory argument results in clear prejudice.” *Dial v. Niggel Assocs., Inc.*, 333 S.C. 253, 256, 509 S.E.2d 269, 271 (1998) (quoting *Toyota of Florence*). In *Dial*, the court made clear that the “vicious inflammatory argument” contemplated in the exception must be a closing argument that “constitutes abuse of a party or witness.” *Id.* at 259, 509 S.E.2d at 272. In *Toyota of Florence*, the court found that racist posters about the party opponent that counsel used as props in a closing argument met this narrow exception. 314 S.C. at 263, 442 S.E.2d at 615. LBS’s challenge to the admission of a public record showing its yearly gross sales is hardly comparable to the type of vicious inflammatory argument referenced in *Dial* or *Toyota of Florence*. Reference to gross sales is simply not “flagrant” or “vicious” nor is it an “abuse” of LBS so as to warrant deviation from the strict rule barring consideration of an allegedly prejudicial closing statement despite a failure to object.

prejudice is further undercut by the fact the sales record is a public document, reflects only gross sales (not net income), and is required by the Franchise Agreement. There is, thus, no error in admitting evidence of the 2018 stand totals, much less any error warranting a new trial. LBS's new trial motion based on the admission of the 2018 stand totals and sales tax calculations is denied.

IV. JNOV on Survival

LBS challenges the sufficiency of the evidence supporting the jury's award of survival damages, arguing it is entitled to a JNOV on the ground the evidence at trial failed to show that Mr. Wolde endured a period of conscious pain and suffering to warrant submission of the survival claim to the jury.

The South Carolina survival statute provides that a cause of action for personal injuries survives the decedent's death. S.C. Code Ann. § 15-5-90. Damages for a decedent's conscious pain and suffering are recoverable, but there must be proof that the decedent consciously suffered prior to death. *Smalls v. S.C. Dep't of Educ.*, 339 S.C. 208, 216, 528 S.E.2d 682, 686 (Ct. App. 2000); *Croft v. Hall*, 208 S.C. 187, 193, 37 S.E.2d 537, 539 (1946). "If there is any evidence from which a jury could reasonably conclude a decedent experienced conscious pain and suffering," it should be submitted to the jury. *Vereen v. Liberty Life Ins. Co.*, 306 S.C. 423, 432, 412 S.E.2d 425, 431 (Ct. App. 1991). In deciding whether to submit a claim of conscious pain and suffering claim to a jury, all evidence and any inferences reasonably therefrom must be viewed in the light most favorable to the plaintiff. *Vereen*, 306 S.C. at 432; 412 S.E.2d at 431.

Here, the evidence meets and exceeds the requisite standards. Two of Mr. Wolde's children, Adam and Wubit, witnessed their father struggle for his life in the water. Adam testified that the entire drowning event lasted for an extended period—including being pulled out to sea,

fighting for his life, yelling and waiving his arms for help. Adam testified he watched his father struggle while trying to save Wubit.⁴⁰

Wubit's testimony was equally powerful and even more direct because she was in her father's arms during his struggle to stay afloat. She not only saw but also felt his struggle, his gasps for air, and his calls for help.⁴¹ She testified her father repeatedly went under water, came back to the surface, and gasped for air while fighting to stay afloat.⁴² This terrifying sequence lasted for a "long period of time."⁴³ Wubit went on to explain that eventually the yelling, gasping, and going under came to a frightening stop, and she just held onto her father.⁴⁴ Wubit estimated the entire incident lasted for ten to fifteen minutes.⁴⁵ As Wubit's testimony shows, she was not only able to see and hear her father's struggle, but she was also able to feel the tremendous suffering and pain associated with his struggle.

Bystander testimony also supports Mr. Wolde's pain and suffering. One of the bystanders, Julian Chandler, testified he was sitting on the beach approximately 100 feet from the ocean when he heard cries for help in the water.⁴⁶ He rushed into the ocean using a mix of walking and swimming to reach Mr. Wolde, a process which took several minutes.⁴⁷ When Chandler finally got to Mr. Wolde, he had been assisted closer to shore into waist deep water.⁴⁸ Chandler testified

⁴⁰ Trial Tr., 543:23-544:5.

⁴¹ Trial Tr., 584:7-13.

⁴² Trial Tr., 584:7-13; 585:17-586:4.

⁴³ Trial Tr., 586:1-4.

⁴⁴ Trial Tr., 586:1-4; 587:11-588:3; 606:24-607:3.

⁴⁵ Trial Tr., 589:18-24.

⁴⁶ Chandler Video Tr., 59:19-22.

⁴⁷ *Id.*, 31:2-5.

⁴⁸ *Id.*, 62:8-11.

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that when brought to shore, Mr. Wolde's eyes were bulging, he was spitting up water and sand, and he had a pulse.⁴⁹ Chandler went on to explain:

[T]he nurse and the larger gentlemen that were there that pulled him out to the sand issued CPR[.] The issue was the water and sand would come out and then get sucked back in, so she asked me to roll him, so I then rolled him on his side[.] She began clearing everything out of his mouth to then try to roll him back and administer CPR.”⁵⁰

Based on this testimony, the evidence was not that Mr. Wolde died instantaneously; rather, he was still alive at the time he was brought back to shore. But as the coroner later confirmed, the rescue attempt on shore was unsuccessful and Mr. Wolde ultimately died from asphyxia due to drowning.⁵¹ At trial, the coroner explained that the asphyxia diagnosis meant Mr. Wolde's lungs filled up with water and prevented oxygen from getting into his blood.⁵² In other words, the process of going under, swallowing water, and gasping for air eventually caused him to suffocate to death.⁵³

Viewing this evidence in the light most favorable to the Plaintiff, the Court finds sufficient evidence to create a jury issue as to pain and suffering. This is not a situation where an individual is knocked unconscious, falls in the water, and immediately drowns; nor is this akin to a toddler falling in the water and immediately sinking to the bottom. Notwithstanding, LBS argues that in order to submit the survival claim to the jury expert testimony on the pathophysiology of the drowning process was required. While such expert testimony may be helpful or even necessary in some cases, in light of the direct witness testimony recounted above, this is not one of those cases.

⁴⁹ *Id.*, 21:11–19.

⁵⁰ *Id.*, 22:1-9.

⁵¹ Trial Tr., 466:2-4.

⁵² Trial Tr., 466:8-10.

⁵³ The coroner's report indicated that at the time of Mr. Wolde's drowning he was trying to save his daughter's life. *See* Ex. 20, p. 4.

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Moreover, it is not Plaintiff's burden to prove survival damages through expert testimony. Rather, as in this case, Plaintiff's burden is to offer sufficient evidence from which the jury can infer conscious pain and suffering. *Scott v. Porter*, 340 S.C. 158, 171, 530 S.E.2d 389, 394-95 (Ct. App. 2000) (affirming survival damages award of \$600,000 based on circumstantial evidence from from which the jury could infer pain and suffering which preceded the decedent's coma and death) *Vereen*, 306 S.C. at 432, 412 S.E.2d at 431 (stating jury could infer conscious pain and suffering from evidence).

Lack's reliance on *The Corsair*, 14 U.S. 335 (1892), is also misplaced. Unlike the witness testimony here, there were no witnesses in *Corsair*. The *Corsair* court did not have the benefit of testimony recounting the decedent's pain, consciousness, or duration of suffering. Rather, the only evidence available in *Corsair* was that the decedent drowned when the steam tug she was riding in struck the bank of the Mississippi River and sank. *See id.* In stark contrast to *Corsair*, the evidence recited above is sufficient for the jury to infer that Mr. Wolde endured pain and suffering which preceded his death by asphyxiation due to drowning. LBS's reference to "pre-impact fear" is also unavailing. Pre-impact fear pertains to accident victims prior to the impact which renders them unconscious or instantly causes death.⁵⁴ This is not a motor vehicle accident or similar situation involving an impact resulting in instantaneous death or unconsciousness. Accordingly, because the evidence is sufficient for the jury to infer conscious pain and suffering, LBS's motion for JNOV on the submission of Plaintiff's survival claim to the jury is, therefore, denied. *See Vereen*, 306 S.C. at 432, 412 S.E.2d at 431 ("If there is any evidence from which a jury could reasonably conclude a decedent experienced conscious pain and suffering," it should be submitted

⁵⁴ *See Rutland v. South Carolina Dept. of Transp.*, 400 S.C. 209, 214-15, 734 S.E.2d 142, 144-45 (2012) (discussing pre-impact fear as a possible element of conscious pain and suffering from death by motor vehicle accident but declining to adopt or reject rule under the facts of this case).

to the jury). For these same reasons, the Court finds the jury's survival verdict is supported by the evidence; thus, LBS's request for a new trial absolute is likewise denied.

V. Motion for New Trial on Survival Damages

LBS maintains the jury's award of \$3.73 million in survival damages is so excessive as to suggest it was improperly motivated by passion or prejudice warranting a new trial absolute, or that it is merely unduly liberal entitling LBS to a reduction of the award by way of a new trial *nisi remittitur*.

As an initial matter, LBS argues—for the first time—that the Court's instruction on the mortality table was confusing and may have mislead the jury so as to taint the award. Having never raised the error it now claims as a basis to set aside the jury's award, LBS is barred from assigning any error now.⁵⁵ It is a litigant's duty to bring to the court's attention any perceived error, and the failure to do so amounts to a waiver of the alleged error. *S.C. Dep't of Transp. v. First Carolina Corp. of S.C.*, 372 S.C. 295, 301, 641 S.E.2d 903, 907 (2007) (citing *Parks v. Morris Homes Corp.*, 245 S.C. 461, 471, 141 S.E.2d 129, 134 (1965)). If the instruction on survival and wrongful death damages was so confusing as to warrant a new trial, it was incumbent on LBS to object to the court's instruction or seek a clarification. Indeed, LBS could have objected both before the court approved the instruction and again when the instruction was given. LBS also neglected yet another opportunity when the court asked counsel: “[a]ny additions or anything else . . . before we send the jury back to deliberate.”⁵⁶ Because LBS failed to object or otherwise address its concerns—despite multiple opportunities—LBS is barred from doing so now.

⁵⁵ *S.C. Dep't of Transp. v. First Carolina Corp. of S.C.*, 372 S.C. 295, 301, 641 S.E.2d 903, 907 (2007) (citing *McGee v. Bruce Hosp. Syst.*, 321 S.C. 340, 347, 468 S.E.2d 633, 637 (1996) (“It is well settled that an issue may not be raised for the first time in a post-trial motion.”)).

⁵⁶ Trial Tr., 939:19-22 (responding, “None from the defendant, Your Honor.”).

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As to LBS's argument that the award was motivated by improper prejudice, passion, or other outside influence, LBS merely reiterates the same arguments raised in its JNOV motion, *i.e.*, that there was no evidence of the specific duration of the drowning incident, and no expert evidence of the drowning process to inform the jury as to the effects a drowning victim might experience. For the same reasons this Court rejected LBS's JNOV arguments, the Court finds LBS's arguments unavailing.

As set forth above, the jury heard evidence that: (1) Mr. Wolde was conscious and struggling to stay afloat for a period of time; (2) during this time, Mr. Wolde repeatedly went under water, gasped for air, and cried for help; and (3) the incident lasted 10-15 minutes from the time Mr. Wolde became distressed until he was brought to shore. This evidence was more than sufficient for the jury to infer conscious pain and suffering. Accordingly, the Court finds the jury's award of survival damages is properly supported by the evidence. LBS's request for a new trial absolute is, therefore, denied.

As to LBS's alternative request to reduce the award by *nisi remittitur*, the Court likewise finds no basis to justify invading the jury's province. In considering a motion to reduce a damages award by *nisi remittitur*, the jury's determination of damages is entitled to substantial deference. *Smalls*, 339 S.C. at 215, 528 S.E.2d at 686 (citation omitted). Again, the direct testimony of Mr. Wolde's daughter who provided firsthand knowledge of Mr. Wolde's drowning experience, including the duration of the event and his pain and suffering in the process, provides more than sufficient evidence.⁵⁷ Further, the coroner testified as to the cause of Mr. Wolde's death, explaining what death by asphyxia due to drowning entails.⁵⁸ In considering this evidence, the

⁵⁷ Wubit testified the sequence of "going under and coming back up, . . . gasp[ing] for air and [] yell[ing] for help" lasted for "a long period of time." (Trial Tr., 586:1-4).

⁵⁸ Trial Tr., 456:2-10; 468:4-10; 469:11-12; *See* Plt. Ex, 19, 20 & 21.

jury could reasonably infer that the suffocation process endured by Mr. Wolde, while conscious and drowning, was painful and resulted in a period of conscious pain and suffering.

Indeed, courts have denied similar defense motions on much less. In *Smalls v. S.C. Dep't of Educ.*, the court of appeals upheld an award of survival damages, finding no error in the trial court's denial of JNOV and new trial *nisi remittitur* despite scant evidence of the decedent's consciousness prior to her death. 339 S.C. at 216–17, 528 S.E.2d at 686. There, the decedent, who was fatally injured in a car accident, was found unconscious and, in fact, never regained consciousness. *Id.* However, the decedent's father testified she was “gasping for air” when he found her, though there was no further evidence of any consciousness. The court of appeals upheld the trial court's denial of *nisi remittitur*, finding the “gasping for air” testimony was sufficient to support the jury's award of survival damages for conscious pain and suffering. Here, the evidence supporting conscious pain and suffering, including the detailed account from Wubit, far exceeds that in *Smalls*. Considering the facts in evidence, the Court finds the jury's award of \$3.73 million in survival damages is reasonable, measured, and supported by the evidence and testimony in this case. Accordingly, LBS's motion for new trial *nisi remittitur* is denied.

VI. Wrongful Death Damages

LBS asserts it is entitled to a new trial absolute on the grounds the jury's award of \$10 million in wrongful death damages is grossly excessive or, in the alternative, that it is entitled to a reduction of the award on the ground it is unduly liberal. LBS also asserts it is entitled to a new trial absolute under the thirteenth juror doctrine.

The issue of damages in a wrongful death claim is not directed toward the value of the human life that was lost, but rather the damages sustained by the beneficiaries as a result of the death. *Welch*, 342 S.C. at 304, 536 S.E.2d at 421 (citing *Zorn v. Crawford*, 252 S.C. 127, 165

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S.E.2d 640 (1969); *Self v. Goodrich*, 300 S.C. 349, 387 S.E.2d 713 (Ct. App. 1989)). Damages recoverable in a wrongful death action include: (1) pecuniary loss; (2) mental shock and suffering; (3) wounded feelings; (4) grief and sorrow; (5) loss of companionship; and (6) deprivation of the use and comfort of the intestate's society, including the loss of his experience, knowledge, and judgment in managing the affairs of himself and of his beneficiaries. *Id.*

Here, the jury was presented with the tragic loss of a forty-one-year-old father of four young children who drowned while saving his daughter's life when they became entrapped in a deadly rip current. The decedent's family testified as to the enormous effect Mr. Wolde's death had on his four young children, of whom Mr. Wolde was the primary caretaker.⁵⁹ Mr. Wolde's fiancé, Meswaet Abel, was a registered nurse at George Washington hospital and worked long hours to provide for the family.⁶⁰ Mr. Wolde handled everything at home—he made the meals, he helped the children with homework, he went to the grocery store, he got them ready for school, and he was home for them when they arrived at the end of the day.⁶¹ In fact, on the morning Mr. Wolde died, he was the one who went to Wal-Mart to pick up groceries, who made the family's breakfast, who helped the children get ready for the beach, and who put on their sunscreen.⁶²

Ms. Abel, Adam, and Wubit further testified at length as to what his loss has meant to their family. They would set a place for him at the dinner table every night until it became too unbearable to see the empty seat.⁶³ They now eat dinner in the family room instead.⁶⁴ Adam, who enjoyed watching the Redskins on television with his father, could no longer watch football after

⁵⁹ Trial Tr., 587:11-588:3.

⁶⁰ Trial Tr., 570:15-22; 226:14-227:14.

⁶¹ Trial Tr., 570:20-571:8; 528:23-529:9.

⁶² Trial Tr., 232:2-8; 536:18-19.

⁶³ Trial Tr., 243:22-244:2.

⁶⁴ *Id.*

his father died—now he watches alone at their townhome with a collection of the memorabilia his father had given to him.⁶⁵ One of the twin daughters recently refused to re-paint her room because she did not want to remove the paint her father had applied.⁶⁶ As Ms. Abel testified, life without their father has been inconceivably difficult:

Our life changed. Our house is dark. We're living in no hope, with no answers to my kids, "Who is going to walk me down the aisle when I get married?" If I change, I would give my life. It's not because I love him; it's because of the kids. They need him more than me. . . He's done everything. He teach how to swim. He teach how to study. He teach them how to ride a bike. He painted their rooms.⁶⁷

In other words, Mr. Wolde was an active, involved, and loving father.

The children also testified as to the immeasurable trauma and shock experienced in witnessing their father's death in such a horrific manner. Wubit endured the entire event latched onto her father's shirt, where she could see, hear, and feel his suffering. The horrifying experience continued on shore as Wubit saw foam coming out of her father's mouth when the bystanders were performing CPR.⁶⁸ Bystanders Jeff Bender and Julien Chandler also testified as to the children's presence during the horrific event. Bender testified Wubit was floating on her father, "using him like a life preserver," at the time he began assisting them to shore.⁶⁹ Chandler testified that he stopped Adam from getting too close to his father's body and encouraged him to be strong for his younger twin sisters, after which Adam and his sisters kneeled and prayed.⁷⁰ The children also witnessed their mother "hysterically flailing and screaming."⁷¹ This evidence all plays a factor in determining wrongful death damages. *See Lucht v. Youngblood*, 266 S.C. 127, 136–37, 221 S.E.2d

⁶⁵ Trial Tr., 246:10-23.

⁶⁶ Trial Tr., 249:12-15.

⁶⁷ Trial Tr., 249:5-13.

⁶⁸ Trial Tr., 590:12-13.

⁶⁹ Trial Tr., 197:22-198:1.

⁷⁰ Chandler Video. Tr., 25:16-26:3

⁷¹ *Id.*, 26:6-9.

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854, 859 (1976) (noting wrongful death damages includes the damages sustained by the beneficiaries from the death, such as mental shock and suffering, wounded feelings, grief and sorrow, loss of companionship and deprivation of the use and comfort of the decedent's society).

Considering the wide range of losses encompassed by wrongful death damages, Plaintiff's counsel, during closing argument, appropriately suggested a per diem calculation as a method the jury could apply to arrive at a damages award for the children's nonpecuniary wrongful death damages. Counsel further made clear that whether to award and how much, if any, was entirely up to them. *See Edwards v. Lawton*, 244 S.C. 276, 281, 136 S.E.2d 708 (1964) (accepting a per diem calculation as acceptable in a closing argument). The per diem suggested was based on the children's loss of companionship and loss of society given their father's 37.3 years of remaining life expectancy. Under this calculation, the estimated per diem of \$10 an hour, multiplied by fifteen hours per day, translated to \$54,750.00 per year, per child. In total, this calculation amounts to roughly \$8.1 million over the remaining 37.3 years of Mr. Wolde's life expectancy.⁷² After three hours of deliberation, the jury awarded \$10 million, or \$2.5 million per child. Considering all objective evidence, the jury's award of \$10 million in wrongful death damages is reasoned, measured, and proportionate to the injuries suffered.

In challenging the propriety of the jury's damages award, LBS points to no concrete basis to suggest the award was motivated by anything but the evidence. LBS's attempt to challenge this jury's award by cherry picking various verdicts in other wrongful death cases is equally unavailing.⁷³ Though comparisons to other verdicts are only persuasive at best, LBS omits numerous wrongful death verdicts in which the actual damages awards are consistent with and

⁷² Trial Tr., 905:14-906:11.

⁷³ *See* Lack's Mot. New Trial Absolute, pp. 26-28; New Trial Nisi, pp. 6-8.

even higher than that in this case. *See Lucht*, 266 S.C. at 136, 221 S.E.2d at 858 (stating that while the comparison approach is sometimes helpful, each case must be evaluated as an individual one, within the framework of its distinctive facts and, when comparing awards in previous cases, recognition must be given to the continuing erosion in the purchasing power of the dollar); *see e.g., Reeves v. Town of Cottageville et al.*; Case No. 14-11-070043 (2014) (compensatory award for wrongful death of \$7.5 million and \$90 million in punitive damages); *Givens v. Samkharadze*, Case No. 21-10-130012 (2021) (compensatory pain and suffering of \$25 million and \$8 million in punitive damages); *Bales v. Martinez*, Case No. 14-03-170022 (2014) (\$20 million award for loss of service, \$30 million in punitive damages); *Dial v. Toyota Motor Sales USA Inc.*, Case No. 18-10-220036 (2018) (\$6 million in compensatory damages and \$6 million for loss of service); *Bannister v. Columbia Urological Associates, P.A.*, No. 2015-CP-40-4794 (2017) (\$10 million in compensatory damages); *Huff v. XPO Express, Inc.*, Case No. 19-11-120022 (2019) (compensatory pain and suffering of \$7 million); *Oickle and Oickle v. XPO Express Inc. f/k/a Express I Inc.*, Case No. 19-03-200062 (2019) (loss of services award of \$5 million).

The Court further finds no basis to exercise its discretion as the thirteenth juror. As the thirteenth juror, the Court is charged with reviewing what happened, what was presented and what was not presented, in the trial of this case. *See Lucht*, 266 S.C. at 136, 221 S.E.2d at 858. Here, there was simply not “any trial event or any item of evidence that might have caused the jury to base its award on either passion, prejudice, or partiality.” *See Clark v. Ross*, 284 S.C. at 568, 328 S.E.2d at 106. The Court further finds there is no “compelling reason” to invade the jury’s province and reduce the verdict. *See Proctor v. Dep’t of Health & Env’t Control*, 368 S.C. 279, 320, 628 S.E.2d 496, 518 (Ct. App. 2006) (“compelling reasons must be given to justify invading the jury’s province by granting a new trial *nisi remittitur*.”). Considering the ample evidence

supporting the award of wrongful death damages, the Court finds the jury's \$10 million award or \$2.5 million per child is justified, is not grossly excessive, and is not unduly liberal. LBS's motions for new trial absolute and new trial *nisi remittitur* are, therefore, denied.

VII. Punitive Damages

LBS challenges the jury's award of \$7 million in punitive damages, arguing it is entitled to a JNOV or, in the alternative, a new trial absolute or a new trial *nisi remittitur*. As with the jury's survival and wrongful death awards, there is nothing meriting a JNOV, a new trial absolute, or a reduction of the punitive damages award.

In South Carolina, "punitive damages are allowed in the interest of society in the nature of punishment and as a warning and example to deter the wrongdoer and others from committing like offenses in the future." *Gamble v. Stevenson*, 305 S.C. 104, 110, 406 S.E.2d 350, 354 (1991) (citations omitted). Moreover, they serve "as a vindication of private rights when it is proved that such have been wantonly, willfully or maliciously violated. Lastly, punitive damages may be awarded only upon a finding of actual damages." *Id.*

To receive an award of punitive damages, the plaintiff has the burden of proving by clear and convincing evidence that the defendant's misconduct was willful, wanton, or with reckless disregard for the plaintiff's rights. S.C. Code Ann. § 15-33-135; *Taylor v. Medenica*, 324 S.C. 200, 221, 479 S.E.2d 35, 46 (1996); *Mishoe v. QHG of Lake City, Inc.*, 366 S.C. 195, 201, 621 S.E.2d 363, 366 (Ct. App. 2005). "A conscious failure to exercise due care constitutes willfulness." *Mishoe*, 366 S.C. at 201, 621 S.E.2d at 366 (citing *Welch*, 342 S.C. at 301, 536 S.E.2d at 419). When evidence exists that suggests a defendant is aware of a dangerous condition and does not take action to minimize or avoid the danger, sufficient evidence exists to create a jury issue as to whether there is clear and convincing evidence of willfulness and recklessness. *Id.*

(citing *McGee v. Bruce Hosp. Sys.*, 321 S.C. 340, 346, 468 S.E.2d 633, 637 (1996)). The amount of damages, actual or punitive, remains largely within the discretion of the finder of fact, as reviewed by the trial judge. *Id.* (citing *Gamble*, 305 S.C. 104, 406 S.E.2d 350).

A. JNOV on Punitive Damages

The issue of punitive damages must be submitted to the jury if more than one reasonable inference can be drawn from the evidence as to whether the defendant's behavior was reckless, willful, or wanton. *Mishoe*, 366 S.C. at 201, 621 S.E.2d at 366 (citing *Welch*, 342 S.C. at 301, 536 S.E.2d at 419). Where, as here, the Plaintiff presented testimony and evidence that LBS was aware of a dangerous condition and failed to take action to minimize or avoid the danger, an inference could be drawn that LBS's conduct was reckless, willful, and wanton. Thus, whether there is clear and convincing evidence of willful and reckless conduct to support punitive damages was appropriately submitted to the jury. *See id.* (citing *McGee v. Bruce Hosp. Sys.*, 321 S.C. 340, 346, 468 S.E.2d 633, 637 (1996)).

If the jury believes the plaintiff established willful, wanton, or reckless conduct by clear and convincing evidence, the jury has considerable discretion to determine the amount of punitive damages. *Sea Island Food Grp., LLC v. Yaschik Dev. Co., Inc.*, 433 S.C. 278, 289, 857 S.E.2d 902, 907–08 (Ct. App. 2021), reh'g denied (May 12, 2021) (citing *Hollis v. Stonington Dev., LLC*, 394 S.C. 383, 404-05, 714 S.E.2d 904, 915 (Ct. App. 2011) (noting the deference due to the jury on punitive damages)).

In *Mishoe v. QHG of Lake City, Inc.*, the South Carolina Court of Appeals affirmed the denial of JNOV on the issue of punitive damages where there was evidence the defendant was provided "actual, written notice" of a dangerous condition on its premises—a hole in the pavement near the defendant's emergency room exit—and failed to take any action to repair the hole or to

warn visitors or patients of the existence of the hole. 366 S.C. at 201–02, 621 S.E.2d at 366. Having neglected to take any corrective action for nearly a year since being notified, the *Mishoe* court specifically found the written notice informing QHG of the hole was sufficient evidence of QHG’s willful, wanton, reckless, or malicious conduct to warrant submission of punitive damages to the jury. *Id.*

Here, the evidence of LBS’s willfulness and recklessness is even more glaring. While *QHG*’s conduct in failing to take corrective action within a year of notice was deemed sufficient, LBS’s intentional disregard for its known standard of care violations went on for not just one but *ten years*. In the ten years since being decertified by the USLA for its unsafe practices, LBS took no corrective action whatsoever. Not only did LBS have notice that its practices posed a threat to the safety of swimmers,⁷⁴ but LBS also concealed that its practices violated the standard of care—thereby further endangering the beachgoing public who trusted that the City’s beach was safely guarded by adequate and trained lifeguards.

Further, LBS was on notice by the National Weather Service that hazardous rip and longshore currents posed a dangerous threat to the safety of beachgoers, yet LBS failed to close the beach and failed to warn beachgoers of the hidden threat posed by these dangerous conditions. This cumulative misconduct, as established by clear and convincing evidence at trial, more than satisfies the willful, wanton or reckless standard to warrant submission of punitive damages to the jury. As the evidence shows, Plaintiff’s punitive damages claim is not mere speculation. The

⁷⁴ As set forth above in Plaintiff’s proximate cause, negligence, and recklessness arguments, the evidence established at trial shows LBS had actual notice that its beach safety services violated the standard of care and created a hazardous condition in numerous respects, including its non-compliance with USLA standards by engaging in dual role lifeguarding, its failure to provide 40 hours of training as required by USLA standards and its contract with the City of Myrtle Beach, and by its understaffing and failing to provide backup protection when a lifeguard leaves a tower unattended. Plaintiff refers to and relies on these arguments and the evidence therein.

evidence recounted above clearly and convincingly supports a finding that LBS was willful and reckless in committing standard of care violations it knew posed serious and life-threatening safety risks.

Further, as to LBS's claim of prejudice by being labeled a for-profit entity, LBS never objected to any such reference during trial and has therefore waived its right to do so now.⁷⁵ In sum, LBS's motion for JNOV ignores the ample evidence supporting Plaintiff's punitive damage claim, inappropriately suggest the jury's verdict was based on speculation, and inappropriately claims prejudice as a result of an alleged character attack that also finds no support in the record. For these reasons, Lack's motion for JNOV as to punitive damages is denied.

B. Recklessness in First Phase of Trial

LBS's arguments challenging the propriety of trying the issue of recklessness during the liability phase of this bifurcated proceeding are unavailing. As an initial matter, LBS consented to, and in fact agreed it was proper in phase one to have the jury determine whether Plaintiff proved willful, reckless, and willful conduct:⁷⁶

PLAINTIFF'S COUNSEL: I thought that you did the reckless question on the first verdict form, and that way -- I've done that in front of Judge Young, is the way we did it. And, that way, when they render that verdict, you know whether or not there's going to be a second phase, because they either find reckless, willful, or wanton, or they don't. You see what I'm saying?

THE COURT: Yeah. I mean, it either eliminates the need to go forward with the second phase --

PLAINTIFF'S COUNSEL: Right. And we don't make punitive damages arguments to the jury in the first phase, *but the evidence of recklessness comes in*, and if they make that determination, then I guess we bring them back in, and then we would argue the Gamble factors.

⁷⁵ See *Hawkins v. Pathology Assocs. of Greenville, P.A.*, 330 S.C. 92, 111, 498 S.E.2d 395, 406 (Ct. App. 1998) (failure to object constitutes a waiver of issue).

⁷⁶ Trial Tr., 845:11-846:19.

COURT: What are your thoughts, Mr. Thompson?

COUNSEL FOR LACK'S: Your Honor, *I think that's correct*. I mean, the first question is liability, damages, actuals. And then the question to the jury is: Do you find evidence, whatever the question would be, for the punitive conduct. And then it's just yes or no. And then, if yes, there will be a second receiving or a second -- something along the lines.⁷⁷

That LBS's agreed to the same verdict form to which it now objects, at a minimum, amounts to a waiver of this issue. *See Johnson v. Hoechst Celanese Corp.*, 317 S.C. 415, 421, 453 S.E.2d 908, 912 (Ct. App. 1995) (holding that by failing to object to a verdict form until after the verdict had been reached, a party failed to preserve any issue relating to the verdict form); *Gause v. Smithers*, 403 S.C. 140, 151, 742 S.E.2d 644, 650 (2013) (failure to object to verdict form until after verdict was read amounted to a waiver of issue).

As to the merits, evidence of recklessness in the liability phase of the trial is appropriate because it is not "evidence relevant *only to* the issues of punitive damages." S.C. Code Ann. §15-32-520 (B) (emphasis added). First and foremost, a finding of recklessness is a determination of liability. Negligence and recklessness are not different merely as a matter of degree. By definition, they are distinct types of fault. *See Berberich v. Jack*, 392 S.C. 278, 287, 709 S.E.2d 607, 612 (2011) (providing different legal definitions of "negligence" and "recklessness" and observing that "[t]he element distinguishing negligence from willful tort is inadvertence") (citation omitted)); *Fairchild v. S.C. Dept. of Transp.*, 398 S.C. 90, 99, 727 S.E.2d 407, 411–12 (2012) ("Recklessness is the doing of a negligent act knowingly; it is a conscious failure to exercise due care, and the element distinguishing actionable negligence from a willful tort is inadvertence.").

Due to these distinct types of fault, Plaintiff was procedurally required to try her entire case on liability, including evidence of both negligence and recklessness, during the first stage—the

⁷⁷ Trial Tr., 845:11-846:6.

fault stage—of this trial bifurcated pursuant to S.C. Code Ann. § 15-32-520. Pursuant to § 15-32-520, plaintiffs *have to* present theories of a defendant’s negligence and recklessness during the liability stage of a bifurcated trial. *See* S.C. Code Ann. § 15-32-520 (“In the first stage of a bifurcated trial, the jury shall determine *liability* for compensatory damages and the amount of compensatory or nominal damages. Evidence relevant *only to* the issues of punitive damages is not admissible at this stage.” (emphasis added)). At the close of that first stage, the jury deliberates and determines fault and compensatory damages, if any. On the same verdict form, typically as the last question, the jury also determines whether the defendant’s conduct was reckless, willful, or wanton, as opposed to merely negligent. This widely used format was properly followed in this case. In fact, this precise format has been followed in trials across this state.

Not only is this procedure appropriate and sanctioned throughout South Carolina, it also serves the interests of judicial economy. If the jury *had not* found recklessness, then there would have been no need to waste their valuable time, and that of the Court, with a second phase of trial. Only when the jury finds recklessness does the trial move into the punitive damages stage, where the evidence is generally limited to the defendant’s financial condition and ability to pay punitive damages, followed by closing arguments solely on punitive damages. *See, e.g., Transp. Ins. Co. v. Moriel*, 879 S.W.2d 10, 29–30 (Tex. 1994) (observing that evidence of a defendant’s net worth is relevant only to the amount of punitive damages, and therefore not admissible until the bifurcated punitive phase of trial). Accordingly, LBS’s request for a new trial on this basis is denied.

C. New Trial Absolute on Punitive Damages

LBS seeks a new trial absolute on the basis that it believes the jury’s award of \$7 million in punitive damages is so grossly excessive as to be motivated by passion, caprice, prejudice, or

some improper influence. However, LBS fails to support this contention with anything more than conclusory statements or the improper assertion that the award is excessive based on size alone.

The extraordinary relief of new trial absolute is only warranted “[i]f the amount of the verdict is grossly excessive so as to be the result of passion, caprice, prejudice or some other influence outside the evidence.” *O’Neal v. Bowles*, 314 S.C. 525, 431 S.E.2d 555 (1993). “[T]he jury’s determination of damages is entitled to substantial deference.” *Welch*, 342 S.C. at 303, 536 S.E.2d at 420 (citation omitted).

Here, there is simply no evidence that the jury’s award considered anything other than the relevant evidence, and LBS cites to none. LBS instead contends that given evidence of its negative net worth, the trial court’s instruction on economic bankruptcy must have been deficient. However, the actual language of the economic bankruptcy instruction, as is consistent with South Carolina law, states in full:

Any award of punitive damages must be limited to punishment and, thus, may not effect economic bankruptcy. To this end, the Defendant’s ability to pay any punitive damage award should be considered. *However, the economic bankruptcy factor is not an absolute bar to an award of punitive damages.*⁷⁸

Thus, as is consistent with the court’s instruction, economic bankruptcy is not an absolute bar to punitive damages. That the award was nearly half the amount of actual damages suggests the jury took this instruction into account.

In light of its financial position, LBS contends the punitive damage award is in itself evidence that it was motivated by passion, prejudice, or some other improper influence. But again, the size of the award does not in and of itself justify a new trial, especially given the evidence in this case and the fact the award is less than a 1:1 ratio to actual damages. Indeed, a punitive award

⁷⁸ Trial Tr., 968:3-7.

that is less than three times the amount of a compensatory award is *per se* reasonable. *See* S.C. Code Ann. § 15-32-530 (setting statutory cap on punitive damages of three times the amount of a compensatory award; only if that cap is exceeded is it relevant for the court to consider additional factors in determining the awards reasonability). The jury’s \$7 million punitive award is almost half the \$13.7 million compensatory award—far under the multiplier set forth in the statutory cap. Accordingly, considering the evidence supporting punitive damages in this case, the Court finds the jury’s \$7 million punitive award is not grossly excessive so as to result from improper influence nor is it unduly liberal to warrant a reduction by *nisi remittitur*. LBS’s motions for new trial absolute and new trial *nisi remittitur* as to punitive damages are, therefore, denied.⁷⁹

CONCLUSION

Accordingly, for the foregoing reasons, Defendant’s Post-Trial Motions for JNOV, new trial absolute, and new trial *nisi remittitur* are denied.

IT IS SO ORDERED.

Kristi F. Curtis, Circuit Court Judge

Sumter, South Carolina
April 10, 2023

⁷⁹ The Court has issued a separate due process analysis of the constitutionality of the punitive damages award in this case. Consistent with that opinion, the Court denies LBS’s post-trial motions to the extent they challenge the constitutionality of the award.

Attachment 2



Horry Common Pleas

Case Caption: Meswaet Abel , plaintiff, et al VS Lacks Beach Service , defendant, et al
Case Number: 2019CP2607075
Type: Order/Other

So Ordered

s/ Kristi F. Curtis, Circuit Court Judge, No. 2762

NJ PEOSH ALERT #37



Safety & Health Alert PREVENTING WORKER INJURIES AND DEATHS INVOLVING SURFBOATS




Employees may be exposed to serious injury or death while operating surfboats during both emergent (rescue) and non-emergent assignments (laying-out).


FOR MORE INFO:


HOTLINE: 800-624-1644

WEB: nj.gov/labor/safetyandhealth


CONSULTATION


 P.O. Box 953
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ENFORCEMENT

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 peosha@dol.nj.gov



 **SCAN
ME**

ATTENTION: ALL PUBLIC EMPLOYERS

Please ensure that this information is shared with all appropriate personnel

March 2023

- Employees may be exposed to serious injury or death while operating surfboats during both emergent (rescue) and non-emergent assignments (laying-out).
- Employers shall assure that on-duty employees are using surfboats in conformance with the manufacturer's instruction.
- Employers who direct their employees to operate surfboats in connection with their employment must provide adequate training which includes awareness of stuck-by and caught-between hazards. Examples include loss of control events, struck-by oars, negotiating wake, collisions and capsized vessels.
- Loss of control events include pitchpoling, broaching and foundered vessels. Training provided to surfboat operators should include but may not be limited to instruction to operators concerning measures to take to avoid these situations as well as actions to perform if they occur.
- Standard operating procedures adopted by the employer should be designed to produce maximum stability of the surfboat especially during launching and landing.



OFFICE OF PUBLIC EMPLOYEES
OCCUPATIONAL SAFETY
AND HEALTH



NJ PEOSH ALERT #37

Safety & Health Alert

PREVENTING WORKER INJURIES AND DEATHS INVOLVING SURFBOATS



- Employers must conduct a hazard assessment concerning all modes of surfboat operations which evaluates employee exposure to surfboat-related hazards and provide appropriate hazard controls including work rules, operating procedures and personal protective equipment where deemed necessary.
- Surfboat operating procedures should provide for the regular monitoring of weather and facilitate timely discontinuance of marine vessel operations in the event of deteriorating conditions.
- Hazard assessments should pay particular attention to how employees deploy and beach surfboats and evaluate the existence of local conditions such as shorebreak which may increase the risk of loss of control events particularly in the surf zone.
- Employers must ensure that employees are effectively supervised while on-duty and that the employer's procedures are being followed.



Attachment 4
NEW JERSEY PUBLIC EMPLOYEES
OCCUPATIONAL SAFETY AND HEALTH

NJ PEOSH ALERT #38



Safety & Health Alert PREVENTING WORKER INJURIES AND DEATHS INVOLVING LIGHTNING EXPOSURE


Employees may be exposed to serious injury or death whose jobs involve working outdoors in open spaces, on or near tall objects, or near conductive materials (e.g., metal, water).

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SCAN
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ATTENTION: ALL PUBLIC EMPLOYERS

Please ensure that this information is shared with all appropriate personnel

March 2023

- Employees may be exposed to serious injury or death whose jobs involve working outdoors in open spaces, on or near tall objects, or near conductive materials (e.g. metal, water).
- Outdoor workers at high risk for lightning hazards include but are not limited to: pool and bathing beach lifeguards, public works, and public employees working at a golf course.
- To ensure safety, public employers who hire employees to work outdoors must provide adequate training which includes awareness of understanding lightning risks, characteristics, and precautions to minimize workplace hazards associated with lightning.
- In accordance with 29 CFR 1910.132(d)(1), The employer shall conduct a workplace hazard assessment to determine if hazards are present, or are likely to be present, which necessitate the employer understand the hazards employees are exposed to as well as the use of the proper personal protective equipment (PPE).
- The hazard assessment shall include assessing the potential of employee exposure to hazards of the environment. For all outdoor workers, employers can reference the Federal OSHA Fact Sheet 3863, "Lightning Safety When Working Outdoors."



OFFICE OF PUBLIC EMPLOYEES
OCCUPATIONAL SAFETY
AND HEALTH



NJ PEOSH ALERT #38

Safety & Health Alert

PREVENTING WORKER INJURIES AND DEATHS INVOLVING LIGHTNING EXPOSURE



- Specific to pool and bathing beach lifeguards, precautions shall be taken to prevent worker exposure to lightning by implementing a lightning safety plan that substantially complies with the principles established by the United States Lifeguard Association's (USLA), Reference Guideline 006, "Lightning Safety," approved April 28, 2012. Industry recognized publications recommend that lightning safety plan procedures designate a "weather watcher," whose responsibility is to "watch" the weather and provide for the regular monitoring of weather conditions and facilitate timely discontinuance of lifeguard activities in the event of deteriorating conditions.
- Prior to beginning any outdoor work, employers should check NOAA weather reports (weather.gov) and other sources of forecasts such as weather apps for all weather hazards in the immediate area.
- Lightning is unpredictable and can strike up to several miles from its parent thunderstorm. According to the National Oceanic and Atmospheric Administration (NOAA), most lightning victims are not struck during the worst of a thunderstorm but rather before or after the storm reaches its greatest intensity.
- Employers must ensure that outdoor workers are effectively supervised while on-duty and that the employer's "weather watcher" and lightning safety procedures are being followed. Employers must also ensure that when weather hazards arise, they can be easily communicated to their employees.

United States Lifesaving Association
Heroic Acts, Awards, Recognitions and Presentations
Activity Report

Date: April 27, 2023

Officer: Adrienne Groh, Bill Richardson

Introduction

The committee would like to thank the Southeast Region and Kay Smiley for planning and hosting a productive meeting in Orlando. The tremendous effort and amount of planning is overwhelming work, and greatly appreciated. We are looking forward to a productive meeting in Redondo.

Activities and Accomplishments (Since Prior Board of Directors Meeting. Include information on how the committee is promoting the Water Safety USA message)

1. The committee produced awards and recognitions approved at the Orlando meeting.
2. The committee discussed the importance for accurate and updated information on the USLA website. Some omissions have been noted from the recipient lists. The chair, co-chair, and webmaster are working together to ensure that the lists are updated and accurate.
3. The committee continues to work with the Executive Director to assist with the update of the annual report on the accomplishments and goals of the committee.
4. The committee has worked with the Treasurer to anticipate the realistic financial needs of the committee for our fiscal year and for our future.
5. The committee is honored to welcome Brandon Gherardi to receive his Medal of Valor at this meeting from the Southwest Region.
6. The committee expedited a vote of the committee representatives, regional presidents, and executive committee to approve a submission to present in Redondo. We are honored to have Luke Shepardson receive his award at the sponsor event and speak to the Board of Directors.
7. The committee chair presented a Heroic Act to Stephen Rhodes in New Orleans, and introduced the USLA to this area of the Gulf Coast Region.

Recommendations for Committee and/or Board Consideration

1. Discuss and vote on current submissions for recognition
2. Meet with the website coordinator to promote recognition on social media

United States Lifesaving Association

Junior Guards Committee

Activity Report

Date: 04-27-2023

Officer: Bruce Wilkie

Introduction: Big thanks to the Southwest Region and Redondo Beach for hosting the meeting. I am disappointed not to be able to be there.

Activities and Accomplishments:

1. The Committee, along with the executive director and other members, worked with sponsor DaFin to help set up this year's DaFin promotion which provides the ability for junior lifeguard members to purchase DaFin fins at a discount and free shipping. This is done through the DaFin website and requires the assistance of junior lifeguard coordinators to provide the information. To this end it is imperative that we have a recently updated contact list of junior lifeguard program coordinators.
2. During the Southeast Region meeting a request was made for member chapters to provide a list of their junior lifeguard program coordinators.

Goals and Objectives:

1. The Committee will be reviewing junior lifeguard standards drawn up several years ago. The goal is to provide a way for junior guard members to receive an age-appropriate certification by completing standards through their programs and through an interactive activity on the USLA website.

United States Lifesaving Association
Lifesaving Sport
Agenda

Date: April 27, 2023

Officer: Ed Zebrowski, III

Old Business (Since Prior Board of Directors Meeting)

1. ISRC update
2. 2023 National Championships
3. 2024 National Championships
4. National Team Staff selection
5. Rule Change proposals

New Business

1. JG Guidelines update
2. 2025 National Championships
3. Proposal (see attached)

Attachments

1. Proposed Junior Guard Guidelines update
2. Proposal from Vice-Chair Kemp

United States Lifesaving Association



JUNIOR LIFEGUARD

COMPETITION GUIDELINES

JUNIOR LIFEGUARD COMPETITION GUIDELINES

for

NATIONAL JUNIOR LIFEGUARD CHAMPIONSHIPS

**(Guidelines to now include U-19 Events highlighted in yellow
Guideline Changes in Green**

I. **OVERVIEW** -- These guidelines are established as a format for the Junior Lifeguard National Championships and are approved by the USLA. The purpose is to provide for a fair and equal standard of competition between Junior Lifeguard Chapters.

II. ELIGIBILITY

- A. All competitors must be currently enrolled and actively participating with the chapter they represent as a Junior Lifeguard and may NOT have received compensation for work as a Junior Lifeguard and/or Lifeguard.
- B. All competitors in the "U19" division must be currently enrolled and actively participating with the chapter they represent as a Junior Lifeguard, (aged 16 or 17), or professional lifeguards (aged 16, 17, or 18).
- C. All competitors at the National Junior Lifeguard Championships must be current members of the United States Lifesaving Association.
- D. Competition classifications: (Changed from "as of July 1 of the current year")
 "U19" Division – 16, 17, or 18 years of age on the day of the competition
 "A" Division - 14 and 15 years of age on the day of the competition
 "B" Division - 12 and 13 years of age on the day of the competition
 "C" Division - 9 to 11 years of age on the day of the competition

III. GENERAL COMPETITION FORMAT

A. Competition Events

1. Shall be held in "U19", "A", "B" and "C" Divisions.
2. Entry is limited in certain events and competitors shall be designated prior to the commencement of the event.
3. Heats, if required, shall be established prior to the commencement of the event, with consideration made to keeping the same Chapter competitors in separate heats.
4. There will be no team or regional scoring. All events will be for individual awards through ten places.
5. All competitors MUST wear a surf cap which represents their chapter when competing in an event. FAILURE TO COMPLY MAY RESULT IN DISQUALIFICATION FROM THE EVENT. Such caps shall be distinctive to the chapter and may not carry advertising slogans or logos except for the manufacturer of the cap itself.
6. All event distances are final, as printed in Section IV - Description and Rules of Events.
7. Alcoholic beverage or tobacco advertising is not permitted on any Junior Guard equipment, uniforms, or competition gear.
8. All competitors will legibly mark their designated entry numbers on both arms, between the shoulder and the elbow, with permanent black marker.
9. If a JG participant is found to have any questionable or offensive temporary body art, they shall be required to remove it at the discretion of officials.

B. Entry Limit

1. There is no limit to the number of events an individual competitor may enter.
2. A chapter's entries into an event are limited to the rules of that event as outlined in Section IV - Description and Rules of Events.
3. Individual events in all divisions will have both male and female events.
4. Relay teams **will be single gendered**.
5. A competitor may move up in a division but not down; a competitor must remain in the division in which he/she initially competes. Exception: In the Rescue Race both competitors must remain within their actual age group.

C. Safety and Judging

1. Within each division, the following personnel should be assigned:
 - a. Starter/Head Judge
 - b. Finish Judge
 - c. Water Judge
 - d. Safety Personnel
2. The Starter/Head Judge for each division will make all rule interpretations. Any coach who has questions regarding a decision or call must contact ONLY the Starter/Head Judge or the Finish Judge. The Head Judge's decision will be final unless an appeal is filed immediately to the Competition Committee. (see # 5).
3. Coaches entering the racecourse area without contacting the Starter/Head Judge may cause disqualification of their competitor(s) for that event.
4. At no time shall parents of competitors be allowed in the competition area. All rule questions, or decision clarifications will be brought to the attention of officials by coaches only. Parent interference will be cause for disqualification of their competitor from that event.
5. The Junior Lifeguard Competition Committee will appoint a 3-person appeals board to make ALL final decisions on formal protests. The board will be made up of 3 persons, all of whom represent a different region.
6. Conduct of coaches and competitors shall be to display the utmost courtesy and high ideals of sportsmanship and fair play at all times.
7. All distances of events are approximations in meters. Course placement is final and will not be altered unless surf, weather, tide and/or safety dictate.

IV. DESCRIPTION AND RULES OF EVENTS

A. Individual Distance Run

1. This event is open. Chapters may enter as many competitors as they wish.
2. Distances:
 - "U19" & "A" Division - 2.0 Km (1.2 miles)
 - "B" Division - 1.5 Km (1.0 mile)
 - "C" Division - 1.0 Km (0.6 mile)
3. Running shoes are optional.
4. The course will be on the beach with a line-up start and a funnel finish. The race will be an out and back run in the sand. A checkered flag turn marker will be set at 1/2 the total distance of the race, and each competitor will make a clockwise turn around the marker. A competitor finishes when his/her body crosses the finish line at the neck of the funnel finish.

B. Individual Distance Swim

1. This event is open. Chapters may enter as many competitors as they wish.
2. Distances:
 - "U19" & "A" Division – 400 M course- swim around the #1 white flag to the two black and white buoys returning to shore passing the #10 yellow/blue flag course.
 - "B" Division - 300 M ("B" Course) - swim the two red buoys on the course
 - "C" Division - 250 M ("C" Course) - swim the two red buoys on the course
3. The course shall start on the beach with a lineup start and end on the beach with a funnel finish.
4. The swim course shall be U-shaped with competitors completing the course as defined by Division.
5. The competitor finishes when his/her body crosses the finish line at the neck of the funnel finish.

C. Rescue Board Race

1. This event is open. Chapters may enter as many competitors as they wish.
2. Distances:
 - "U19" & "A" Division -600 M ("U19Course) – paddle all three buoys on the course
 - "B" Division - 450 M ("B" Course)– paddle all three buoys on the course
 - "C" Division - 400 M ("C" Course)– paddle all three buoys on the course
3. Board Specifications:

"U19" & "A" Boys and Girls - 10'6" or smaller Rescue Boards as defined by USLA competition guidelines

"B" Boys and Girls - 9 feet or smaller SOFT boards

"C" Boys and Girls - 9 feet or smaller SOFT boards

4. The start of the race shall be from the water's edge at a starting line designated by the Starter/Head
5. Judge. The finish will be a line finish on the beach.
6. A competitor finishes when his/her body crosses the finish line, in the funnel, board in hand.

D. Rescue Race A, B, C Divisions

1. The Rescue Race will be limited to three two-person teams per chapter/per gender in each Division. Teams will be single gendered.

2. Distances:

"A" Division - 260 ("U19" Course)

"B" Division - 200 ("B" Course)

"C" Division - 150 ("C" Course)

3. Equipment:

- a. Rescue buoy (small Burnside-type buoy).
- b. Swim fins (for rescue swimmers only).
- c. (Removed) Wetsuits (optional for victim only)

4. Course and Race Conduct:

- a. Two competitors from each team participate in this event: one (1) "victim," and one (1) rescue swimmer. The victim swims to the designated buoy line, signals, and waits to be rescued by the rescue tube swimmer. As they return to shore, the remaining two rescuers enter the water to assist. The event finishes when the first competitor in a team crosses the finish line while in contact with the victim.
- b. The two (2) competitors assemble at their team's allotted lane position at the start line facing the water. Prior to the start signal, the rescuer swimmer and equipment must be on the shoreward side of the start/finish line. The rescue swimmer may hold or don the rescue can and may hold the swim fins in his or her hands. Rescue tubes may be worn either with the loop over or across one or two shoulders, or over the shoulder and across the chest. Fins may be worn prior to crossing the start line.
- c. Victim: On the starting signal, the victim enters the water, swims to touch the allotted buoy, signaling arrival by raising the other arm to a vertical position while in contact with the buoy. The victim then waits in the water on the seaward side of the buoy. The referee may determine an acceptable alternative method of clearly signaling the victim has touched the buoy. Competitors must start from the correct allotted position. Competitors swimming to and signaling from the wrong buoy shall be disqualified. The victim must then wait at the buoy line on the seaward side.
- d. Rescue swimmer: On the victim's arrival signal, and from the correct allotted position, the rescue swimmer crosses the start line, dons the equipment at their discretion, and swims clockwise past the left side (viewed from the beach) of the designated buoy to the victim waiting on the seaward side of the buoy. The rescuer hands the rescue tube to the victim. Once the victim has both hands on the rescue can, both competitors continue (clockwise) around the buoy and the rescuer

- will commence towing the victim to the beach.
- e. The victim may assist the rescuer by kicking, but must have both hands on the buoy at all times and will not take any arm strokes.
 - f. The Team finishes when BOTH competitors cross the finish line with all equipment, i.e. both fins and the rescue can.
 - g. For safety purposes, when running to the finish, the victim may hold the can with one hand.
 - h. The Finish is judged on the chest of the first team member crossing the finish line on their feet in an upright position while still in contact with the victim. The victim must cross the finish line holding only to buoy with at least one hand.
 - i.
 - j.

E. Rescue Race- U19 Division

1. The Rescue Race will be limited to two four-person teams per chapter in each Division. Teams will be single gendered.
2. Equipment:
 - a. Rescue tube.
 - b. Swim fins (for rescue swimmers only).
3. Course and race conduct
 - a. Four competitors from each team participate in this event: a "victim," one rescue tube swimmer, and two rescuers. The victim swims approximately 120 m to a designated buoy, signals, and waits to be rescued by the rescue tube swimmer. As they return to shore, the remaining two rescuers enter the water to assist. The event finishes when the first competitor in a team crosses the finish line while in contact with the victim.
 - b. All four competitors assemble at their team's allotted lane position at the start line facing the water. Prior to the start signal, the rescue tube swimmer and equipment must be on the shoreward side of the start/finish line. The rescue tube swimmer may hold or don the rescue tube and may hold the swim fins in his or her hands. Rescue tubes may be worn either with the loop over or across one or two shoulders, or over the shoulder and across the chest. Fins may not be worn prior to crossing the start line.
 - c. Victim: On the starting signal, the victim enters the water, swims to touch the allotted buoy, signaling arrival by raising the other arm to a vertical position while in contact with the buoy. The victim then waits in the water on the seaward side of the buoy. The referee may determine an acceptable alternative method of clearly signaling the victim has touched the buoy, such as dipping the flag. Competitors must start from the correct allotted position. Competitors swimming to and signaling from the wrong buoy shall be disqualified.
 - d. Rescue tube swimmer: On the victim's arrival signal, and from the correct allotted position, the rescue tube swimmer crosses the start line, dons the equipment at his or her discretion, and swims clockwise past the left side (viewed from the beach) of the designated buoy to the victim waiting on the seaward side of the buoy. The rescuer secures the rescue tube correctly around the victim's body and under both arms and clipped to an O-ring. The victim may assist with the securing and clipping of the rescue tube. With the victim clipped into the rescue tube, competitors continue (clockwise) around the buoy towing the victim to the beach.
 - e. Rescuers: After the rescue tube swimmer has started to tow the victim to the beach, the two rescuers, may cross the start line to enter the water and assist the rescue tube swimmer to bring the victim to the beach once the victim has been clipped in. The victim must be dragged or carried to the finish.
 - f. The Finish is judged on the chest of the first team member crossing the finish line on their feet in an upright position while still in contact with the victim (the rescue tube need not be attached).
4. Notes: All team members must start from their allotted positions at the start line. The victim may assist the rescue tube swimmer in securing the rescue tube. Either may clip-in the rescue tube, but the victim must be clipped into the tube behind the buoy line. Rescuers must tow the victim with the tube secured around the body and under both arms and clipped in an O-ring, and with the line fully extended. The victim must not be towed on the stomach. During the tow, the victim may assist by kicking and sculling with the arms under the surface but must not swim with an out-of-water arm recovery. At no time, may

the victim assist by walking or running, but the victim may assist by lifting the legs during the carry. Only the rescue tube swimmer may use the swim fins. Rescuers shall not use any equipment or swim fins.

F. Surf Teams (SWIM RELAY)

1. Surf teams will be limited to one THREE-person Relay Team per chapter, per gender (separate event for male/female)
2. Course:
 - "U19" & "A" Division – 400 M course- swim around the #1 white flag to the two black and white buoys returning to shore passing the #10 yellow/blue flag course.
 - "B" Division - 300 M ("B" Course) - swim the two outside red buoys on the course
 - "C" Division - 250 M ("C" Course) - swim the two red buoys on the course
3. Event Description:
 - a. Start: The three members of each team shall be marshaled behind each other facing the water's edge in their drawn positions. The next team shall be lined up beside the first team and so on. When all teams are assembled, a direction shall be given to face the competition area. On the direction of an official the line nearest the water's edge shall file onto the competition area, followed by the
 - b. Points: Points are allotted as follows: one for first, two for second, three for third, four for fourth, etc. The team scoring the least number of points will be declared the winner. Should two or more teams be allotted equal points, the team whose full complement of members first completes the course shall be awarded the higher placing. All competitors who finish shall be recorded as they are placed, and the points will be calculated. If any teams are disqualified, places shall be reallocated, and points then calculated. If Surf and Surf Teams races are combined, swimmers not in teams shall be eliminated from the points allotment for the purpose of determining the teams race result.
 - c. Note: Competitors may touch buoys and buoy ropes but are not permitted to use buoy ropes to drag themselves along the course. Competitors must finish on their feet in an upright position. The finish is judged on the competitor's chest crossing the finish line. Judges shall be placed to observe the conduct of the event as well as determine competitors' place at the finish line.
 - d. Disqualification: The following behavior shall result in disqualification: Failure to complete the course as defined and described

G. Beach Flags

1. This event is open. Chapters may enter as many competitors as they wish.
2. Event Description: From a prone position on the beach, competitors rise, turn and race to obtain a baton (Beach Flag) buried upright in the sand approximately 20 M away. Since there are always fewer batons than competitors, those who fail to obtain a baton are eliminated.
3. Starting Position: Competitors take their allotted positions, a minimum of 1.5 M apart at the start line. Competitors lie face down with their toes on the start line, with their heels together, hands, one on top of the other, with their fingertips to their wrist and with the head up. Elbows must be extended forward so that the chest is flat on the sand. The body's midline should be 90 degrees to the start line. No scooping of the sand or digging in of the feet is permitted.
4. The Start: prior to the start, a marshal shall:
 - a. place competitors in the order as drawn for the run-through.
 - b. Accompany competitors to the starting area to ensure they are positioned in the proper order.
5. The referee shall:
 - a. check that all officials, judges and equipment are in position.
 - b. signal the official start of each race with a long whistle indicating that the competitors should take their positions on the Start Line.
 - a. signal the starter that the competitors are under the Starter's control.

Starting infringements: The following behaviors are starting infringements in Beach Flags, and shall result in a starting infringement warning:

- c. Failure to comply with the Starter's commands within a reasonable time.
- d. Lifting any part of the body from the sand or commencing any starting motion after the Starter's "HEADS DOWN" command prior to the start signal.

After 1 starting infringement, any competitor who subsequently commits a starting infringement shall be eliminated, regardless of whether or not the competitor previously infringed the start.

Competitors eliminated from the event shall retain the point score and/or placing as at that time of the event. If a competitor is disqualified or eliminated, the remaining competitors and batons shall be realigned with no redraw of positions. The run-through shall continue with the current starting infringement in force until a fair start is effected.

NOTES:

- Competitors are not permitted to "deliberately impede" the progress of another competitor (See Deliberate Impedance in the Disqualification section which follows).
 - Competitors are not permitted to pick up more than one baton.
6. Draw for positions: There shall be a preliminary draw for positions and further draws after each round. In semi-finals and finals, when contestants have been reduced in number to 8, there shall be a draw for positions after each run-through.
 7. The number of competitors eliminated:
 - a. The Referee shall determine the number of competitors to be eliminated in each run-through of each heat.
 - b. No more than 3 competitors may be eliminated in any 1 run-through.
 - c. In semi-finals and finals, no more than 1 competitor can be eliminated in any run-through.
 8. Run-offs: If two or more competitors hold the same baton and the finish judges are not able to determine which Competitor's hand grasped the baton first, the finish judges shall advise the Starter, who shall decide whether there shall be a run-off between the Competitors involved.
 9. The course – As shown in the following diagram, the course shall be approximately 20 M from the start line to the batons, and wide enough to provide for a minimum spacing of 1.5 M between each of the 16 competitors.

The start line shall be designated at each end by poles, 2 M high.

Batons shall be positioned in a line parallel to the start line, and so that a "perpendicular line" between any two adjacent competitors shall pass approximately through a baton.

10. Equipment and apparel

- a. Beach Flags (batons) shall be made of tubular material approximately 250mm to 350mm in length and between 12.5mm and 25mm in diameter. They shall be colored to facilitate sighting and have a contrasting-colored stripe of approximately 40mm width located some 100mm from one end.
- b. Apparel – shorts and shirts and/or swimming apparel which comply with the team uniform requirements, may be worn at the competitor's discretion. Team competition caps shall always be worn during the event.

11. Judging

- a. The Referee or Referee's appointee shall be positioned to maintain overall supervision.
- b. The Starter and Start Judges shall be placed at either end of the starting line to observe any starting infringements.
- c. Course judges shall be positioned a few meters behind the line of batons, to reclaim the baton from successful competitors and to set up the batons for each successive run-through.

12. Disqualification

- a. Each run-through or run-off shall be judged as a separate segment of this event. An infringement in one segment shall not be carried over and counted against a competitor in a subsequent segment. A competitor eliminated from the event shall lose all standing from the event.
- b. Deliberate impendance: any competitor who commits deliberate impendance on another competitor shall be disqualified from the event. Deliberate impendance is defined as "the deliberate use of hands, arms, feet or legs to impede another competitor's progress.

A competitor may otherwise use his or her body to improve his or her position in obtaining a flag. A competitor may negotiate the shoulder and/or body in front of an opponent, but may not use hands, arms, feet or legs to obtain or remain in this position.
- c. If a competitor legally obtains this front position and maintains normal running action, the competitor behind is obliged to go around the competitor in front.
- d. A competitor may cross over in front of a slower competitor.
- e. If 2 or more competitors are guilty of deliberate impendance, the competitor who first uses hands, arms, feet or legs will be disqualified.

H. Run-Swim-Run

1. This event is open. Chapters may enter as many competitors as they wish.

2. Distances:

"U19" & "A" Division 640 M (200 -240-200) (Swim shall be the flag line)
 "B" Division 600 M (200-200-200) (Swim shall be the two red buoys in the course)
 "C" Division 550 M (200-150-200) (Swim shall be the two red buoys in the course)

3. Description

- (i) Start: The first run leg will begin on the beach with a line start. A run turn flag marker will be placed at the opposite end of the course to indicate the turn for the run segment.
- (ii) A swim turn flag will be placed adjacent the Start/Finish line where competitors will enter the swim leg.
- (iii) Each competitor must round the turn flag at the Start/Finish Line after the swim
- (iv) Upon leaving the water and rounding the turn flag each competitor will run to the opposite end of the course, round the run turn marker and run to the funnel finish at the original start line.
- (v) Finish: A competitor finishes when his/her body crosses the funnel FINISH LINE.
- (vi) There will be a Judge stationed at each turn flag to direct competitors around each turn marker. There should be a water Judge at the turn of the swim to monitor for infractions.

I. Ironguard

1. This event is open. Chapters may enter as many competitors as they wish.

2. Distances: The event consists of a Swim, Run, and Paddle segments

"A" Division 1,040 Total M (240 M Swim, 200 M Run, 600 M Paddle)
 "B" Division 1,700 Total M (200 M Swim, 200 M Run, 450 M Paddle)
 "C" Division 1,500 Total M (150 M Swim, 200 M Run, 400 M Paddle)

3. Description:

- a) Start: The swim begins from a start line on the beach at the south end of the competition course. Competitor will swim around the red buoy at the end of the course passing the buoy on their right shoulder.
- b) The run leg will begin on the beach and proceeds to a turn flag 100 M up the beach. A turn marker will be placed where competitors will turn the flag on their right shoulder.
- c) The paddle segment begins behind the start line and adjacent the marker flag. Competitors will paddle a triangular course around the first red buoy and the yellow apex buoy, passing each on their right shoulder. They will then return to the beach to the FINISH LINE.

There will be a Judge stationed the turn flag to direct competitors around the flag. There will be a water Judge at the turns of the swim and paddle to monitor for infractions. A competitor finishes when his/her body crosses the funnel FINISH LINE.

J. Ironman/Ironwoman - U-19 ONLY

1. This U-19 event is open. Chapters may enter as many competitors as they wish.
2. Equipment: Surf skis, paddles, boards
3. Distances: Competitors cover a 1.4 km (approx.) course that includes a swim leg, a board leg, a ski leg, and a beach sprint finish. Except for the differences noted in this section, conditions of racing of each leg are as generally required for the individual conditions of that discipline including the rules governing the component disciplines. The sequence of legs shall be determined by draw at the commencement of each competition. The same ballot shall determine the order of legs for the Taplin Relay. If the surf ski leg is first, competitors will start with a typical in-water start.
4. Starting positions: Competitors must commence craft legs from the correct allotted beach positions. Competitors must commence craft legs from the correct allotted beach positions. The starting positions are reversed for the board and ski legs. For example, in a 16-competitor race in which a competitor has drawn position 1: the competitor commences the initial craft leg from position 1, but commences the other craft leg from position 16.
 - a. Competitor's 1st craft leg starting position 1 2 3 4 5 6 7 ... 16
 - b. Competitor's 2nd craft leg starting position 16 15 14 13 12 11 10 ... 1
5. Handler: A member of the competitor's team assists the competitor. With the referee's approval, a nonteam member may act as handler provided, he or she is a member of the USLA and is registered to participate at the championships in some capacity. Handlers shall:
 - a. Wear a competition cap identical to that of the competitor.
 - b. Wear a distinctive high-visibility vest as required by competition organizers if entering the water beyond knee depth.
 - c. Hold the surf ski in a floating position as per the diagram or as directed by officials.
 - d. Make every effort to ensure that they and the equipment they are handling do not impede other competitors (otherwise disqualification of the competitor may result).
 - e. Comply with all instructions of the officials.
6. The course
 - a. Buoys shall be laid out for the swim, board, and ski legs as indicated in the following diagram. Swimming buoys shall be positioned at a minimum of 120 m from knee-depth water at low tide mark.
 - b. The board leg buoys, and ski leg buoys shall be positioned approximately 50 m and 100 m respectively behind the swimming buoys. The board leg buoys should be approximately 17 m apart and the ski buoys approximately 50 m apart, with the ski "apex" buoy a further 10 m to sea.
 - c. Flag layout: Two flags located approximately 20 m from the water's edge designate beach turning marks. One shall be positioned in line with swim buoy number 2, the other in line with the swim buoy number 9. Two flags 5 m apart mark the finish line. They are positioned at right angles to the water's edge and approximately 50 m from the first turning flag.
 - d. Start and changeover line: The start and changeover line shall be approximately 30 m in length, centered on the swimming flag buoy number 1 approximately 5 m from the water's edge, and marked by a 2 m high pole at either end. The start and changeover line serves as a start line if the board or swim leg is first. It serves as a board placement line for the board leg. Competitors are not required to cross the start and changeover line after the race has commenced.
 - e. Board course: The board leg is conducted from the start and changeover line to pass White flag #1 swim buoy on the outside; round the two black and white swim course buoys; return to the beach passing Blue / Yellow #10 swim buoy on the outside; and round the two beach turning flags.
 - f. Ski course: The ski leg is conducted with the skis starting from the ski floating position as per the diagram, around three surf ski buoys, return to the beach and run around the two beach turning flags. Competitors must pass on the outside of all buoys. Competitors shall not cut through swim

course or board course buoys

- g. Swim course: The swim leg is conducted from the start and changeover line, around all the swimming flag buoys # 1 to #10, return to the beach and around the two beach turning flags.
- h. Run leg course and finish: The race shall be concluded when a competitor completes all legs. To finish, a competitor rounds one turning flag, passes the other flag on the shoreward side, and finishes between the two finish flags. The finish is judged on the competitor's chest crossing the finish line.

K. Surf Ski Race – U-19 only

1. This U-19 event is open. Chapters may enter as many competitors as they wish.
2. Equipment: surf skis
3. Event description: Competitors steady their skis in line in knee-deep water about 1.5 m apart. Competitors must obey directions from the starter or check starter concerning ski alignment at the start. On the starting signal, competitors paddle their skis around the apex course marked by three red buoys in a clockwise direction and return to finish when any part of the ski crosses the in-water finish line – ridden, gripped, or carried by the competitor. Competitors may lose contact and control of their ski without necessarily being disqualified. To complete the race competitors must have (or have regained) their ski and paddle and cross the finish line from the seaward side while maintaining contact with the ski and paddle.
4. Competitors are not permitted to hold or otherwise interfere with other competitors' skis or deliberately impede their progress.
5. Dry start and finish: If conditions are such that the starter cannot provide a fair start, a dry start and/or dry finish (where the ski is left at the water's edge as in the board race) shall be used.
6. The course
 - a. The course layout shall be as detailed in the following diagram. To ensure fair starts and finishes, alignment of the start line and finish line to the buoys may be altered at the discretion of the referee, depending on the prevailing sea conditions.
 - b. Buoys: Three buoys equal in size to a 50 liter drum shall be used: two "turning buoys" shall be placed approximately 75 m apart, and a minimum of 300 m paddling distance from knee depth water at low tide mark. The third "apex" buoy shall be placed midway and approximately 16 m seaward of the turning buoys thus forming an arc with them.
 - c. The start line: Need not necessarily be identified, but if required it shall be marked by two poles and positioned so that the center of the start line is aligned with the first turning buoy.
 - d. The finish line: Shall be between 2 flags mounted on stands or poles or other suitable established markers in a position where the craft will finish afloat without grounding. The Flags should be 35 meters apart in knee-deep water on the other end of course. The center of the finish line is usually aligned with the third turning buoy (allowing for prevailing surf conditions).

L. AWARDS

1. Individual medals will be awarded first through fifth place in each individual and relay event.
2. Individual ribbons will be awarded sixth through tenth place in each individual and relay event.

United States Lifesaving Association

JUNIOR LIFEGUARD

COMPETITION GUIDELINES

Course Drawings

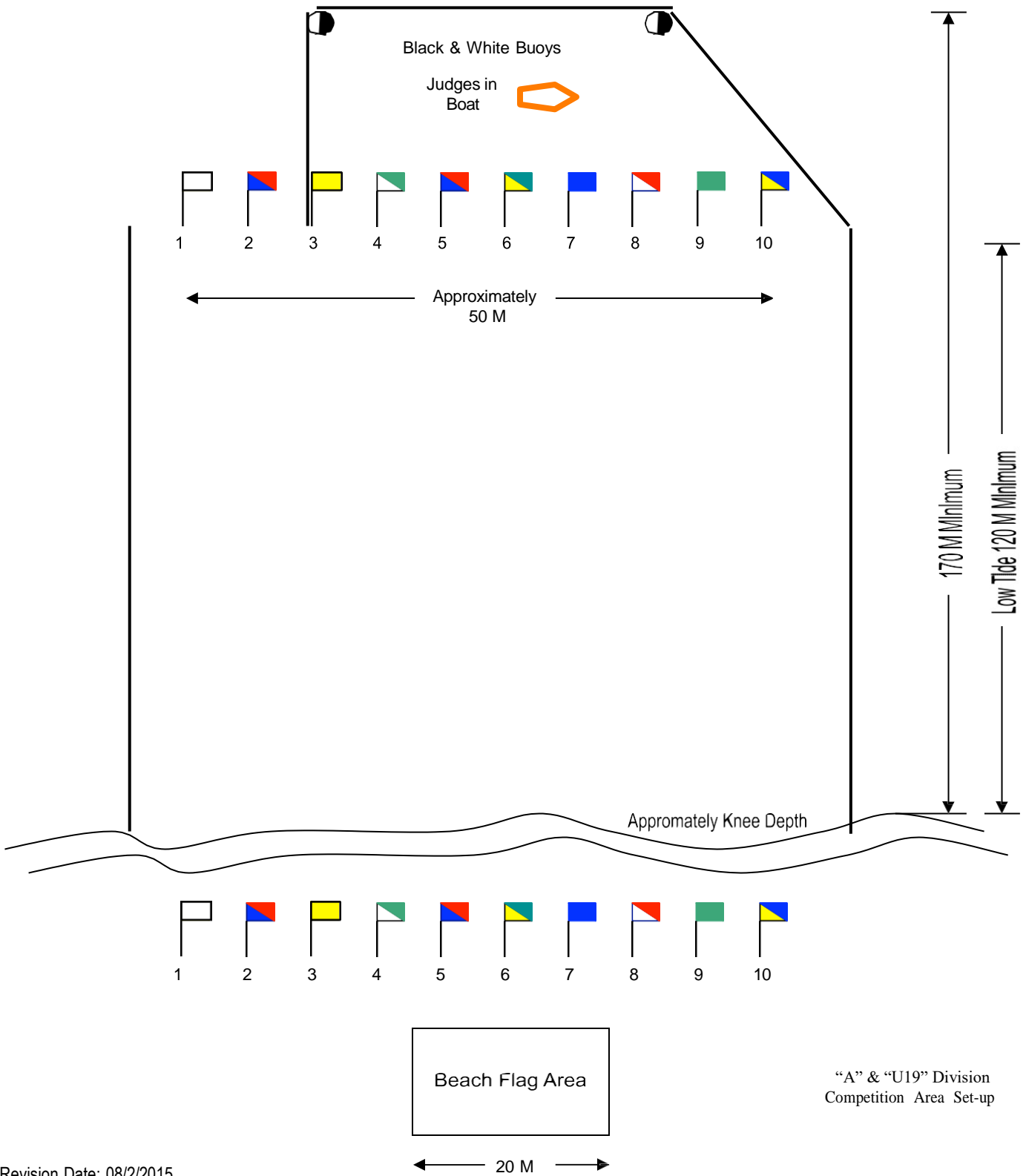
JUNIOR LIFEGUARD COMPETITION GUIDELINES

for the

NATIONAL JUNIOR LIFEGUARD CHAMPIONSHIPS

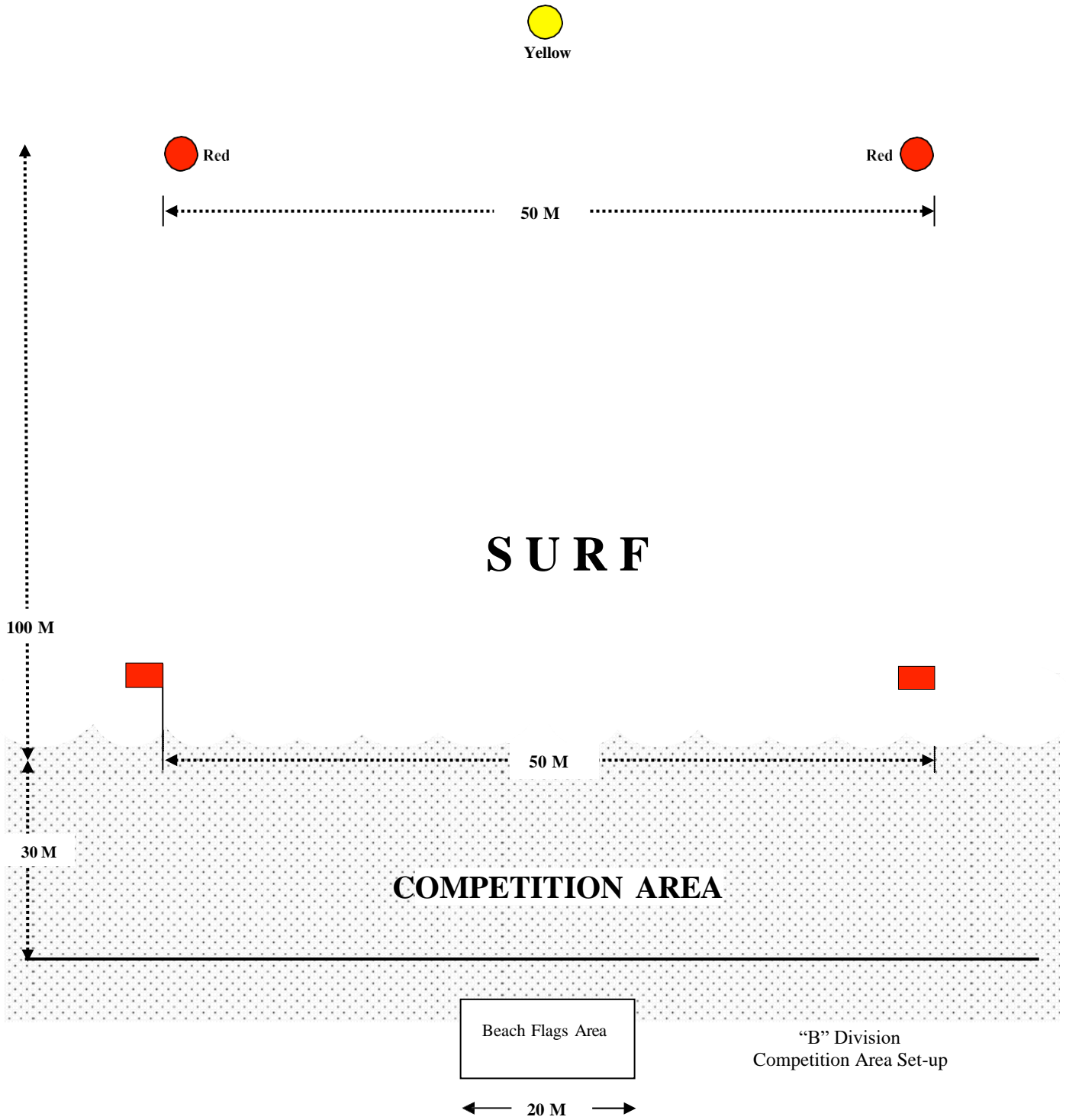


United States Lifesaving Association Jr. Guard Competition Guidelines



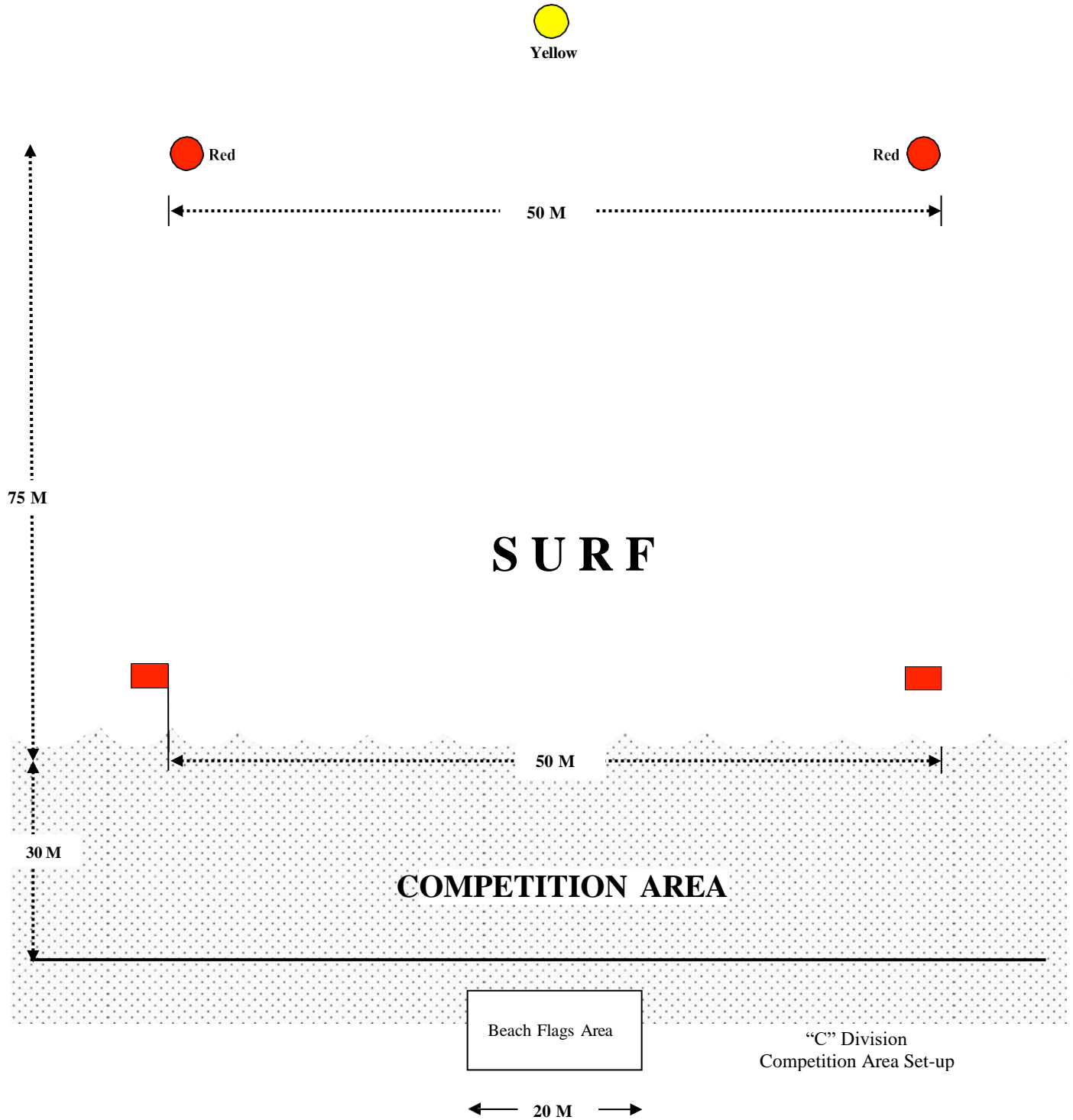


United States Lifesaving Association Jr. Guard Competition Guidelines



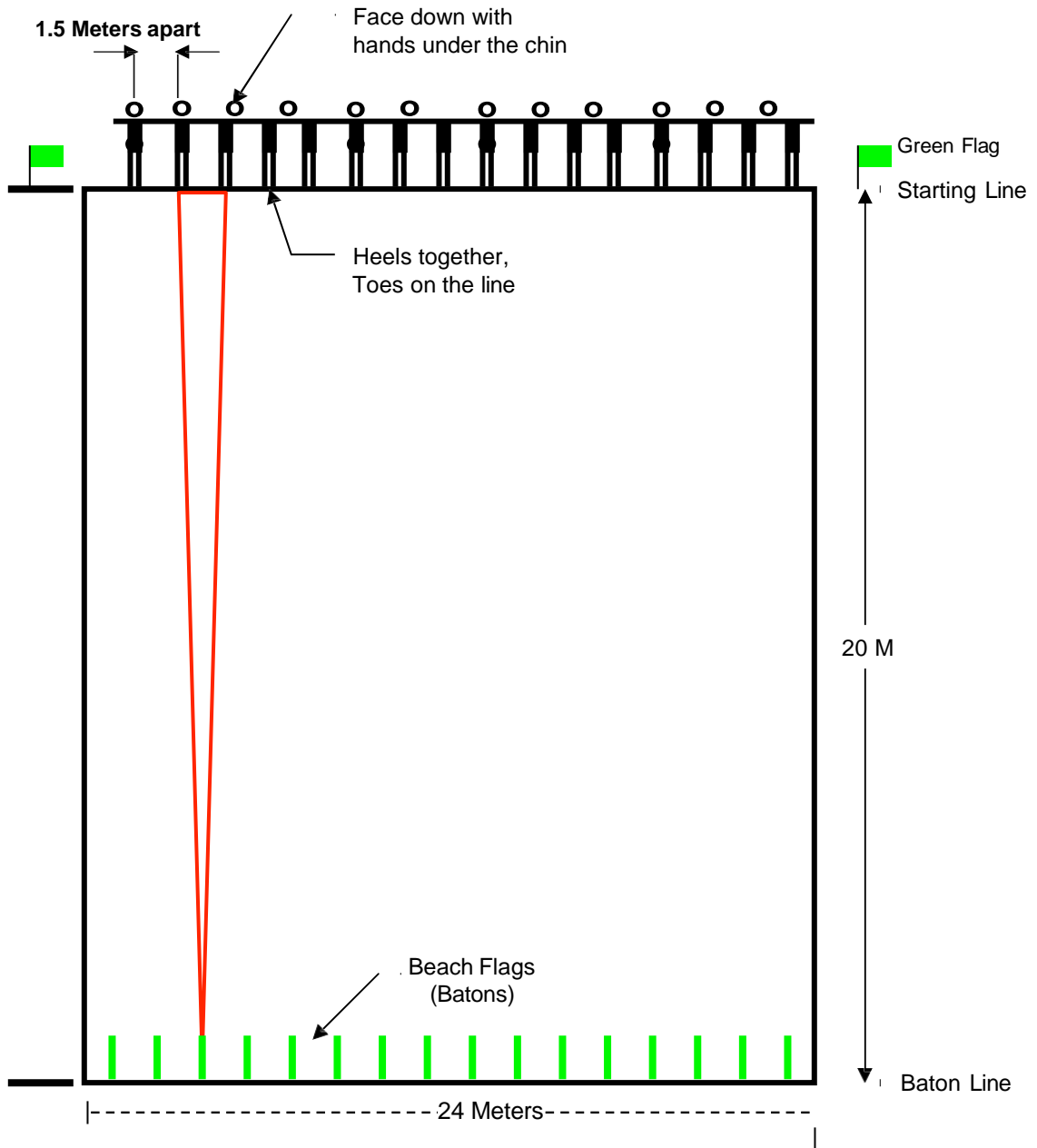


United States Lifesaving Association Jr. Guard Competition Guidelines

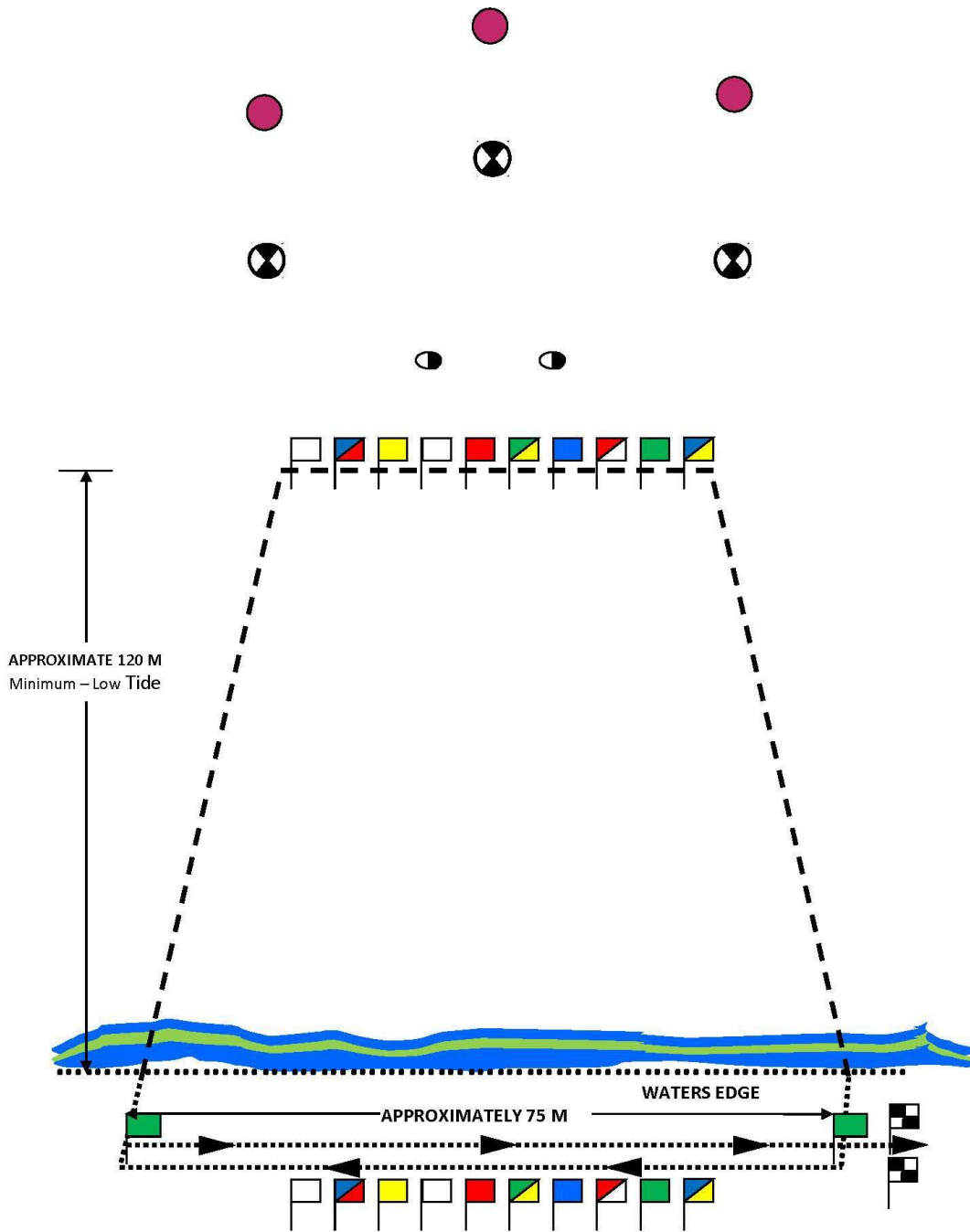




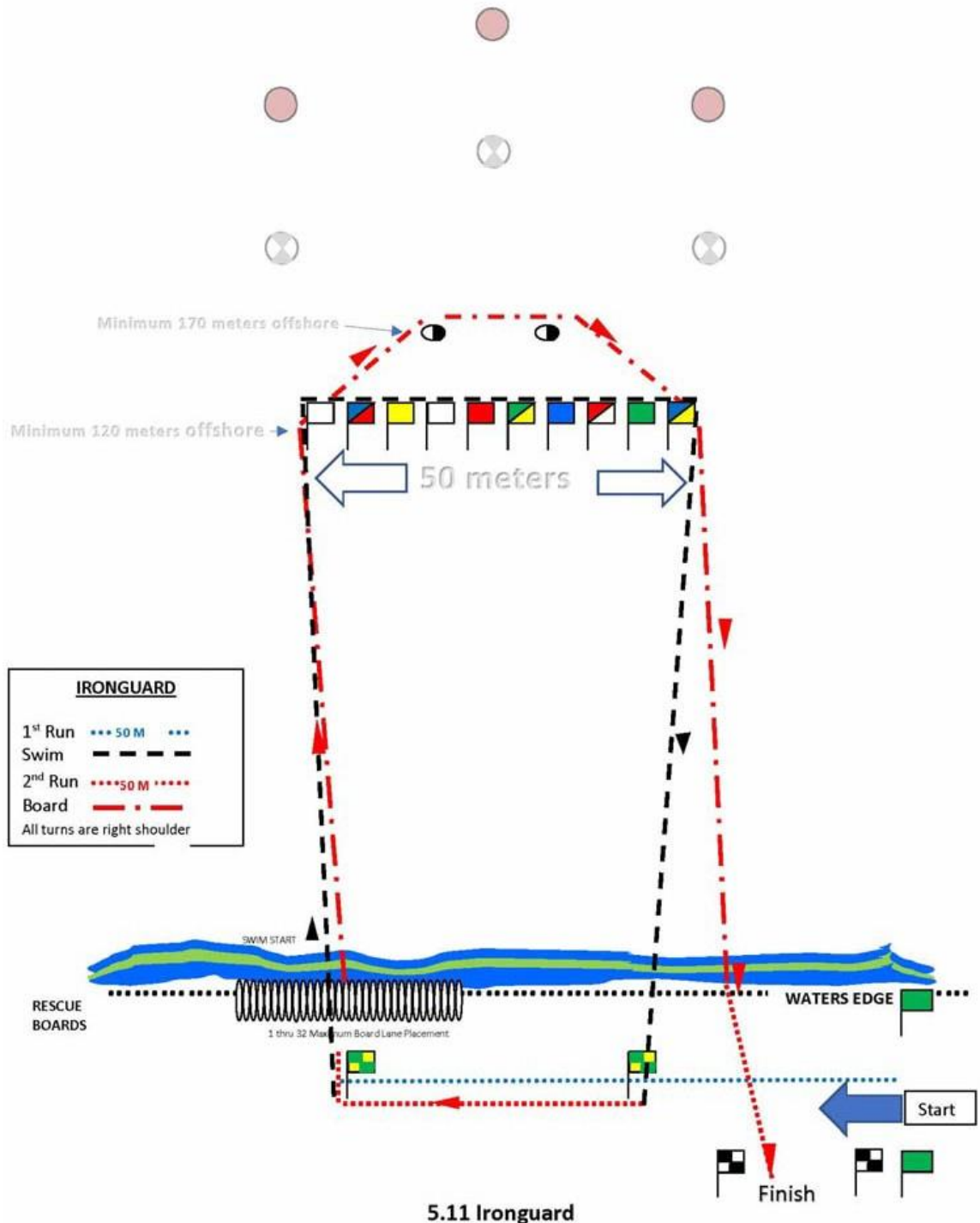
United States Lifesaving Association Jr. Guard Competition Guidelines

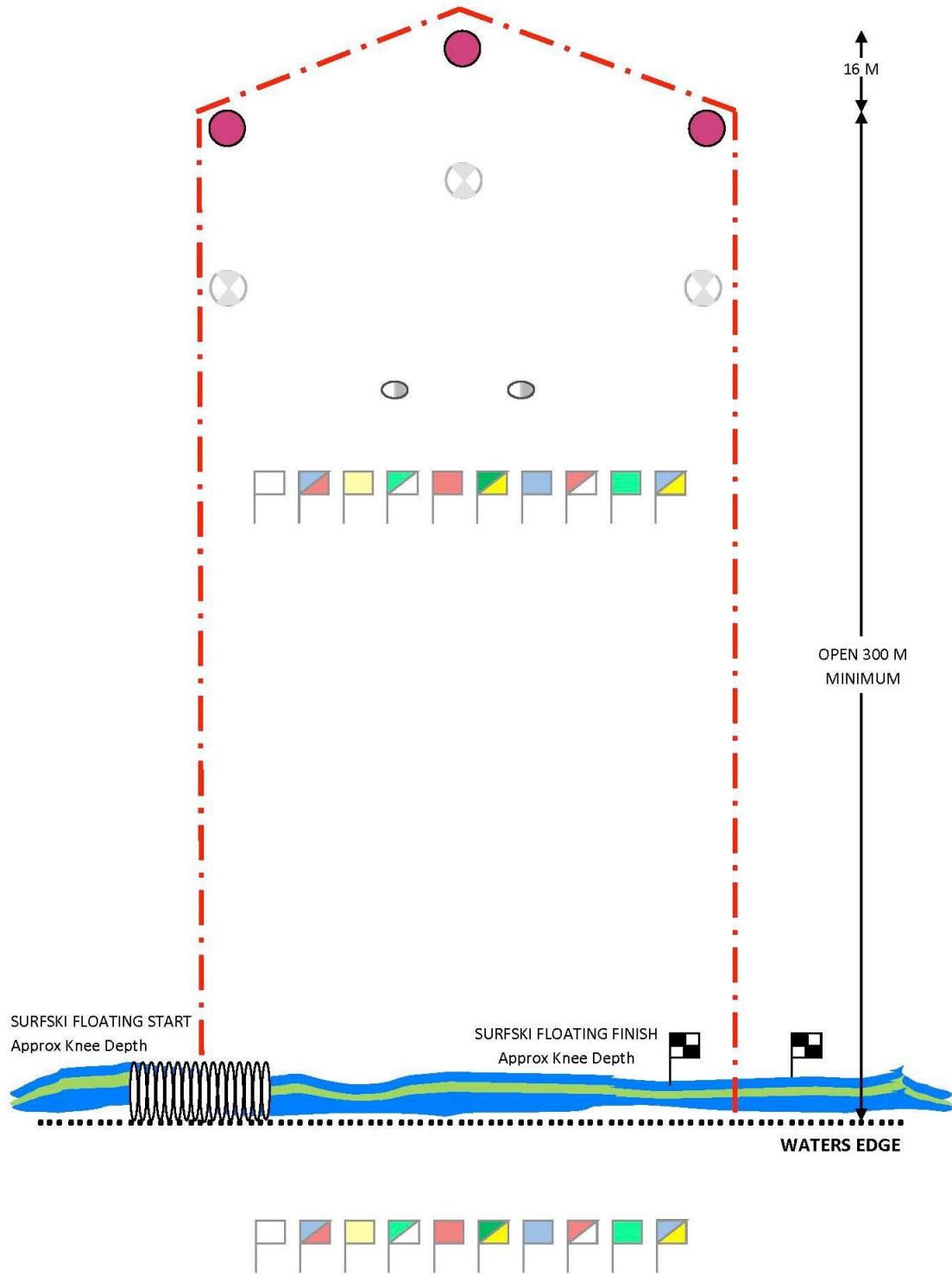


BEACH FLAGS

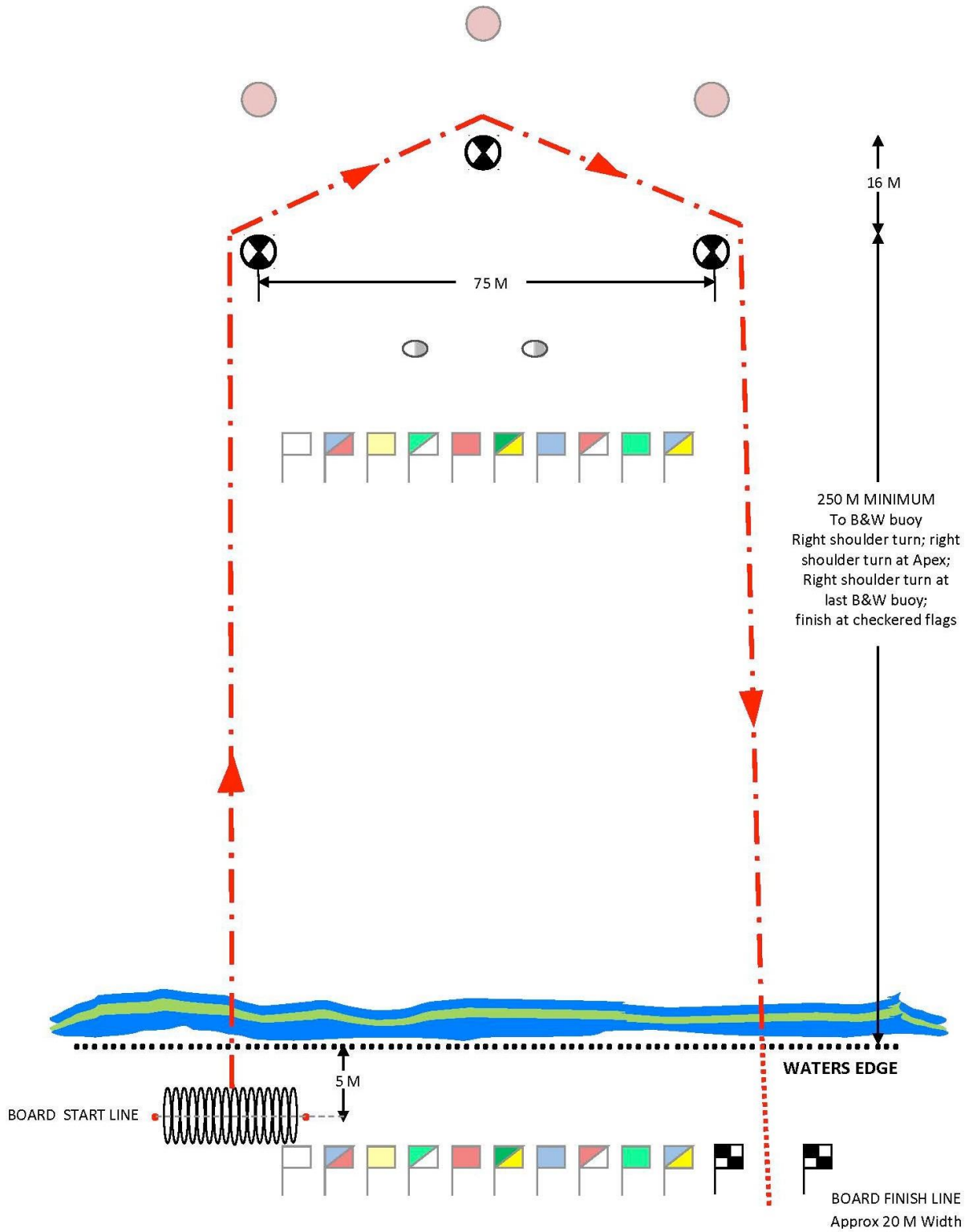


5.6 RUN-SWIM-RUN

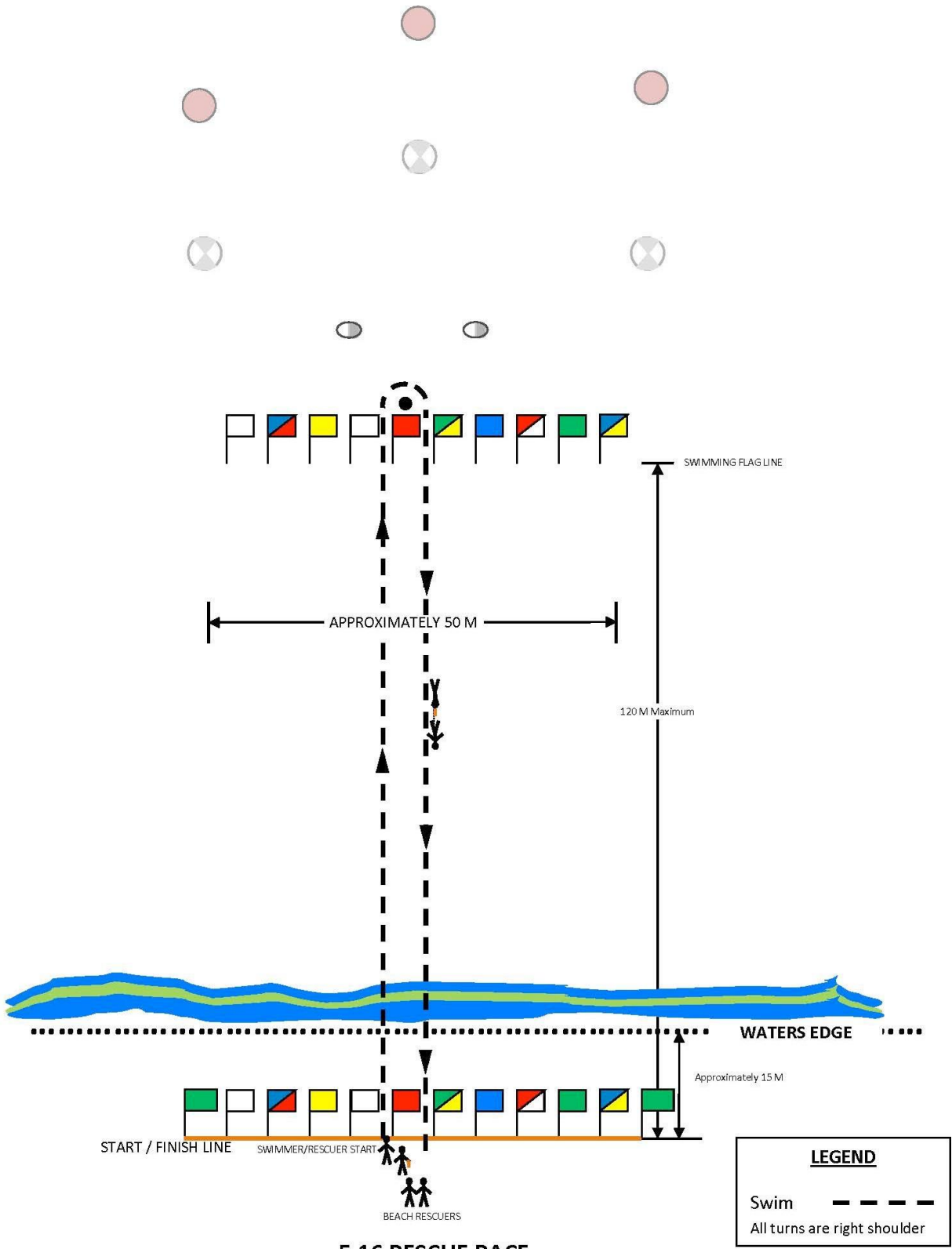




5.8 SURFSKI RACE



5.7 RESCUE BOARD RACE



5.16 RESCUE RACE

April 27, 2023

Coral Kemp, Vice Chair, Lifesaving Sport Committee
USLA Board of Directors Meeting, Redondo Beach, California

Agenda Item: Specialized Training for National Team and U-19 Team Coach & Management Staff

Introduction:

Surf lifesaving is a physically demanding sport that requires exceptional swimming abilities, endurance, strength, and quick-thinking in emergency situations. The safety of our athletes and participants is our utmost priority, which is why it is necessary to implement training and certification for coaches and managers to ensure athlete's well-being in and out of the water. Therefore, I propose we begin to review courses to be required under our National Governing Body in preparation to become compliant with the United States Olympic Committee policies and compose our own policy to implement required SafeSport training and First Aid/CPR certification for the following:

- ❖ Adult Participants who have Regular Contact with any Amateur Athlete(s) who is a Minor
- ❖ Adult Participants who have Authority over any Amateur Athlete(s) who is a Minor
- ❖ Adult Participants who are employees or board members of the USLA
- ❖ Other adults as determined by the USLA in its discretion.

SafeSport Policies:

SafeSport certification should be a mandatory requirement for all athletes, coaches, and officials to participate in surf lifesaving. This training equips them with knowledge of the various forms of abuse, how to recognize them, and how to report them. SafeSport certification is an essential aspect of promoting a safe and secure sporting environment for all participants. This certification ensures that athletes and officials can participate in surf lifesaving competitions without fear of harm or abuse. Additionally, SafeSport certification promotes ethical behavior and sportsmanship, which is crucial in upholding the integrity of our sport.

First Aid/CPR Certification Verification:

Given the nature of our sport, athletes are at risk of experiencing injuries and accidents, including drowning, lacerations, and heat exhaustion. Therefore, it is crucial that all surf lifesaving athletes, coaches, and officials have adequate first aid/CPR training. First aid/CPR certification training teaches the necessary skills to respond to medical emergencies, including

administering CPR, stabilizing injuries, handling spinal injuries, and managing shock. Ensuring that our athletes, coaches and officials have appropriate first aid and CPR training will allow for quick and effective emergency response and treatment, potentially saving lives. Many athletes and officials may already have these certifications through their agencies. Some may need to seek out the certifications and the USLA may create the option to verify online.

Conclusion:

The proposal to implement SafeSport policies and first aid/CPR certification verification for all surf lifesaving athletes, coaches, and officials aims to ensure the safety and well-being of all participants. Participation in surf lifesaving comes with certain inherent risks, and it is our responsibility to ensure that all participants can both compete and train safely. This proposal ensures that all involved persons are equipped with the knowledge and skills necessary to maintain a secure and healthy environment in which to participate in our sport, and that the USLA will be taking steps to become a compliant entity with USOC policies and procedures.

References:

SafeSport for National Governing Bodies: <https://uscenterforsafesport.org/ngb-services/#>
SafeSport USA Sports List (Surf Lifesaving not listed) <https://uscenterforsafesport.org/wp-content/uploads/2021/03/NGBlist.060722.pdf>

USOPC Athlete Safety Policy:

<https://www.teamusa.org/usopcathletesafetypolicy>

Additional Discussion Points for Future Required Training:

- ❖ Child/Adult Athlete Development
 - Understanding the physical and emotional development of child or adult athletes.
- ❖ Nutrition
 - Understanding how nutrition impacts physical performance and developing healthy eating habits.
- ❖ Emotional and Psychological Support:
 - Understanding the emotional and psychological needs of athletes and developing strategies for providing support.
- ❖ Injury Prevention
 - Understanding the common injuries associated with the sport and developing strategies for preventing injuries.
- ❖ Communication and Feedback
 - Developing effective communication skills and providing constructive feedback to athletes.
- ❖ Ethics and Professionalism
 - Understanding the ethical and professional standards expected of coaches and be able to model these behaviors to their athletes.

To evaluate the effectiveness of the training program, coaches/managers will need to demonstrate their mastery of the skills and knowledge covered in the program. This could be achieved through ongoing performance evaluations, surveys of athletes and parents, or peer reviews. The evaluation process should be designed to ensure that coaches have acquired the knowledge and skills necessary to work effectively with child or adult athletes.

United States Lifesaving Association

Membership

Activity Report

Date: 04/27/2023

Officer: Monty Reed

Introduction

Committee members are looking forward to our meeting in Redondo Beach. Team members have worked hard to implement the two- tier junior lifeguard membership. It is now on the website and is listed as a membership option. Thank you to Karissa and Ralph for their work in getting this done.

I would also like to thank McKenna Stevulak who has agreed to take over as our Procurement Liaison and will be overseeing the USLA store and updating/ changing items on a regular basis.

Lastly, Charlotte Graham will be working to establish sales of USLA surplus merchandise. Items include socks, towels, koozies, and various patches. Thank you, Charlotte, for making this happen!

Activities and Accomplishments (Since Prior Board of Directors Meeting. Include information on how the committee is promoting the Water Safety USA message)

1. Membership kit patch and sticker design were selected and ordered.
2. The gift items (lunch coolers) have been ordered and will be distributed in late June.
3. Continued exploration of sponsors for gift items.
4. Contacted all members with returned kits and attempted to redistribute.
5. Implementation of the two-tier Junior lifeguard membership level.
6. Life Member lapel pins have been delivered and will be distributed at this meeting.
7. Committee members continue to field requests, questions, and concerns from members throughout the year.
8. Worked w/ DaFin to establish final wording for the junior lifeguard sign up option on their website.
9. Continued USLA store and adding more items for purchase.
10. Continued challenge to increase membership by 10%.

Recommendations for Committee and/or Board Consideration

1. We are looking for individuals to model potential clothing items to be offered on the USLA store site via Big Cartel. If this is something, you might be interested in please reach out to McKenna or one of the membership team members.

Conference Call(s) Summary

1. Members met to discuss the implementation of the two-tier JG membership.

Attachments

1. Lapel Pin selection
2. Patch (option 3)
3. Cooler Bag
4. USLA Sticker (option 3)

5. Membership Report
6. DaFin JG Program Instructions

USLA MEMBERSHIPS EXPIRING JUNE 30, 2023 OR LATER

REGIONS	VOTING MEMBERS				TOTAL VOTING MEMBERS	NON VOTING MEMBERS		TOTAL ALL MEMBERS
	ALUMNUS	LIFE	PERPETUAL	PROFESSIONAL		ASSOCIATE	JUNIOR	
GREAT LAKES	3	2	-	21	26	-	-	26
GULF COAST	1	2	-	85	88	-	108	196
MID-ATLANTIC	49	8	1	1,045	1,103	2	747	1,852
NEW ENGLAND	4	-	1	43	48	1	-	49
NORTHWEST	4	1	1	56	62	1	-	63
PACIFIC ISLANDS	2	1	-	88	91	1	-	92
SOUTH ATLANTIC	23	3	1	784	811	3	229	1,043
SOUTHEAST	44	3	1	614	662	14	152	828
SOUTHWEST	232	14	7	1,134	1,387	6	887	2,280
UNAFFILIATED - INTERNATIONAL	1	-	-	8	9	-	-	9
UNAFFILIATED - USA	-	-	-	1	1	134	10	145
TOTALS	363	34	12	3,879	4,288	162	2,133	6,583

REPORTED AS OF APRIL 22, 2023

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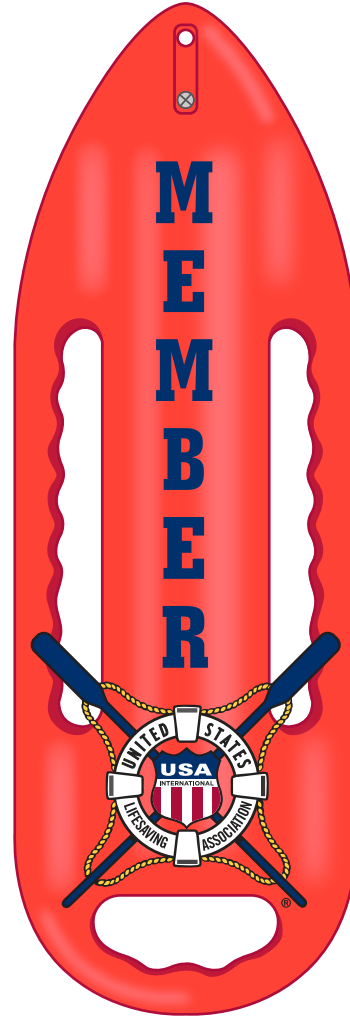




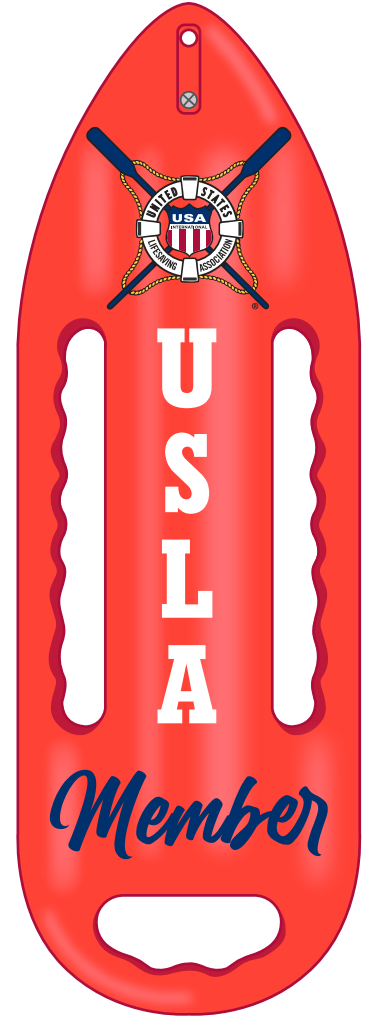
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3.







DaFiN Junior Lifeguard Online Store – Setup for Junior guard Admins

The purpose of the DaFiN Junior Lifeguard Online Store is to support Junior guard families with the opportunity to purchase DaFiN swim fins online at a special discounted price. The store is seasonal and is open from April 1 through August 31.

The program has the added benefit of removing the Junior Lifeguard administrator from the responsibility to collect and account for cash, checks, or credit cards.

How It Works

1. Within the DaFiN Junior Lifeguard Online Store we will set up a separate store for your program.
2. We will need you to provide us with a roster of the registrants in Excel or CSV format, including the name and email address of the parent/guardian and the first name of the Junior guard. This information is used by us only for the purpose of setting up an account for the parent/guardian in the online store. The email address becomes the username for the account.
3. Please send us the roster no later than ten (10) days before the start of your first program session. We can also add late registrants to the store subject to Order Deadlines.
4. When your store is set up, an email will be automatically sent to the parent/guardian inviting them to activate their account. The recipient of the email is under no obligation and may accept or dismiss the invitation to activate their account.
5. If the invitation is accepted, the user will be prompted to create a password for their account. When the password is created, the account is activated and orders may be placed at any time.
6. Notice to Parent/Guardian. Attached is a suggested letter/notice for you to send to your Junior guard families to explain the program.

7. Shipping. We are based in Hawaii but our online orders are filled from our order fulfillment warehouse in Santa Ana CA. Orders will be shipped to the parent/guardian home address. There are two shipping options available:

- FREE shipping via USPS or FedEx. Allow 2-5 business days for delivery.
- ADD \$10.00 for expedited shipping via FedEx 2-Day Saver rate. Allow two (2) business days for delivery.

8. If your practice is to purchase fins in bulk to distribute or resell to your Junior guards, please contact DaFiN at the email below for bulk ship pricing.

For further information:

DaFiN SURFING PRODUCTS

Honolulu, Hawaii

Jay Westcott

Managing Director

t. 808-372-3100

e. jayw@dafin.com

38.1MM



34.25MM

United States Lifesaving Association
Public Education Committee
Activity Report

Date: Thursday, 11/3/2022

Officer: Denise Blair

Activities and Accomplishments (Since Prior Board of Directors Meeting)

1. National Beach Safety Challenge

Ms. Fleming updated the beach safety challenge requirements with the committee's revisions.

In an effort to encourage beach safety education in America's communities, each year the United States Lifesaving Association recognizes agencies who participate in the *National Beach Safety Challenge*.

Agencies, Chapters or Regions that are conducting a beach safety program to educate the general public are encouraged to fill out the form below. Projects should be consistent with USLA beach safety messaging found under the Public Education section at www.usla.org/safetytips to be eligible. All entries must be submitted by July 15th.

Thank you for your efforts to prevent drowning and promote beach safety in your community!

2. Beach Safety Video Bob Ball sent an update on the production of the new Beach Safety Video.

This phase is the editing and post-production (graphics, music, etc.) of what we shot late last year. I have manipulated Peter's original script to align as best as possible with the revised version, as the voice-over and on-camera parts had already been recorded in Galveston.

We are utilizing existing B-roll collected over the years with some new shots captured last year as well. I will provide a list of B-Roll that I would love to collect (if exist) from different locals.

I hope to get you that list sometime early next week. If there are contacts I can make of members that may have some of that footage, I am happy to communicate with them directly.

So, for March, we will have created the English USLA version, using GBP as a model for the final version, to be recorded this August. It will be segmented by subject to allow customization products and insertion of area-specific messages to be recorded in VB.

Once this product version is approved, I will move forward with a Spanish translated version. (That version is taken from the spoken word audio as to match the English timing and visuals)

3. Social Media Ms. Blair sat on the subcommittee to review applicants for the Social Media position. Liaisons are needed for each region.

4. Grant Program Ms. Blair received a grant submission from Cape May Beach Safety Committee. The committee will review and vote during the spring meeting.

5. AAC on the Beach Nicolette Contella presented AAC on the Beach (Augmentative and Alternative Communication) to the Pub Ed Zoom meeting on February 22nd. AAC on The Beach offers free training and materials to any beach patrol. AAC is alternative and augmentative communication. From toddlers to post-stroke patients, everyone needs a way to communicate. As lifeguards, you are in charge of protecting the beach, with communication boards, you'll be able to communicate with anyone! AAC on the Beach will provide everything you need to implement this program on our beach. If you would like to set up a training email aaconthebeach@gmail.com or visit our website www.aaconthebeach.org!

Attachments

1. Public Education Committee Agenda

United States Lifesaving Association
Ways and Means
Activity Report

Date: April, 27, 2023

Officer: Co-chairs Rob Edgerton and Dan McCormick

Introduction

We're looking forward to a productive meeting.

Activities and Accomplishments

1. Keep the USLA financially stable and fiscally responsible (Principle)
 - 1.1. Accurately collect, process, and distribute membership dues each quarter and other funds in a timely way. ONGOING
 - 1.2. Focus on collection of invoices prior to fiscal year-end and continue monthly review of 90 day past due invoices. ONGOING
 - 1.3. Review the appropriate level of accounting report needed for Association (possible cost saving measure). ONGOING – looking at options, consulting others, need to get input from auditor.
 - 1.4. Review the appropriate ILS membership level for Association and consider pre-paying dues (possible cost saving measure). COMPLETE – paid thru 2025 as full member.
2. Act on financial requests from members and committees (Principle)
 - 2.1. Membership: help launch excess membership kit sales & expansion of custom apparel. ONGOING – meeting regularly with working group
 - 2.2. Assist with securing access to a chapter bank account in the MA region COMPLETE – left it with MA region chapter members.
 - 2.3. Take steps to meet various governmental vendor requirements COMPLETE – none pending.
 - 2.4. Established Special Purpose Donation fund in 2023 budget. Fund established, guidelines for use being developed.

Conference Call(s) Summary

1. Zoom call: February 22, 2023
 - 1.1. Reviewed 2022 Budget to Actual, invested reserves performance, 2023 budget notes, answered questions.
 - 1.2. Reviewed/confirmed 2023 membership processing steps.

Attachments

1. 2022 Year End Financial Report
2. 2023 Year to Date Financial Report

2022 USLA Financial Report

United States Lifesaving Association
For the period ended December 31, 2022



Prepared by
Dan McCormick, Treasurer

Prepared on
April 11, 2023

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RESERVE FUNDS

United States Lifesaving Association

Policy - Operational Reserve funds may be conservatively invested in liquid investments with a target of no less than 30% in Fidelity Cash Reserves, 20% be in Core U.S. Treasury Bonds and 50% be in ETF that follows the Russell 3000 Index. The Treasurer shall ensure that the fund is re-balanced whenever target percentages vary by more than 5%.

RESERVE FUNDS (As of December 31, 2022)

\$97,266.50	Fidelity Government Cash Reserves (33%) FDRXX
\$145,254.26	ISHARES CORE S&P US VALUE ETF (49%) IUSV
\$51,983.36	U.S. TREASURY BOND ETF (18%) GOVT
\$294,504.12	Total

PRINCIPAL CHANGES (December 31, 2022)

\$310,172.35	Opening Value
\$35,000.00	Additions
-\$35,000.00	Subtractions
\$0.00	Investment Fees
<u>-\$15,668.23</u>	<u>Change in Investment Value</u>
\$294,504.12	Closing Value

STATEMENT OF FINANCIAL POSITION

As of December 31, 2022

	Total
ASSETS	
Current Assets	
Bank Accounts	
Bank of America	
BOA Business Checking	54,840.56
BOA Business Savings	7,404.08
Total Bank of America	62,244.64
Fidelity Investments	241,976.64
Total Bank Accounts	304,221.28
Other Current Assets	
Uncategorized Asset	6,050.09
Total Other Current Assets	6,050.09
Total Current Assets	310,271.37
TOTAL ASSETS	\$310,271.37
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card	6,648.24
Avila	23,670.71
Barrows	9,866.20
Bradley	71,028.25
McCormick	39,189.18
Mcgibeny	4,493.50
Payment Account	-170,696.10
Smiley	23,602.34
Total Credit Card	7,802.32
Total Credit Cards	7,802.32
Total Current Liabilities	7,802.32
Long-Term Liabilities	
Competition - National Team	10,370.38
Youth National Team	8,912.05
Total Competition - National Team	19,282.43
Mexican Lifesaving Fund	23,095.93
Special Purpose Donation	2,850.00
Statistics Software Project	4,364.38
Total Long-Term Liabilities	49,592.74
Total Liabilities	57,395.06
Equity	
Opening Bal Equity	4,383.03
Unrestricted Net Assets	244,923.07

	Total
Net Revenue	3,570.21
Total Equity	252,876.31
TOTAL LIABILITIES AND EQUITY	\$310,271.37

Profit Loss Budget vs Actuals SUMMARY

January - December 2022

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue	31,565.00	22,660.00	8,905.00
Awards/Presentations Income		50.00	(50.00)
Certification Fees	34,283.11	31,600.00	2,683.11
Donations	3,468.01	2,400.00	1,068.01
Event Registrations	62,080.70	53,000.00	9,080.70
Interest	4,640.25	4,812.00	(171.75)
Lifesaving Sport Income	149,296.80	131,000.00	18,296.80
Membership Dues	149,326.27	115,960.00	33,366.27
Retail Sales	5,471.98		5,471.98
Royalties	4,573.75	2,750.00	1,823.75
Sponsorship	24,649.24	25,000.00	(350.76)
Unapplied Cash Payment Revenue	10.00		10.00
Uncategorized Revenue	15.00		15.00
Total Revenue	469,380.11	389,232.00	80,148.11
COST OF GOODS SOLD			
Cost of Goods Sold	4,778.64		4,778.64
Total Cost of Goods Sold	4,778.64	0.00	4,778.64
GROSS PROFIT	464,601.47	389,232.00	75,369.47
EXPENDITURES			
Administration	67,168.66	70,500.00	(3,331.34)
American Lifeguard Magazine	29,180.99	25,000.00	4,180.99
Awards & Special Presentations	1,454.00	500.00	954.00
Credit Card Charges	9,268.49	8,600.00	668.49
Database	19.46		19.46
Donation	3,341.01	2,400.00	941.01
Educational DVD	633.46		633.46
Event Host	56,404.65	47,700.00	8,704.65
Information Technology	9,999.15	9,060.00	939.15
Insurance & Bonds	11,777.02	7,000.00	4,777.02
International Relations	9,982.10	8,800.00	1,182.10
Junior Lifeguards	50.00	500.00	(450.00)
Lifesaving Sport	135,103.81	89,170.00	45,933.81
Membership Kits	57,749.58	53,000.00	4,749.58
Office Expenses	530.15	600.00	(69.85)
Presidential Discretionary Fund	445.15	500.00	(54.85)
Professional Fees	4,712.99	4,700.00	12.99
Public Education	4,352.74	6,000.00	(1,647.26)
Regions % of Member Dues	46,050.00	39,850.00	6,200.00
USLA Travel and Meetings	12,807.85	14,600.00	(1,792.15)
Total Expenditures	461,031.26	388,480.00	72,551.26

	Actual	Budget	Total over Budget
NET OPERATING REVENUE	3,570.21	752.00	2,818.21
NET REVENUE	\$3,570.21	\$752.00	\$2,818.21

Profit Loss Budget vs Actuals 2022

January - December 2022

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue			
Advertising Revenue	31,505.00	22,600.00	8,905.00
Magazine Subscription	60.00	60.00	0.00
Total ALM Revenue	31,565.00	22,660.00	8,905.00
Awards/Presentations Income		50.00	(50.00)
Certification Fees	32,500.00	28,000.00	4,500.00
Training Card	1,783.11	3,600.00	(1,816.89)
Total Certification Fees	34,283.11	31,600.00	2,683.11
Donations			
Restricted	3,468.01	2,400.00	1,068.01
Total Donations	3,468.01	2,400.00	1,068.01
Event Registrations			
BOD Fall	3,000.00		3,000.00
Banquet Fall	550.00	300.00	250.00
Registration Fall	15,625.00	9,200.00	6,425.00
Sponsorship Fall	11,750.00	12,000.00	(250.00)
Total BOD Fall	30,925.00	21,500.00	9,425.00
BOD Spring			
Banquet Spring	350.00	300.00	50.00
Registration Spring	10,643.20	9,200.00	1,443.20
Sponsorship Spring	9,487.50	12,000.00	(2,512.50)
Total BOD Spring	20,480.70	21,500.00	(1,019.30)
Class	10,675.00	9,000.00	1,675.00
CSLSA		1,000.00	(1,000.00)
Total Event Registrations	62,080.70	53,000.00	9,080.70
Interest	9.57	12.00	(2.43)
Dividends	4,630.68	4,800.00	(169.32)
Total Interest	4,640.25	4,812.00	(171.75)
Lifesaving Sport Income			
CSLSA Entry Fee	23,768.00	12,000.00	11,768.00
National Games			
Entry Fees	57,580.00	45,000.00	12,580.00
Host Contract Obligation		20,000.00	(20,000.00)
Junior Participation Fees	23,550.00	20,000.00	3,550.00
Total National Games	81,130.00	85,000.00	(3,870.00)
Southeast Entry	10,408.00	9,000.00	1,408.00
Sponsorship	33,990.80	25,000.00	8,990.80
Total Lifesaving Sport Income	149,296.80	131,000.00	18,296.80
Membership Dues			
Junior Lifeguard Membership			

			Total
	Actual	Budget	over Budget
JR Dues Gulf Coast	2,260.00	1,200.00	1,060.00
JR Dues Mid Atlantic	6,750.00	9,000.00	(2,250.00)
JR Dues Pacific Islands		50.00	(50.00)
JR Dues South Atlantic	2,310.00		2,310.00
SA Region payment		1,900.00	(1,900.00)
Total JR Dues South Atlantic	2,310.00	1,900.00	410.00
JR Dues Southeast	1,340.00	1,000.00	340.00
JR Dues Southwest	8,560.00	3,000.00	5,560.00
Total Junior Lifeguard Membership	21,220.00	16,150.00	5,070.00
Kit Share Costs	10,799.16	10,000.00	799.16
Online Dues Received	455.00		455.00
Professional Memberships			
Dues Great Lakes	480.00	420.00	60.00
Dues Gulf Coast	4,860.00	4,000.00	860.00
Dues Independent	5,340.00		5,340.00
Dues Mid Atlantic	12,220.00	9,000.00	3,220.00
\$15 Payment MA		12,000.00	(12,000.00)
Total Dues Mid Atlantic	12,220.00	21,000.00	(8,780.00)
Dues New England	1,140.00	1,050.00	90.00
Dues Northwest	1,860.00	1,000.00	860.00
Dues Pacific Island	2,730.00	2,550.00	180.00
Dues South Atlantic	2,410.00	180.00	2,230.00
\$15 Payment SA	11,400.00	12,360.00	(960.00)
Total Dues South Atlantic	13,810.00	12,540.00	1,270.00
Dues Southeast	18,042.11	17,250.00	792.11
\$15 Payment SE	240.00		240.00
Total Dues Southeast	18,282.11	17,250.00	1,032.11
Dues Southwest	56,130.00	30,000.00	26,130.00
Total Professional Memberships	116,852.11	89,810.00	27,042.11
Total Membership Dues	149,326.27	115,960.00	33,366.27
Retail Sales	5,471.98		5,471.98
Royalties			
Amazon.com	291.28	300.00	(8.72)
ASHI	1,550.42	1,000.00	550.42
DVD	610.95		610.95
Office Depot	33.36	100.00	(66.64)
Textbook	2,087.74	1,350.00	737.74
Total Royalties	4,573.75	2,750.00	1,823.75
Sponsorship	24,125.00	23,000.00	1,125.00
Marketing Royalties	524.24	2,000.00	(1,475.76)
Total Sponsorship	24,649.24	25,000.00	(350.76)
Unapplied Cash Payment Revenue	10.00		10.00
Uncategorized Revenue	15.00		15.00

	Actual	Budget	Total over Budget
Total Revenue	469,380.11	389,232.00	80,148.11
COST OF GOODS SOLD			
Cost of Goods Sold	4,778.64		4,778.64
Total Cost of Goods Sold	4,778.64	0.00	4,778.64
GROSS PROFIT	464,601.47	389,232.00	75,369.47
EXPENDITURES			
Administration			
Certification	224.24	500.00	(275.76)
Executive Director	65,708.33	66,000.00	(291.67)
Travel Expenses	1,236.09	4,000.00	(2,763.91)
Total Executive Director	66,944.42	70,000.00	(3,055.58)
Total Administration	67,168.66	70,500.00	(3,331.34)
American Lifeguard Magazine			
Incentives	200.00	300.00	(100.00)
Postage	8,123.12	7,500.00	623.12
Printing & Mailing	15,063.66	13,000.00	2,063.66
Professional Fees	2,700.00	2,700.00	0.00
Travel	3,094.21	1,500.00	1,594.21
Total American Lifeguard Magazine	29,180.99	25,000.00	4,180.99
Awards & Special Presentations	1,454.00	500.00	954.00
Credit Card Charges	9,268.49	8,600.00	668.49
Database	19.46		19.46
Donation	3,341.01	2,400.00	941.01
Educational DVD	633.46		633.46
Event Host	29,033.09	47,700.00	(18,666.91)
Fall BOD	27,371.56		27,371.56
Total Event Host	56,404.65	47,700.00	8,704.65
Information Technology	29.98		29.98
Survey Software	288.00	360.00	(72.00)
Telephone/Internet	596.51	700.00	(103.49)
Website	9,084.66	8,000.00	1,084.66
Total Information Technology	9,999.15	9,060.00	939.15
Insurance & Bonds	11,777.02	7,000.00	4,777.02
International Relations			
Dues	9,982.10	3,800.00	6,182.10
Travel & Support		5,000.00	(5,000.00)
Total International Relations	9,982.10	8,800.00	1,182.10
Junior Lifeguards	50.00	500.00	(450.00)
Lifesaving Sport			
National Games	20,418.30	2,800.00	17,618.30
Awards	4,892.87	6,000.00	(1,107.13)
Competitor Rash Singlets	13,258.75		13,258.75
Credit Card Charges	4,965.91	4,000.00	965.91

	Actual	Budget	Total over Budget
Host	10,000.00		10,000.00
Insurance	2,183.95	3,000.00	(816.05)
Official	29,381.44	30,000.00	(618.56)
Payment - Entry Fee	3,383.00	3,000.00	383.00
Public Relations	1,250.89	6,000.00	(4,749.11)
Total National Games	89,735.11	54,800.00	34,935.11
National Team	13,975.00	14,000.00	(25.00)
Region	31,393.70	20,370.00	11,023.70
Total Lifesaving Sport	135,103.81	89,170.00	45,933.81
Membership Kits	57,749.58	53,000.00	4,749.58
Office Expenses	78.50		78.50
Bank Charge	2.00	60.00	(58.00)
Mailings	449.65	540.00	(90.35)
Total Office Expenses	530.15	600.00	(69.85)
Presidential Discretionary Fund	445.15	500.00	(54.85)
Professional Fees			
Accounting Fees	4,525.00	4,500.00	25.00
Tax Preparation	187.99	200.00	(12.01)
Total Professional Fees	4,712.99	4,700.00	12.99
Public Education	4,331.23	2,500.00	1,831.23
Awards		500.00	(500.00)
Grant Program		3,000.00	(3,000.00)
Mailing & Postage	21.51		21.51
Total Public Education	4,352.74	6,000.00	(1,647.26)
Regions % of Member Dues			
Great Lakes	635.00	210.00	425.00
Gulf Coast	1,510.00	2,600.00	(1,090.00)
Mid Atlantic	7,950.00	9,000.00	(1,050.00)
New England	570.00	525.00	45.00
Pacific Islands	495.00	1,300.00	(805.00)
Pacific Northwest	945.00	500.00	445.00
South Atlantic	1,805.00	90.00	1,715.00
Southeast	10,105.00	9,125.00	980.00
Southwest	22,035.00	16,500.00	5,535.00
Total Regions % of Member Dues	46,050.00	39,850.00	6,200.00
USLA Travel and Meetings	107.85		107.85
Officer BOD Meeting Expenses	12,700.00	12,600.00	100.00
Travel and Support		2,000.00	(2,000.00)
Total USLA Travel and Meetings	12,807.85	14,600.00	(1,792.15)
Total Expenditures	461,031.26	388,480.00	72,551.26
NET OPERATING REVENUE	3,570.21	752.00	2,818.21
NET REVENUE	\$3,570.21	\$752.00	\$2,818.21

LIFESAVING SPORT:LIFESAVING SPORT BUDGET vs. ACTUAL

January - December 2022

	Actual	Budget	Total over Budget
REVENUE			
Lifesaving Sport Income			
CSLSA Entry Fee	23,768.00	12,000.00	11,768.00
National Games			
Entry Fees	57,580.00	45,000.00	12,580.00
Host Contract Obligation		20,000.00	(20,000.00)
Junior Participation Fees	23,550.00	20,000.00	3,550.00
Total National Games	81,130.00	85,000.00	(3,870.00)
Southeast Entry	10,408.00	9,000.00	1,408.00
Sponsorship	33,990.80	25,000.00	8,990.80
Total Lifesaving Sport Income	149,296.80	131,000.00	18,296.80
Total Revenue	149,296.80	131,000.00	18,296.80
GROSS PROFIT	149,296.80	131,000.00	18,296.80
EXPENDITURES			
Lifesaving Sport			
National Games	20,418.30	2,800.00	17,618.30
Awards	4,892.87	6,000.00	(1,107.13)
Credit Card Charges	4,965.91	4,000.00	965.91
Host	10,000.00		10,000.00
Insurance	2,183.95	3,000.00	(816.05)
Official	29,381.44	30,000.00	(618.56)
Payment - Entry Fee	3,383.00	3,000.00	383.00
Public Relations	1,250.89	6,000.00	(4,749.11)
Total National Games	76,476.36	54,800.00	21,676.36
National Team	13,975.00	14,000.00	(25.00)
Region	31,393.70	20,370.00	11,023.70
Total Lifesaving Sport	121,845.06	89,170.00	32,675.06
Total Expenditures	121,845.06	89,170.00	32,675.06
NET OPERATING REVENUE	27,451.74	41,830.00	(14,378.26)
NET REVENUE	\$27,451.74	\$41,830.00	\$ (14,378.26)

MEXICAN LIFESAVING FUND

January - December 2022

Date	Name	Memo/Description	Amount	Balance
Mexican Lifesaving Fund				
				Beginning Balance
				23,271.83
		CHECKCARD 0207 WEB*NETWORKSOLUTI 888-6429675 FL 75418232038140179689507 RECURRING CKCD 5968 XXXXXXXXXXXX5440		
02/08/2022	Network Solutions		(74.97)	23,196.86
03/01/2022	Neoverve.com	Web host and domain routing	(251.88)	22,944.98
		Mexican Lifesaving Fund transfer per P&P IV-K.D		
04/26/2022			71.00	23,015.98
		CHECKCARD 0627 WEB*NETWORKSOLUTI XXX-XX29675 FL XXXXX2321XXXXXXXXXX957 9 RECURRING CKCD 5968 XXXXXXXXXXXX995440		
06/28/2022	Network Solutions		(15.99)	22,999.99
07/01/2022	Neoverve.com	NEOVERVE	95.94	23,095.93
Total for Mexican Lifesaving Fund			\$ (175.90)	
TOTAL			\$ (175.90)	

LIFESAVING SPORT:NATIONAL TEAM Report

January - December 2022

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance
Competition - National Team					
					19,875.53
	Beginning Balance				
01/01/2022	Journal Entry	Deposit	Annual USLA Contribution	14,000.00	33,875.53
04/28/2022	Expenditure	Orion Sky Global, Ltd	Additional hotel room deposit World Championships Riccione 2022	(546.37)	33,329.16
05/27/2022	Expenditure	Orion Sky Global, Ltd	2nd deposit lodging for World Lifesaving Championships in Riccione 16 euros added to cover HSBC wire transfer fee. 3,821.50 euros	(4,206.33)	29,122.83
08/30/2022	Expenditure	Aquasport International	Equipment rental	(3,807.03)	25,315.80
09/05/2022	Expenditure	Tom Gill	Team registration fees	(1,229.92)	24,085.88
09/05/2022	Expenditure		ALITALIA 0554400178386	(71.00)	24,014.88
09/05/2022	Expenditure		ALITALIA 0552357353810	(1,269.57)	22,745.31
09/06/2022	Expenditure		ALITALIA 0552357366452	(1,269.57)	21,475.74
09/07/2022	Journal Entry		2022 Nationals 521 adult @ \$3 each	1,563.00	23,038.74
09/21/2022	Expenditure	Dagan Sales & MKTG., INC	45 white hats	(429.54)	22,609.20
09/22/2022	Expenditure		ALITALIA 0554400257996	(70.00)	22,539.20
09/24/2022	Expenditure		CLUB RISTORAZIONE SRL.	(231.52)	22,307.68
09/24/2022	Expenditure		CONAD FONTANELLE SNC	(129.38)	22,178.30
09/25/2022	Expenditure		SUPERMARKET ABISSINIA	(60.79)	22,117.51
09/25/2022	Expenditure		CLUB RISTORAZIONE SRL.	(144.33)	21,973.18

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance
09/26/2022	Expenditure		POLISPORTIVA COMUNALE	(54.19)	21,918.99
09/28/2022	Expenditure		POLISPORTIVA COMUNALE	(10.64)	21,908.35
09/29/2022	Expenditure		CLUB RISTORAZIONE SRL.	(340.54)	21,567.81
10/02/2022	Expenditure		BAR-RIST. DOLCEVITA RI	(198.57)	21,369.24
10/02/2022	Expenditure		BAR-RIST. DOLCEVITA RI	(34.49)	21,334.75
10/02/2022	Expenditure		ROMAGNA FAMILY CAMPIN.	(63.86)	21,270.89
10/03/2022	Expenditure		A.R.E. SRL	(70.95)	21,199.94
10/03/2022	Expenditure		A.R.E. SRL	(70.95)	21,128.99
11/04/2022	Expenditure	Casey Graham	Equipment, meals, transportation reimbursement for National comp team in Italy	(158.61)	20,970.38
11/08/2022	Expenditure	Jenna Solberg	Travel stipend - Jenna Solberg - Italy	(800.00)	20,170.38
11/08/2022	Expenditure	Maurice Peacock	Travel stipend - Maurice Peacock - Italy	(800.00)	19,370.38
11/08/2022	Expenditure	Amanda Calabrese	Travel stipend - Amanda Calabrese - Italy	(800.00)	18,570.38
11/08/2022	Expenditure	Kelsey Cummings	Travel stipend Kelsey Cummings - Italy	(800.00)	17,770.38
11/08/2022	Expenditure	April O’Gorman	Travel stipend April O’Gorman - Italy	(800.00)	16,970.38
11/08/2022	Expenditure	Drew Modrov	Travel stipend - Drew Modrov - Italy	(800.00)	16,170.38
11/08/2022	Expenditure	Thomas O’Neill	Travel stipend - Thomas O’Neill - Italy	(800.00)	15,370.38
11/08/2022	Expenditure	Holly Maine	Travel stipend - Holly Maine - Italy	(800.00)	14,570.38

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance
11/08/2022	Expenditure	Casey Francis	Travel stipend - Drew Francis - Italy	(800.00)	13,770.38
11/08/2022	Expenditure	Jose "Joji" Abasolo	Travel stipend - Joji Abasolo - Italy	(1,000.00)	12,770.38
11/08/2022	Expenditure	Timothy Burdiak	Travel stipend - Tim Burdiak - Italy	(800.00)	11,970.38
11/08/2022	Expenditure	Jake Miller	Travel Stipend Jake Miller - Italy	(800.00)	11,170.38
11/08/2022	Expenditure	Zane Booth	Travel stipend Zane Booth - Italy	(800.00)	10,370.38
Total for Competition - National Team				\$ (9,505.15)	
Youth National Team					
	Beginning Balance				6,942.05
06/28/2022	Receipt		Donation - U19 Competition Team from Michael ODonnell	100.00	7,042.05
06/28/2022	Receipt		Donation - U19 Competition Team from Brooks Bennet (US Youth National Team) Being a Junior Lifeguard instructor as well ,glad to support the youth	50.00	7,092.05
09/07/2022	Journal Entry		2022 Nationals 364 junior @ \$5 each	1,820.00	8,912.05
Total for Youth National Team				\$1,970.00	
Total for Competition - National Team with sub-accounts				\$ (7,535.15)	
TOTAL				\$ (7,535.15)	

2023 YTD USLA Financial Report

United States Lifesaving Association
For the period ended April 13, 2023



Prepared by
Dan McCormick, Treasurer

Prepared on
April 13, 2023

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RESERVE FUNDS

United States Lifesaving Association

Policy - Operational Reserve funds may be conservatively invested in liquid investments with a target of no less than 30% in Fidelity Cash Reserves, 20% be in Core U.S. Treasury Bonds and 50% be in ETF that follows the Russell 3000 Index. The Treasurer shall ensure that the fund is re-balanced whenever target percentages vary by more than 5%.

RESERVE FUNDS (As of April 13, 2023)

\$88,278.44	Fidelity Government Cash Reserves (28.90%) FDRXX
\$157,085.49	ISHARES CORE S&P US VALUE ETF (51.43%) IUSV
\$60,081.50	U.S. TREASURY BOND ETF (19.67%) GOVT
\$305,445.43	Total

PRINCIPAL CHANGES (1/1/23 - 4/13/23)

\$294,504.12	Opening Value
\$0.00	Additions
\$0.00	Subtractions
\$0.00	Investment Fees
<u>\$10,941.31</u>	Change in Investment Value
\$305,445.43	Closing Value

STATEMENT OF FINANCIAL POSITION

As of April 13, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
Bank of America	870.00
BOA Business Checking	34,196.48
BOA Business Savings	17,405.47
Total Bank of America	52,471.95
Fidelity Investments	243,988.53
Total Bank Accounts	296,460.48
Other Current Assets	
Uncategorized Asset	5,339.98
Total Other Current Assets	5,339.98
Total Current Assets	301,800.46
TOTAL ASSETS	\$301,800.46
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card	6,648.24
Avila	23,670.71
Barrows	9,866.20
Bradley	71,028.25
McCormick	40,770.97
Mcgibeny	4,493.50
Payment Account	-180,579.50
Smiley	23,660.78
Total Credit Card	-440.85
Total Credit Cards	-440.85
Total Current Liabilities	-440.85
Long-Term Liabilities	
Competition - National Team	24,370.38
Youth National Team	8,912.05
Total Competition - National Team	33,282.43
Mexican Lifesaving Fund	23,153.93
Special Purpose Donation	3,350.00
Statistics Software Project	4,364.38
Total Long-Term Liabilities	64,150.74
Total Liabilities	63,709.89
Equity	
Opening Bal Equity	4,383.03
Unrestricted Net Assets	248,493.28

	Total
Net Revenue	-14,785.74
Total Equity	238,090.57
TOTAL LIABILITIES AND EQUITY	\$301,800.46

Profit Loss Budget vs Actuals SUMMARY

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue	9,542.00	25,060.00	(15,518.00)
Awards/Presentations Income		50.00	(50.00)
Certification Fees	8,310.00	32,500.00	(24,190.00)
Donations	1,362.50	8,150.00	(6,787.50)
Event Registrations	26,350.00	64,000.00	(37,650.00)
Interest	1,955.28	2,812.00	(856.72)
Lifesaving Sport Income		136,600.00	(136,600.00)
Membership Dues	25,476.87	145,925.00	(120,448.13)
Retail Sales	1,062.13	6,400.00	(5,337.87)
Royalties	780.91	2,760.00	(1,979.09)
Sponsorship	10,145.23	27,000.00	(16,854.77)
Total Revenue	84,984.92	451,257.00	(366,272.08)
COST OF GOODS SOLD			
Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
Total Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
GROSS PROFIT	83,927.25	445,857.00	(361,929.75)
EXPENDITURES			
Administration	22,007.28	70,350.00	(48,342.72)
American Lifeguard Magazine	8,665.39	25,000.00	(16,334.61)
Awards & Special Presentations	341.64	2,000.00	(1,658.36)
Credit Card Charges	2,985.13	8,600.00	(5,614.87)
Donation	200.00	2,400.00	(2,200.00)
Event Host	15,861.40	57,720.00	(41,858.60)
Information Technology	395.29	9,140.00	(8,744.71)
Insurance & Bonds	4,836.00	7,000.00	(2,164.00)
International Relations		8,300.00	(8,300.00)
Junior Lifeguards		500.00	(500.00)
Lifesaving Sport	20,000.00	102,420.00	(82,420.00)
Membership Kits	4,141.68	54,955.00	(50,813.32)
Office Expenses	216.30	610.00	(393.70)
Presidential Discretionary Fund		500.00	(500.00)
Professional Fees	5,133.98	26,250.00	(21,116.02)
Public Education		7,400.00	(7,400.00)
Regions % of Member Dues	13,928.90	48,110.00	(34,181.10)
USLA Travel and Meetings		14,600.00	(14,600.00)
Total Expenditures	98,712.99	445,855.00	(347,142.01)
NET OPERATING REVENUE	(14,785.74)	2.00	(14,787.74)
NET REVENUE	\$ (14,785.74)	\$2.00	\$ (14,787.74)

Profit Loss Budget vs Actuals 2023

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue			
Advertising Revenue	9,506.00	25,000.00	(15,494.00)
Magazine Subscription	36.00	60.00	(24.00)
Total ALM Revenue	9,542.00	25,060.00	(15,518.00)
Awards/Presentations Income		50.00	(50.00)
Certification Fees	7,500.00	31,000.00	(23,500.00)
Training Card	810.00	1,500.00	(690.00)
Total Certification Fees	8,310.00	32,500.00	(24,190.00)
Donations			
Restricted	1,362.50	2,400.00	(1,037.50)
Unrestricted	0.00	5,750.00	(5,750.00)
Total Donations	1,362.50	8,150.00	(6,787.50)
Event Registrations			
BOD Fall			
Banquet Fall		300.00	(300.00)
Registration Fall		16,700.00	(16,700.00)
Sponsorship Fall	3,500.00	15,000.00	(11,500.00)
Total BOD Fall	3,500.00	32,000.00	(28,500.00)
BOD Spring			
Banquet Spring	275.00	300.00	(25.00)
Registration Spring	11,175.00	11,700.00	(525.00)
Sponsorship Spring	5,750.00	10,000.00	(4,250.00)
Total BOD Spring	17,200.00	22,000.00	(4,800.00)
Class	5,650.00	9,000.00	(3,350.00)
CSLSA		1,000.00	(1,000.00)
Total Event Registrations	26,350.00	64,000.00	(37,650.00)
Interest	1.39	12.00	(10.61)
Dividends	1,953.89	2,800.00	(846.11)
Total Interest	1,955.28	2,812.00	(856.72)
Lifesaving Sport Income			
CSLSA Entry Fee		12,000.00	(12,000.00)
National Games			
Event Fee		50,600.00	(50,600.00)
Host Contract Obligation		20,000.00	(20,000.00)
Junior Participation Fees		15,000.00	(15,000.00)
Total National Games		85,600.00	(85,600.00)
Southeast Entry		9,000.00	(9,000.00)
Sponsorship		30,000.00	(30,000.00)
Total Lifesaving Sport Income		136,600.00	(136,600.00)
Membership Dues			

	Actual	Budget	Total over Budget
Junior Lifeguard Membership			
JR Dues DaFin		200.00	(200.00)
JR Dues Gulf Coast		900.00	(900.00)
JR Dues Mid Atlantic	2,580.00	12,300.00	(9,720.00)
JR Dues Northwest	10.00		10.00
JR Dues Pacific Islands		100.00	(100.00)
JR Dues South Atlantic			
SA Region payment		2,500.00	(2,500.00)
Total JR Dues South Atlantic		2,500.00	(2,500.00)
JR Dues Southeast		1,000.00	(1,000.00)
JR Dues Southwest		13,000.00	(13,000.00)
Total Junior Lifeguard Membership	2,590.00	30,000.00	(27,410.00)
Kit Share Costs	6,221.87	14,945.00	(8,723.13)
Online Dues Received	(460.00)		(460.00)
Professional Memberships			
Dues Great Lakes	60.00	750.00	(690.00)
Dues Gulf Coast	60.00	3,000.00	(2,940.00)
Dues Independent		1,500.00	(1,500.00)
Dues Mid Atlantic	640.00	9,000.00	(8,360.00)
\$15 Payment MA	11,085.00	12,000.00	(915.00)
Total Dues Mid Atlantic	11,725.00	21,000.00	(9,275.00)
Dues New England	150.00	1,290.00	(1,140.00)
Dues Northwest	180.00	1,800.00	(1,620.00)
Dues Pacific Island	240.00	2,550.00	(2,310.00)
Dues South Atlantic	360.00	180.00	180.00
\$15 Payment SA		12,360.00	(12,360.00)
Total Dues South Atlantic	360.00	12,540.00	(12,180.00)
Dues Southeast	1,900.00	17,250.00	(15,350.00)
Dues Southwest	2,450.00	39,300.00	(36,850.00)
Total Professional Memberships	17,125.00	100,980.00	(83,855.00)
Total Membership Dues	25,476.87	145,925.00	(120,448.13)
Retail Sales	1,062.13	6,400.00	(5,337.87)
Royalties			
Amazon.com	96.45	300.00	(203.55)
ASHI		1,000.00	(1,000.00)
DVD	225.00	10.00	215.00
Office Depot	29.35	100.00	(70.65)
Textbook	430.11	1,350.00	(919.89)
Total Royalties	780.91	2,760.00	(1,979.09)
Sponsorship	8,500.00	25,000.00	(16,500.00)
Marketing Royalties	1,645.23	2,000.00	(354.77)
Total Sponsorship	10,145.23	27,000.00	(16,854.77)
Total Revenue	84,984.92	451,257.00	(366,272.08)

	Actual	Budget	Total over Budget
COST OF GOODS SOLD			
Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
Total Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
GROSS PROFIT	83,927.25	445,857.00	(361,929.75)
EXPENDITURES			
Administration			
Certification	7.28	850.00	(842.72)
Executive Director	22,000.00	66,000.00	(44,000.00)
Travel Expenses		3,500.00	(3,500.00)
Total Executive Director	22,000.00	69,500.00	(47,500.00)
Total Administration	22,007.28	70,350.00	(48,342.72)
American Lifeguard Magazine			
Incentives	100.00	300.00	(200.00)
Postage	2,946.57	7,500.00	(4,553.43)
Printing & Mailing	4,718.82	12,500.00	(7,781.18)
Professional Fees	900.00	2,700.00	(1,800.00)
Travel		2,000.00	(2,000.00)
Total American Lifeguard Magazine	8,665.39	25,000.00	(16,334.61)
Awards & Special Presentations	341.64	2,000.00	(1,658.36)
Credit Card Charges	2,985.13	8,600.00	(5,614.87)
Donation	200.00	2,400.00	(2,200.00)
Event Host			
Class	11,470.25	8,750.00	2,720.25
CSLSA		970.00	(970.00)
Fall BOD	3,273.65	26,500.00	(23,226.35)
Spring BOD	1,117.50	21,500.00	(20,382.50)
Total Event Host	15,861.40	57,720.00	(41,858.60)
Information Technology			
Survey Software		290.00	(290.00)
Telephone/Internet	195.31	850.00	(654.69)
Website	199.98	8,000.00	(7,800.02)
Total Information Technology	395.29	9,140.00	(8,744.71)
Insurance & Bonds	4,836.00	7,000.00	(2,164.00)
International Relations			
Dues		1,800.00	(1,800.00)
Travel & Support		6,500.00	(6,500.00)
Total International Relations		8,300.00	(8,300.00)
Junior Lifeguards		500.00	(500.00)
Lifesaving Sport			
National Games		2,800.00	(2,800.00)
Awards		6,000.00	(6,000.00)
Competitor Rash Singlets		13,250.00	(13,250.00)
Credit Card Charges		4,000.00	(4,000.00)

	Actual	Budget	Total over Budget
Insurance		3,000.00	(3,000.00)
Official		30,000.00	(30,000.00)
Payment - Entry Fee		3,000.00	(3,000.00)
Public Relations	6,000.00	6,000.00	0.00
Total National Games	6,000.00	68,050.00	(62,050.00)
National Team	14,000.00	14,000.00	0.00
Region		20,370.00	(20,370.00)
Total Lifesaving Sport	20,000.00	102,420.00	(82,420.00)
Membership Kits	4,141.68	54,955.00	(50,813.32)
Office Expenses	12.47		12.47
Bank Charge	1.00	60.00	(59.00)
Mailings	202.83	550.00	(347.17)
Total Office Expenses	216.30	610.00	(393.70)
Presidential Discretionary Fund		500.00	(500.00)
Professional Fees			
Accounting Fees	25.00	4,500.00	(4,475.00)
Social Media	5,100.00	21,500.00	(16,400.00)
Tax Preparation	8.98	250.00	(241.02)
Total Professional Fees	5,133.98	26,250.00	(21,116.02)
Public Education		3,900.00	(3,900.00)
Awards		500.00	(500.00)
Grant Program		3,000.00	(3,000.00)
Total Public Education		7,400.00	(7,400.00)
Regions % of Member Dues			
Great Lakes	30.00	375.00	(345.00)
Gulf Coast	30.00	1,200.00	(1,170.00)
Mid Atlantic	903.90	4,820.00	(3,916.10)
New England	75.00	700.00	(625.00)
Pacific Islands	120.00	1,275.00	(1,155.00)
Pacific Northwest	95.00	900.00	(805.00)
South Atlantic	180.00	90.00	90.00
Southeast	960.00	8,750.00	(7,790.00)
Southwest	11,535.00	30,000.00	(18,465.00)
Total Regions % of Member Dues	13,928.90	48,110.00	(34,181.10)
USLA Travel and Meetings			
Officer BOD Meeting Expenses		12,600.00	(12,600.00)
Travel and Support		2,000.00	(2,000.00)
Total USLA Travel and Meetings		14,600.00	(14,600.00)
Total Expenditures	98,712.99	445,855.00	(347,142.01)
NET OPERATING REVENUE	(14,785.74)	2.00	(14,787.74)
NET REVENUE	\$ (14,785.74)	\$2.00	\$ (14,787.74)

LIFESAVING SPORT:LIFESAVING SPORT BUDGET vs. ACTUAL

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
Total Revenue			0.00
GROSS PROFIT	0.00	0.00	0.00
EXPENDITURES			
Lifesaving Sport			
National Games			
Public Relations	6,000.00		6,000.00
Total National Games	6,000.00		6,000.00
National Team	14,000.00		14,000.00
Total Lifesaving Sport	20,000.00		20,000.00
Total Expenditures	20,000.00	0.00	20,000.00
NET OPERATING REVENUE	(20,000.00)	0.00	(20,000.00)
NET REVENUE	\$ (20,000.00)	\$0.00	\$ (20,000.00)

MEXICAN LIFESAVING FUND

January 1 - April 13, 2023

Date	Name	Memo/Description	Amount	Balance
Mexican Lifesaving Fund				
Beginning Balance				23,095.93
02/20/2023		Per P&P IV-K.D.	58.00	23,153.93
03/01/2023	Neoverve.com	billed in error for Club Tortuga web site	(251.88)	22,902.05
03/02/2023	Neoverve.com	refund of incorrect credit card debit	251.88	23,153.93
Total for Mexican Lifesaving Fund			\$58.00	
TOTAL			\$58.00	

LIFESAVING SPORT:NATIONAL TEAM Report

January 1 - April 13, 2023

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance
Competition - National Team					
					10,370.38
Beginning Balance					
01/01/2023	Journal Entry	Deposit	Annual USLA Contribution	14,000.00	24,370.38
Total for Competition - National Team				\$14,000.00	
Youth National Team					
					8,912.05
Beginning Balance					
Total for Youth National Team					
Total for Competition - National Team with sub-accounts				\$14,000.00	
TOTAL				\$14,000.00	

Special Purpose Donation Fund

All Dates

Date	Name	Memo/Description	Amount	Balance
Special Purpose Donation				
11/08/2022		National Fundraising Campaign from McCray, Davis, Richardson	1,750.00	1,750.00
12/08/2022		Move unrestricted to long-term special donation fund Ryan and Smiley	1,000.00	2,750.00
12/21/2022		Move McGowan donation to special fund	100.00	2,850.00
04/11/2023		Bowie donation	500.00	3,350.00
Total for Special Purpose Donation			\$3,350.00	
TOTAL			\$3,350.00	

USLA Reports:Statistics Software

All Dates

Date	Name	Amount	Balance
Statistics Software Project			
10/29/2017		12,000.00	12,000.00
01/22/2019	W.A.T.E.R	(5,900.00)	6,100.00
01/22/2019	W.A.T.E.R	(1,750.00)	4,350.00
04/08/2019	GODADDY.com	(235.62)	4,114.38
03/01/2021	W.A.T.E.R	(1,500.00)	2,614.38
01/06/2022	W.A.T.E.R	1,750.00	4,364.38
Total for Statistics Software Project		\$4,364.38	
TOTAL		\$4,364.38	

United States Lifesaving Association

Communications & Website

Activity Report

Date: April 27, 2023

Officer: Karissa Fleming

Introduction

Thank you to the Southwest Region for hosting the spring meeting in Redondo Beach, CA. I am pleased to submit the following report on USLA Communications & Website activity since our Fall 2022 Meeting.

Activities and Accomplishments

1. Special Projects:

1.1. Social Media RFP:

- Collaborated with Mr. Peter Davis, Mr. Tom Gill, Mr. Dan McCormick, Ms. Kay Smiley, Mr. Chris Brewster and Mr. Ed Zebrowski to develop and disseminate a Request for Proposals (RFP) for a qualified provider to utilize social media to raise the profile of the USLA.
- Worked with the Social Media Sub-Committee to evaluate the two RFP submissions made by the deadline and ultimately recommend that the USLA enter into a contract with [Empowers Media](#). This recommendation was presented to the RFP Review Team identified during committee in Orlando, FL. All on the RFP Review Team were in favor of moving forward with a partnership with *Empowers Media*. Thank you to everyone in the Social Media Sub-Committee as well as Mr. Chip More for the due diligence leading up to the signed contract.

1.2. Empowers Media Onboarding/Kickoff:

- Provided all necessary tools & resources to *Empowers Media* to ensure a successful kickoff. The onboarding process included providing/creating relevant account records, monthly content goals & highlights, brand assets and an initial image asset library.
- Collaborated with Mr. Peter Davis, Mr. Tom Gill, Ms. Kay Smiley and *Empowers Media* to launch the new social media schedule during the last week of March. Thank you to all the wonderful agencies & members who contributed photographs and Mr. Chris Brewster for continuing to oversee the agency spotlights. It has been a pleasure to work with all parties.
- Teamed up with Mr. Peter Davis, Mr. Tom Gill, Ms. Kay Smiley and *Empowers Media* to execute our April 2023 digital newsletter. Content included the USLA Job Bulletin Board, Spring BOD Meeting & Educational Conference, National Team Leadership Recruitment, Galveston Island Beach Patrol Spotlight and Lead Conference Sponsor Thank You. The new email template features USLA branding as well as helpful links and resources in the footer. The April Newsletter was sent to 14,930 recipients (with 8,496 Total Opens, a 56.1% Open Rate and 299 Clicks within the first 48 hours) on 4/19/23.

1.3. Special Emails: Special emails since the Fall 2022 meeting included, but were not limited to, the following:

- *USLA Athlete Panel Election* implored the USLA athlete community to review the athletes on the ballot and vote on their representation. *USLA Athlete Panel Election* was sent to 500 2022 Nationals Competitors (with 349 Total Opens, a 69.5% Open Rate and 90 Clicks) on 11/3/22.

- *Early Access: 40% Off Hobie* offered USLA members a discount + free shipping. This promotional email was distributed to 10,487 members (with 6,071 Total Opens, a 57.4% Open Rate and 197 Clicks) on 11/22/22.
- *USLA Athlete Committee Announcement* thanked all who voted & congratulated the individuals who will begin their two-year term on January 1, 2023. *USLA Athlete Committee Announcement* was disseminated to 500 2022 Nationals Competitors (with 365 Total Opens, a 72.7% Open Rate and 3 Clicks) on 11/25/22.
- *Last Chance: 40% Off Hobie* was sent as a follow-up to the November 22nd email. This email was sent on behalf of Hobie Eyewear to 10,468 members (with 5,321 Total Opens, a 50.4% Open Rate and 119 Clicks) on 11/28/22.
- *USLA Winter Merch is Here* announced the winter gear line added to www.usla.org/merchandise. Beanies and long-sleeve shirts were featured. This email was sent to 10,446 members (with 5,960 Total Opens, a 56.6% Open Rate and 395 Clicks) on 12/21/22.
- *The Ben Carlson Memorial Scholarship & Deadline* announced a scholarship opportunity by the Ben Carlson Foundation. *The Ben Carlson Memorial Scholarship & Deadline* was disseminated to 10,434 members (with 6,682 Total Opens, a 63.5% Open Rate and 481 Clicks) on 1/13/23.
- *Join us in Redondo Beach for our Spring Conference* announced the Spring BOD Meeting & Educational Conference. Expressions of interest from potential conference presenters were also solicited. This email was sent to 4,135 adult members (with 2,252 Total Opens, a 54.3% Open Rate and 97 Clicks) on 1/23/23.
- *Water Women Empowerment Weekend 2023* informed members of an event hosted by the San Diego Lifesaving Association (USLA San Diego Chapter). *Water Women Empowerment Weekend* was emailed to 4,133 adult members (with 2,820 Total Opens, a 68% Open Rate and 207 Clicks) on 1/25/23.
- *Attention Southwest Members: USLA Spring Conference* was sent at the request of President Bill Humphries to share the opportunity to attend a national meeting and get involved. This email was sent to 1,346 Southwest members (with 931 Total Opens, a 68.9% Open Rate and 26 Clicks on 2/21/23).
- *T-Minus 50 Days Til' Redondo* encouraged all members in-good standing to attend the Spring BOD Meeting & Educational Conference. An optional Hiking & Whale Watching activity was also promoted. This email was disseminated to 4,164 adult members (with 2,645 Total Opens, a 63.2% Open Rate and 47 Clicks) on 3/10/23.
- *Governor's Public Safety Officer Medal of Valor 2023* notified all California members that the State Attorney General is soliciting nominations for the California Governor's Public Safety Medal of Valor. *Governor's Public Safety Officer Medal of Valor 2023* was sent to 1,398 adult members (with 990 Total Opens, a 70.4% Open Rate and 32 Clicks) on 4/6/23.
- *USLA Seeks Managers & Coaches for National Teams* announced the application process for the lead positions of Manager and Head Coach for each team plus support staff. This email was sent to 4,194 adult members (with 2,621 Total Opens, a 62.2% Open Rate and 42 Clicks) on 4/14/23.

2. General Business:

- 2.1. Communications & Website Committee Chair: Continued to work with USLA Leadership on various issues related to www.usla.org, Communications, the Statistics database, Scoring & Social Media.
- 2.2. Contact USLA: Managed the "contact forms" that are generated via the "Contact Us" area of www.usla.org. Most inquiries are general questions (password recoveries, parties interested in becoming lifeguards and general questions about the USLA). Worked with USLA Officers and Leadership to address all inquiries as appropriate. Distributed inquiries to appropriate parties

on a regular basis (inquiries pertaining to membership, lifesaving sport, donations, treasury, junior guards, sponsorships, public education, certification, media, ALM, Heroic Acts, etc.). The USLA received approximately 110 inquiries via “contact form” between October 27 and April 20.

2.3. Website Content: Created/updated site content including, but not limited to the following areas of the site:

- [ALM Articles, Photos, and Advertising](#)
- [American Lifeguard Magazine](#)
- [Beach Safety Challenge](#)
- [Hobie Eyewear Members Only Discount](#)
- [Jersey Mike's USLA National Lifeguard Championships](#)
 - [USLA Nationals - COVID-19 Safety](#)
 - [USLA Nationals - Hotels](#)
 - [USLA Nationals - Virginia Beach Travel Information](#)
- [National Beach Safety Week](#)
- [National Teams Managers & Coaches Application](#)
- [Open Water Lifeguard Course Completion Cards - Agency Orders](#)
- [Open Water Lifeguard Course Completion Cards - Individual Orders](#)
- [Refresher Course Completion Cards - Agency Orders](#)
- [Request for Proposals - Public Profile Enhancement](#)
- [USLA Bylaws and Policies](#)
- [USLA Certified Programs](#)
- [USLA Life Members](#)
- [USLA Member Benefits](#)
- [USLA Member Categories](#)
- [USLA National Structure](#)
- [USLA Spring 2023 Educational Conference](#)
- [USLA's Top Ten Beach and Water Safety Tips](#)

2.4. Event Submission Forms: Facilitated the “event submission forms” that are generated when an individual submits an event with the intent of that event being included in the USLA calendar / upcoming events section of www.usla.org. Added events to website as appropriate and facilitated online registrations and payments* upon request. Worked with Treasurer Dan McCormick to process online payments when applicable. The following events utilized www.usla.org to facilitate payment/registration for registrants:

*Please note that the National Treasurer deducts 3% to cover credit card fees when distributing money collected from the events that elect to use online registration.

- *SER Surf Lifesaving Training Officer Academy*: Collaborated with the Southeast Region and Mr. Dan McCormick to facilitate the online registration and payments of 19 total attendees for the December 12th event.
- *SER Personal Rescue Watercraft Academy*: Collaborated with the Southeast Region and Mr. Dan McCormick to facilitate the online registration and payments of 15 total attendees for the February 6th event.
- *USLA Spring 2023 Board of Directors Meeting*: Collaborated with Ms. Kay Smiley, the Conference Planning Committee and Mr. Dan McCormick to facilitate the online registration and payment of 69 attendees to-date (plus 5 Educational Conference attendees). Final numbers TBD.

- 2.5. Member Profile Updates: Continued to moderate “member profile” updates to ensure that content is appropriate.
- 2.6. Forms: Continued to moderate the “Guard-to-Guard” and “Used Equipment Exchange” Forums to ensure that content is appropriate.
- 2.7. Social Media: Collaborated with Mr. Tom Gill, Ms. Kay Smiley & Mr. Chris Brewster to spotlight a certified agency monthly. Additional notes related to Social Media:
 - Facebook: Continued to moderate the USLA Facebook Page to ensure that interactions are appropriate, answered inquiries and utilized this free platform (in collaboration with USLA Leadership & *Empowers Media*) to disseminate USLA content. The “follows” of our Facebook Page have increased from 8,395 (with 7,500 “likes”) in October 2022 to 8,512 (with 7,578 “likes”) in April 2023.
 - Instagram: Continued to moderate the USLA Instagram to ensure that interactions are appropriate, answered inquiries and utilized this free platform (in collaboration with USLA Leadership & *Empowers Media*) to disseminate USLA content. @US Lifesaving Association currently has 3,365 followers (increased from 3,137 in October 2022).
 - JG Instagram: @junior_guard_usla was launched in May 2020 by the Junior Lifeguard Committee. The JG Committee has not released any new content since August 2020. *Empowers Media* has recommended that we absorb this Instagram into the @US Lifesaving Instagram. That transition will be completed in 2023.
- 2.8. Membership: Worked continuously with Mr. Monty Reed, Mr. Ralph Wagner, Mr. Charlie Hartl and Ms. Charlotte Graham to facilitate the online membership registration process. Collaborated with Mr. Ralph Wagner to ensure the registration process for the new Junior Guard Two-Tier system was ready to go by April 1st. Partnered with Mr. Dan McCormick on a regular basis to ensure that transactions for membership dues are accurate.

Conference Call(s) Summary

1. The Social Media Sub-Committee had multiple meetings to create the Social Media RFP, evaluate submissions, interview candidates and make a recommendation to the RFP Review Team.
2. Met with the RFP Review Team identified during committee in Orlando, FL. The group discussed the two RFP submissions made by the deadline and were in favor of partnering with *Empowers Media*.
3. Met with Mr. Gill, Ms. Smiley and *Empowers Media* in April to review the onboarding progress and strategize about May content and beyond. The USLA and *Empowers Media* both believe that the working relationship has been going extremely well to-date!

Attachments

1. RFP_PublicProfileEnhancement.pdf
2. USLA-APRIL-NEWSLETTER.pdf
3. Analytics-USLA-Social-327-420.pd



United States Lifesaving Association

1968 S. Coast Hwy #740 • Laguna Beach, California 92651 • Tel: 866-FOR-USLA (866-367-8752)

www.usla.org

REQUEST FOR PROPOSALS

PUBLIC PROFILE ENHANCEMENT

DEADLINE: DECEMBER 22, 2022

RESPOND TO: www.usla.org/request-for-proposals

The United States Lifesaving Association is America's nonprofit, professional association of beach lifeguards and open water rescuers. The USLA works to reduce the incidence of death and injury in the aquatic environment through public education, national lifeguard standards, training programs, promotion of high levels of lifeguard readiness, and other means. More details on our programs and services can be found here: www.usla.org.

The USLA seeks a qualified provider who can utilize social media and other related conduits to raise the profile of the USLA and our many services. The goals and measurables would include the following:

- Increase membership
- Increase sponsorship
- Increase social media following
- Increase web traffic

We have identified these audiences:

- Current USLA members (who pay a fee to be members)
- Potential USLA members
- Sponsors (existing – to help increase their impression of ROI)
- Potential sponsors and donors
- General public (including public safety messaging)
- Grantors

The overarching goal is to increase funding that will allow us to expand services.

Some strategies we have identified as possibly addressing these goals:

- General social media strategy and social integrated marketing consulting
- Formal analysis of current marketing deployment, social strategy development and integration
- Social media page updating, management and daily responsibility on specified social media platforms

Peter Davis
President

Tom Gill
Vice-President

Nikki Bowie
Secretary

Dan McCormick
Treasurer

Michael Bradley
Executive Delegate

Karissa Fleming
Liaison Officer

Gustavo Avila
Advisor

Dr. Peter Wernicki
Medical Advisor

John "Chip" More
Legal Advisor

- Development and execution of a social content strategy
- Management of posting – Posting regularly each month
- Design general text, photo, video, link and other posts on a month-to-month basis
- General compilation and coordination of client news, events, community involvement postings within social media with the participation of client.

The foregoing are thoughts we have about how to move forward, but we intend to engage an organization with the expertise to modify these strategies in accordance with their expertise and our needs, and in consultation with us.

Some USLA offerings which might merit attention:

- The National Lifeguard Championships, which take place annually in August (www.uslanationals.org)
- Regional lifeguard championships, which take place earlier each summer
- Public education initiatives aimed at beach safety and drowning prevention (see Public Education here: www.usla.org)
- Biannual board of directors meetings, which typically involve a professional education component
- The National Certification Program, which certifies (accredits) beach lifeguard agencies to USLA standards (www.usla.org/certification and www.usla.org/certified)
- Heroic Act Awards (www.usla.org/heroic)



April Newsletter



Lifeguard Job Search

Beach season is approaching quickly, and many agencies are actively searching for new lifeguards. Did you know that the USLA maintains a Job Bulletin Board? Those interested in viewing current openings can visit [USLA.org/networking](https://usla.org/networking). Search by location or category, or view all available jobs.

If you are a Professional or Associate Member of the USLA and your lifeguard agency is hiring, you may post your current job openings to our Bulletin Board. Share your job widely with our network of lifeguard professionals!



Last Chance to Register for our Spring Board of Directors Meeting

Our Spring Board of Directors Meeting and Educational Conference in Redondo Beach, CA is only a week away, but there is still time to register! Join professional lifesavers from around the country to learn more about open water lifesaving and drowning prevention.

We are excited to offer you TWO registration options. Join us for the entire weekend, or register for the Educational Conference portion of events that takes place Friday, April 28 only. All USLA members in good-standing are encouraged to attend, the USLA is YOUR professional association! Register online at [USLA.org/events](https://usla.org/events).



Join us in Honoring Luke Shepardson!

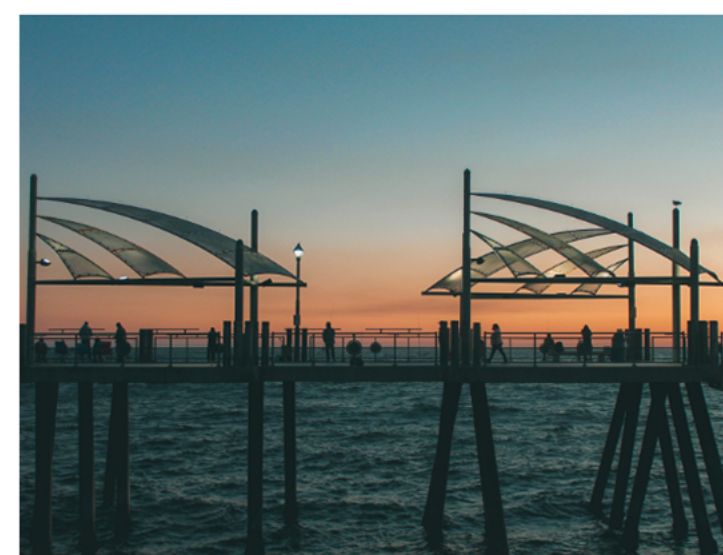
The USLA will present City and County of Honolulu lifeguard Luke Shepardson the USLA Meritorious Act Award during our Spring Board of Directors Meeting reception on Thursday, April 27th. Shepardson won the 2023 Eddie Aikau Big Wave Invitational surf contest held at O'ahu's Waimea Bay on January 22, 2023.

Register NOW for our meeting, and join lifeguards from around the nation as we recognize Luke for his victory at the 'Eddie' while representing surf lifesavers with the utmost honor and integrity!



Traveling to our Spring Board of Directors Meeting? Explore Redondo Beach!

We are excited to offer you a healthy networking activity during your visit to Redondo Beach: a **hiking and whale watching excursion on Friday, April 28th**. Board a motor coach for a short scenic drive to the Terranea Resort to hike along the cliffs above the Pacific Ocean while watching for whales and other native marine life. If you've registered for the meeting and would like to join us for the hiking activity, email webmaster@usla.org for details about how to register.



In your free time, visit the Redondo Beach Pier to view the bust of George Freeth. A passionate waterman, Freeth is widely known for introducing both the sport of surfing and modern ocean lifesaving techniques to the United States. Learn more about how he trained the area's volunteer lifeguards in the early 1900s!



USLA National Team Leadership Recruitment: Last Chance to Apply!

Every two (2) years, the USLA opens applications for Managers and Coaches for the National Team and Youth National Team. The National Teams' staff positions include the lead positions of **Manager** and **Head Coach** for each team plus **support staff**. Support staff can include lifesaving sport specialists, nutritionists, physical therapists; to name a few. The staff for this period will focus on the **International Surf Rescue Challenge** taking place in the United States in the fall and the **Lifesaving World Championships** being held on the Gold Coast of Australia in late August 2024.

All positions are volunteer. If you have the desire, time and skill set that can benefit the USLA National Team or Youth National Team, submit your application at [USLA.org/page/Int-app](https://usla.org/page/Int-app). Applications are **due by April 21, 2023**. Following the closing of the application period, the search committee will consider the applications submitted, conduct interviews as needed, and then make a recommendation to the President for approval.

April Agency Spotlight: Galveston Island Beach Patrol, TX

Galveston Island Beach Patrol (GIBP), which is a USLA certified agency at the advanced level, boasts a staff of 140 seasonal and 15 year-round employees comprised of lifeguards, peace officers, EMTs and dispatchers. Some staff members hold additional certifications, such as SCUBA and Swift Water Rescue, or are Certified Tourism Ambassadors.

Although their primary jurisdiction is 33 miles of Gulf facing beaches and 2 miles offshore, GIBP responds to 70 miles of coastal area (waters adjacent to the entire island) and provides emergency response 24/7, 365 days a year utilizing 34 towers, 13 rescue trucks, and seven rescue craft including personal rescue watercraft and boats. Other vehicles include five UTV's and four vans. Each of Galveston Island Beach Patrol's 13 rescue trucks is staffed by at least one person who, at minimum, is both Open Water Lifeguard and EMT certified.

In addition to protecting the 5-7 million people who visit Galveston beaches each year, GIBP works to educate the public about beach safety through special programs such as school water safety talks, a Leadership and Resiliency Program founded by Dr. Loree Pryor, a volunteer cadre of force multiplying "Wave Watchers," and the Survivor Support Network, which supports families of victims and provides stress management to the staff.

View a full list of USLA certified agencies at [USLA.org/page/certifiedagencies](https://usla.org/page/certifiedagencies)



AGENCY SPOTLIGHT GALVESTON ISLAND BEACH PATROL, TX



Thank you to the lead sponsor of our 2023 Spring Board of Directors Meeting and Educational Conference:



Helpful Links

- [Membership](#)
- [Member Discounts](#)
- [Event Calendar](#)
- [Certified Agencies](#)

Contact Us

- [Contact Form](#)
- [Leadership and Officers](#)
- [Regional Map](#)

Donate

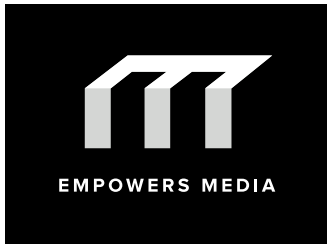
Did you know that you can make a direct online donation to the USLA? [Donate Here](#)

Follow Us!

- [Facebook](#)
- [Instagram](#)
- [Twitter](#)
- [LinkedIn](#)

The United States Lifesaving Association is America's nonprofit, professional association of beach lifeguards and open water rescuers. The USLA works to reduce the incidence of death and injury in the aquatic environment through public education, national lifeguard standards, training programs, promotion of high levels of lifeguard readiness, and other means.

If you wish to stop receiving email from us, you can simply remove yourself by visiting: [@@@unsubscribe_uni@@@](mailto:@@unsubscribe_uni@@)



INSTAGRAM ANALYTICS

OUTLINE

HANDLE

@uslifesaving

DATE RANGE

March 27–April 20

OVERVIEW

Accounts reached
4,039 (292% Increase)

Accounts engaged
775 (961% Increase)

Total followers
3,363 (0.9% Increase)

INTERACTIONS

Post Interactions
1,609 (1,792% Increase)

Likes
1,457

Comments
34

Saves
29

Shares
33

CONTENT REACH

Accounts reached
2,311 Followers
1,728 Non-followers
(800% Increase in non-follower reach)

TOP CONTENT/ACTIVITY

Profile Visits
424 (161% Increase)

External link taps
21 (600% Increase).

Custom ▾ Mar 27 - Apr 20

Overview

You reached **+292%** more accounts compared to Mar 2 - Mar 26

Accounts reached	4,039	+292%
Accounts engaged	775	+961%
Total followers	3,363	+0.9%

Custom ▾ Mar 27 - Apr 20

1,609

Content Interactions
+1,792% vs Mar 2 - Mar 26

Post Interactions vs Mar 2 - Mar 26	1,601 +1,783%
Likes	1,457
Comments	34
Saves	29
Shares	33

Custom ▾ Mar 27 - Apr 20

Followers and non-followers

Based on reach

2,311
Followers

1,728
Non-followers

You reached **+800%** more accounts that weren't following you compared to Mar 2 - Mar 26.

Content reach ⓘ See all

Posts	5,648
Stories	1,522
Videos	38

● Followers ● Non-Followers

Impressions **19,829**
+959%

Custom ▾ Mar 27 - Apr 20

Top Content

Based on reach

2,199
Apr 6

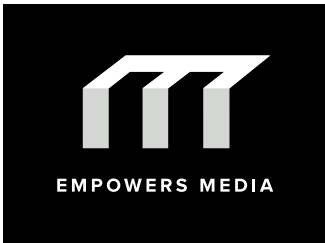
1,813
Apr 20

1,606
Mar 29

1,434
Apr 14

Profile Activity ⓘ 446

Profile Visits	424	+161%
External link taps	21	+600%
Email Button Taps	0	0%
Business Address Taps	1	



FACEBOOK ANALYTICS

OUTLINE

HANDLE

@usla1

DATE RANGE

March 24–April 20

POST REACH

12,480 Accounts

PAGE VIEWS

242

PAGE LIKES

13

POST ENGAGEMENT

2,487

PAGE FOLLOWERS

21

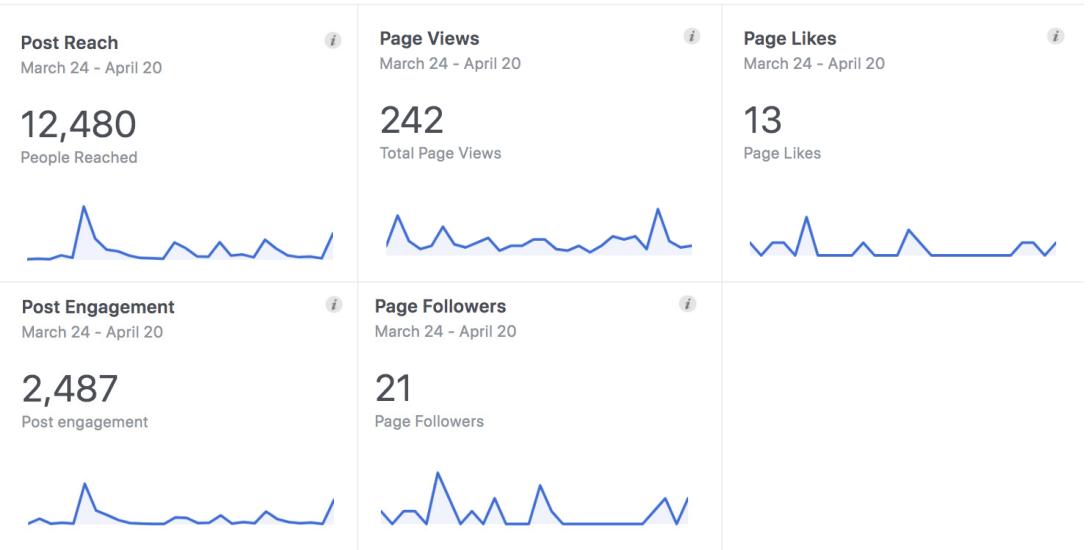
Page Summary Last 28 days ↕

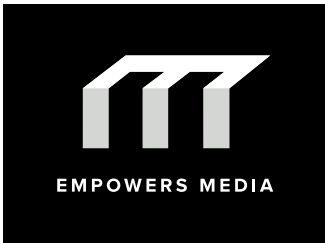
Export data

Results from Mar 24, 2023 - Apr 20, 2023

Note: Does not include today's data. Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

■ Organic ■ Paid





EMAIL MARKETING ANALYTICS

OUTLINE

CAMPAIGN

April Newsletter

LAUNCH DATE

April 19

TOTAL DELIVERED

14,930 (98.5%)

FAILURES

124 (0.8%)

OPENED

8,496 (56.1%)

NOT OPENED

6,434

LINK CLICKS

299 (2.0%)

14930

Total Delivered

Delivery Rate

98.5%



8496

Total Opened

Open Rate

56.1%



Not Opened

6434

Clicks

299 · 2.0%

Failures

124 · 0.8%

United States Lifesaving Association
Heritage Committee
Agenda

Date: April 27, 2023

Officer: Jim Hughes (New chair)

Introduction

This Working Group Committee will be held in the Redondo Salon

Old Business

1. Compilation and presentation of the collection of video interviews of founding members.

United States Lifesaving Association
Fund Raising Project Work Group
Activity Report

Date: April 18, 2023

Officer: James McCray

Introduction

1. Goal number four “Resources” of the USLA Strategic Plan is to develop and implement a major gift and endowment campaign program. The Project Groups goal will be to outline a plan and set goals and timelines to address USLA fundraising issues.

Working group members are Jim McCray, Mike Beuerlein, Gerry Falconer, Tom Gill, Jerry Gavin, Michael Bradley, Ed Zebrowski II and Kay Smiley.

Activities and Accomplishments (Since Prior Board of Directors Meeting. Include information on how the committee is promoting the Water Safety USA message)

1. The project group Chair followed up with a final donation request to Life members for the first phase of the National Annual Support Campaign.
2. The USLA National Treasurer reported that \$4,950 in donations were made by Life Members.
3. The working group has not had any meetings since the Fall 2022 National Board Meeting.
4. The Chair and Executive Director are working on a donation request letter and flyer to be sent to the USLA 2023/24 membership and the USLA General Membership.
5. The donations collected from the initial campaign were designated to be used for the USLA Social Media Project.

Recommendations for Committee and/or Board Consideration

1. The working group will need continue to discuss the effectiveness of this working group to assess USLA national funding needs and strategies for fund-raising and expansion of a National Annual Support Campaign.
2. The next phase of the National Funding Campaign is proposed to target members of the USLA National Board of Directors and the general membership.
3. Funding collected from donations is proposed to be used for:
 - a. Help support Heroic Act Awards and travel expenses for award recipients.
 - b. Assist the USLA in creating and supporting public education for local chapters.
 - c. Improve the USLA’s information technology capacity to assist in all USLA programs.
 - d. Aid the USLA I developing training programs for local agencies.
 - e. Any other need as identified by the USLA National Board of Directors

Attachments

1. Member appeal letter



United States Lifesaving Association

1968 South Coast Highway #740 • Laguna Beach, California 92651 • 866-FOR-USLA (866-367-8752)

www.usla.org

Peter Davis
President

Tom Gill
Vice-President

Nikki Bowie
Secretary

Dan McCormick
Treasurer

Michael Bradley
Executive Delegate

Karissa Fleming
Liaison Officer

Gus Avila
Advisor

Dr. Peter Wernicki
Medical Advisor

John "Chip" More
Legal Advisor

Dear USLA Member,

The Fund-Raising Working Group kicking off the 2023 USLA National Fund-Raising Campaign. If you have already contributed to the campaign the USLA thanks you for your contribution. We thank all of you for all that you have done for the United States Lifesaving Association. Your membership in the USLA means that you have made a tremendous difference in the lives of surf lifesaving professionals while making beaches and the aquatic environment safer for all.

The Fund-Raising Working Group wanted to share with you this opportunity.

The USLA kicked off a Lifeguards for Life Campaign starting with the most honored and respected Life Members. Several of the USLA Life Members gave donations to the campaign setting an example for the next level of USLA leaders to emulate. It is hoped that the example of the participation by Life Members will inspire the current, alumni and associate membership of the need to support the USLA's ability to grow and thrive.

The Fundraising Working group and the USLA National Board of Directors made a decision to use the donations were collected from Life Members to support the USLA program to improve its Social Media presence.

In addition to the Social Media Presence program the working group identified other programs with needs for future funding. They include but are not limited to,

1. USLA programs to improve the USLA's information technology capacity to assist in specific USLA programs.
2. Support the travel of USLA Heroic Act award recipients to receive awards or USLA representatives to present awards.
3. Support the Pubic Education project of updating the beach safety video.
4. USLA Foundation

Donations can be made by check mailed to USLA National Office at 1968 South Coast Highway #740, Laguna Beach, CA 92651 or paid online on the USLA website, usla.org. Select donation and chose United States Lifesaving Association. In the note section that your donation is for the Annual Fundraising Campaign. You may donate to the USLA Foundation if you chose, understanding that only the interest on that donation can be used for USLA programs.

I have attached a copy of the USLA Annual Fund-Raising Campaign flyer. If you have any questions, please contact me at 707-237-1762. My email is jmccray@sonic.net. I am reaching out to you regarding this opportunity for you to support the USLA as you have so many times prior.

Lifeguards for Life,

Jim McCray

Pacific Northwest USLA Excitative Director
USLA National Fund-Raising Working Group Chair

United States Lifesaving Association
Conference Planning Group
Activity Report

Date: April 27, 2023

Officer: Michael Bradley

Introduction

The Conference Planning group works to coordinate plans with the hosting region for the Board of Directors Meeting and Education conferences to include location, content, sponsorship and activities. The committee is made of the following members:

Michael Bradley – Chair

Joe McManus – Vice-Chair

Rob Edgerton – Education

Jim Pigg – Sponsorship/Exhibitors

Regional Representative 1 – Mike Beuerlein, Southwest Region

Regional Representative 2 – Mike Wagner, South Atlantic Region

Activities and Accomplishments (Since Prior Board of Directors Meeting. Include information on how the committee is promoting the Water Safety USA message)

1. Planned the Spring 2023 USLA Board of Directors Meeting & Education Conference.
2. Negotiated and signed the hotel contract for the Fall 2023 Conference being hosted by the South Atlantic Region

Conference Call(s) Summary

1. The Conference Planning Group meets regularly to plan the Board of Directors Meeting and Education Conferences. Discussions are held regarding location, logistics, education submissions and content, etc.

United States Lifesaving Association
Executive Committee
Committee Action Report

Date: April 26, 2023

Committee Chair: Peter Davis

Committee Members Present:

Peter Davis – President, Tom Gill – Vice President, Dan McCormick – Treasurer, Nikki Bowie – Secretary, Karissa Fleming – Liaison, Michael Bradley – Executive Delegate, Gus Avila – Advisor/Past President, Andy Braudy – President - Great Lakes Region, Tony Pryor – President – Gulf Coast Region, Ed Zebrowski – President – Mid-Atlantic Region, Jim Farrell – President - New England Region, Cathy VonWald – President – Northwest Region, Kalani Vierra – President – Pacific Islands Region, Mike Wagner – President - South Atlantic Region, Alan Holt – President - Southeast Region, Bill Humphries – President - Southwest Region, Chip More – Legal Advisor, Kay Smiley – Executive Director.

1. Empowers Media – Ms. Fleming gave an overview to the committee. Since the Fall meeting, an RFP was put out for companies or individuals that might want to manage social media and raise the public profile for the USLA. Ended up with two qualified candidates and Empowers Media was selected. For the past six week they have they have been running a schedule for us and are already increasing our reach by 1000% in some cases. There will be a formal intake process soon to submit information, but for now please submit any content to Ms. Fleming.
2. Sponsor Relations – Mr. Zebrowski provided a brief overview of the current sponsors. Mr. Brewster reported that our liaison with Ingram recently passed away unexpectedly. Ms. Smiley reported that this meeting marked an all-time high for sponsorship. She encouraged the group to interact with the sponsors and help them feel welcome. Mr. Zebrowski said that he will continue to work with existing sponsors and have Mr. Pigg help procure new sponsors.
3. 2-Tiered Junior Lifeguard Membership – This was approved at the Fall meeting to move forward. Mr. Wagner and Ms. Fleming have worked on creating a new member type and template for the Gold Junior Member (\$20) in addition to the Junior Member (free). Ms. Fleming worked with Mr. Brewster to write an article on this for the next ALM. Next steps will be in May to promote on social media and in the new monthly newsletter (from Empowers Media). Working on a welcome series of emails to tout the benefits of Gold JG membership.
4. Nationals – Virginia Beach is ready to host Nationals in August, with South Padre slated for 2024. The Lifesaving Sport Committee will start looking at any bids for 2025.
5. International Surf Rescue Challenge – Mr. Holt noted that this event, which was slated to take place in Volusia County November 6-11, 2023, will now be hosted by South Padre Island in September 2023 due to recent hurricanes and some issues within Volusia County. In addition, several of the nations that were invited to participate could not attend on the dates selected. The new dates will be in September and the Lifesaving Sport Committee was to discuss further.
6. Budget – Mr. McCormick highlighted where we are in the 2023 budget. He stated that it is pretty early in the budget year, but looks like meeting revenues and expenses are going to fall in line. Made one of the social media payments. The budget is a snapshot in time. Mr. McCormick worked with the Southwest Region to pay them their portion of dues from 2022, totaling around \$10,000.

7. Water Safety USA – Mr. Davis reported that a number of USLA members are working on committees to assist with the National Water Safety Plan. Mr. Brewster, Ms. Smiley, Ms. Fleming and Mr. Davis have been heavily involved recently. It has been a slow process to get this project moving, but they are in the final review phase for release soon hopefully. There is a “Blue Ribbon Panel” who is reviewing all material. There isn’t a lot of open water content and Mr. Brewster has sent back some proposed edits.
 8. Mexican Lifesaving/Club Tortuga – Modified at the Fall meeting to be the Mexican Lifesaving Fund. This money/project originated with Bob Burnside. The USLA president, the ILS Americas Region president and the Liaison will determine disbursements of funds. After almost two years of postponing due to Covid we are moving forward with a plan to hold an America’s Regional event in Mexico involving sport official training, a conference, and a pool/beach competitive exhibition. The dates are set for June 19-23. The International Lifesaving Federation asked for help with the event to be held in Puerto Vallarta. The request is for \$5000 to help with expenses, including travel and lodging for some of the presenters.
 9. Timing of the Executive Committee Meeting – On a recommendation from Mr. Humphreys, Mr. Davis suggested that the Executive Committee meetings could be held more efficiently, instead of committee members having to fly in a day earlier sometimes to make the Wednesday afternoon meeting time. For the Fall meeting, we will try a virtual meeting a week before the in-person meeting and save the 8 AM time slot on Saturday in case there are any other issues that arise.
 10. Emergency Response Providers - Mr. More reported that he continues his work to have open-water lifeguards recognized as emergency response providers under Federal law. He has been in touch with Congressman Christopher Smith from New Jersey to move forward with a Concurrent Resolution to recognize open-water lifeguards as First Responders under the Homeland Security Act and also as Emergency Response Providers under Federal Statute. We need as many congressional supports of record as possible, so Mr. More asked all members to contact their representatives in congress and ask for their support.
 11. Meeting Format Proposal – Mr. Bradley was asked to update the Executive Committee on the proposal from the Conference Planning Committee to move to one larger meeting with an enhanced educational conference with a second smaller business-only meeting that could possibly be virtual. He stated that there are a lot of Policies and Bylaws that need to be looked at prior to any changes and some regions depend on the Board of Directors meeting as a fund-raising event. Mr. Davis asked Mr. Bradley to take discussion points back to the Conference Planning Committee to come forward with specific proposals to move forward.
- Adjournment of Committee Meeting - Executive Committee members moved into Executive Session for review of the Executive Director.

Bylaws

Committee Action Report

Date: April 29, 2023

Committee Chair: Mike Wagner

Committee Members:

Mike Beuerlein

Dave Foxwell

Jim Farrell

Chad Listman

Tony Pryor

Kari Lavoie

Action Items

1. From Conference Planning

Bylaw amendment to be read into new business and voted on at Fall 2023 BOD Meeting.

Article IX – Meetings of the Board of Directors

Section 1 – Meetings

A. Semi-annual Meetings

The Board of Directors shall meet twice annually ~~in the months of April and November~~ on the dates, times and places established by the Board of Directors. ~~The months of the annual meetings may be changed by a three-fourths (3/4) majority vote of the Board of Directors.~~ Board of Directors meetings shall not be conducted in conjunction with any competitions conducted by the Association. All members of the USLA who are members in good standing may attend meetings of the Board of Directors

From Lifesaving Sport

2 new Policies to be voted on at this meeting.

Number: VII-M

Subject: SafeSport Certification:

The USLA strives to create safe and respectful sporting environments free of abuse and harassment. Education and awareness are the most critical components to achieve this goal.

All National team coaches and managers are required to hold a SafeSport certification (or equivalent approved by Lifesaving Sport Committee) after they are appointed. This training equips them with knowledge of the various forms of abuse, how to recognize them, and how to report them.

It is recommended that all officials, athletes, and volunteers hold a SafeSport certification (or equivalent approved by Lifesaving Sport Committee).

Number: VII-N

Subject: CPR Certification:

All National team coaches and managers are recommended to be currently certified as having successfully completed a course in CPR accepted by the Federal government.

It is recommended that all officials, athletes, and volunteers be currently certified as having successfully completed a course in CPR accepted by the Federal government.

From Membership Committee

Policy & Procedures amendment to be voted on at this meeting.

Number: IV-B

Adopted: 05/04/79; Amended 11/05/22

Authority: ARTICLE XIII OF THE BYLAWS - BOARD RESOLUTION

SUBJECT: DUES

A. INTRODUCTION

The USLA Board of Directors shall have power to set annual dues for the corporation.

B. AMOUNTS

Annual membership dues are as follows:

1. Professional Member ~~\$30.00~~ **\$40**

1) Perpetual \$1,000

2. Life Member \$0.00

3. Alumnus Member ~~\$30.00~~ **\$40**

1) Perpetual \$1,000

4. Junior Lifeguard Member

1) Basic Level \$0.00

2) Gold Level ~~\$20.00~~

5. Associate Member ~~\$30.00~~ **\$40**

6. Honorary Member \$0.00

7. Supporting Member

1) Contributing \$50 -

2) Business ~~\$250.00~~

C. DUES DISTRIBUTION

Dues will be distributed to the USLA treasury under the following formula:

1) Professional Membership ~~\$15.00~~ **\$6 to USLA for fulfillment cost, \$17 to Region, balance to USLA**

- 2) Associate Membership ~~\$15.00~~ \$6 to USLA for fulfillment cost, \$17 to Region, balance to USLA
- 3) Alumni Membership ~~\$15.00~~ \$6 to USLA for fulfillment cost, \$17 to Region, balance to USLA
- 4) Junior Lifeguard Following deduction of membership kit costs-50%
to USLA, balance to Region
- 5) Supporting All funds to USLA
- 6) Perpetual \$250 to chapter \$250 to Region, \$500 to USLA

United States Lifesaving Association
National Certification Committee
Action Report

Date: April 27, 2023

Committee Chair: B. Chris Brewster

Regional Representatives: New England – Jim Farrell, Mid-Atlantic – Tim Harmon, South Atlantic – Duke Brown, Gulf Coast – Tony Pryor, Southwest – Mike Beuerlein, Northwest – Dan McCormick, Pacific Islands – Ralph Goto, Great Lakes – Stephane Rebeck, Southeast – Not Represented

Additional Attendees: Kay Smiley, Nikki Bowie, Nikki Bryant, Rob Edgerton, Jill Friedman, Brennan Howard, Vianne Kelly, Jared Kingsbury, Ed Kiziukiewicz, Kurt Lager, Justin McHenry, Tom Perry, Dana Rayfield, Monty Reed, Craig Schmidt, Cathy VonWald, Jo Wagenhals, Mike Wagner, Ralph Wagner, Rick Gould, Xavier Agnew, Steve Himes, Connie Harvey (American Red Cross)

Committee Goals:

1. Certificates: Mail certificates to approved agencies.
2. Notifications of Expiration: Notify expiring agencies and encourage them to reapply.
3. Certifications: Promote and accept certifications and recertifications
4. Lifeguard Emergency Vehicle Operations: Modify for review at next meeting.

Old Business

1. Federal First Responder Recognition for Open Water Lifeguards – Legal Advisor Chip More took questions regarding a resolution being introduced in Congress that would reaffirm that open water lifeguards qualify as first responders and emergency response providers, and recognizes the essential, lifesaving work performed by “these brave individuals.” He asked that all regions and chapters contact their members of Congress to encourage them to approve the resolution.
2. Lifeguard Emergency Vehicle Operation Certification for ARRT Agencies – The Committee continued discussions on the desirability of expanding eligibility of agency certification under the LEVO program to ARRT agencies, particularly in light of the currently limited interest in the LEVO program by lifeguard agencies. The general sense of the committee included a desire to better promote LEVO to lifeguard agencies and to adjust the policy to allow ARRT agencies to be certified. It was agreed that the program might better be named Beach Emergency Vehicle Operation and that, consistent with the PRWC certification, the instructors would need to be lifeguards qualified as presently delineated in the policy. The Chair was assigned to bring proposed edits to the next meeting.

New Business

1. Review Applications: The committee, on a motion from Duke Brown, voted to approve the certification actions noted in Attachment 1.

Motion to the Board: Approve all certification actions listed in the document entitled Certification Applications Spring 2023.

Attachments

1. Certification Applications Spring 2023

Certification Applications Spring 2023

	Renewal Applications for Review	Seasonal or Year-Round	Type of Certification	Certification Officer	ROF Completed	Region	Expiration Date
1	Bay County Board of Commissioner, FL	Y/R	Regular	Wil Spivey	Completed	SE	Spring - 23
2	Cocoa Beach Fire Department, FL	Y/R	ARRT	Joe McManus	Completed	SE	Spring - 23
3	Ft. Lauderdale Ocean Rescue, FL [PRWC]	Y/R	PRWC	Joe McManus	Completed	SE	Spring - 23
4	Ft. Lauderdale Ocean Rescue, FL (LACP)	Y/R	Regular	Joe McManus	Provisional	SE	Spring - 23
5	Hallandale Beach Ocean Rescue, City of, FL	Y/R	Regular	Joe McManus	Completed	SE	Spring - 23
6	Hempstead, Town of, NY	Seasonal	Regular	Pete Pietras	Completed	MA	Spring - 23
7	Jacksonville Beach Ocean Rescue, FL	Y/R	Advanced	Duke Brown	Completed	SA	Spring - 23
8	Kaneohe, MCCS Marine Corps Base, HI	Y/R	Regular	Ralph Goto	Completed	PI	Spring - 23
9	Kauai Fire Department (ARRT), HI	Y/R	ARRT	Ralph Goto	Completed	PI	Spring - 23
10	Laguna Beach, Dept. of Marine Safety, CA	Y/R	Advanced	Vince Lombardi	Completed	SW	Spring - 23
11	Long Beach Township Beach Patrol, NJ	Seasonal	Regular	Pete Pietras	Completed	MA	Spring - 23
12	Long Branch (NJ)	Seasonal	Advanced	Pete Pietras	Completed	MA	Spring - 23
13	Long Branch (NJ), [PRWC]	Seasonal	PRWC	Pete Pietras	Completed	MA	Spring - 23
14	Martin County Ocean Rescue, FL	Y/R	Advanced	Joe McManus	Completed	SE	Spring - 23
15	Ocean City Beach Patrol, NJ	Seasonal	Regular	Pete Pietras	Completed	MA	Spring - 23
16	Okaloosa Island Fire District (ARRT), FL	Y/R	ARRT	Wil Spivey	Completed	SE	Spring - 23
17	Orange Beach Surf Rescue, AL	Y/R	Regular	Wil Spivey	Completed	SE	Spring - 23
18	Orange County - OC Lifeguards (DBA), CA	Y/R	Advanced	Vince Lombardi	Completed	SW	Spring - 23
19	Pensacola Beach Lifeguards, FL	Seasonal	Advanced	Wil Spivey	Completed	SE	Spring - 23
20	Presque Isle State Park Lifeguards, PA	Seasonal	Regular	Bob Ogoreuc	Completed	MA	Spring - 23
21	San Clemente Marine Safety Division, CA	Y/R	Advanced	Vince Lombardi	Completed	SW	Spring - 23
22	Santa Monica Harbor Patrol, CA	Y/R	Advanced	Rick Gould	Completed	SW	Spring - 23
23	Shore Beach Service Inc., SC	Seasonal	Regular	Duke Brown	Completed	SA	Spring - 23
24	Solana Beach Marine Safety, CA	Y/R	Advanced	Vince Lombardi	Completed	SW	Spring - 23
25	South Walton Fire District, FL	Y/R	Advanced	Wil Spivey	Completed	SE	Spring - 23
26	St. Augustine Fire Department (City of), FL	Y/R	ARRT	Joe McManus	Completed	SE	Spring - 23
27	The Breakers Resort, FL	Y/R	Regular	Jim McCrady	Completed	SE	Spring - 23
28	The Breakers Resort, FL [PRWC]	Y/R	PRWC	Jim McCrady	Completed	SE	Spring - 23
29	York Beach Ocean Rescue Service, ME	Seasonal	Regular	Jim Farrell	Completed	NE	Spring - 23
30	Volunteer Life Savings Corps, FL	Y/R	Advanced	Duke Brown	Completed	SA	Spring - 23
	Agencies Granted an Extension at the Fall Meeting						
31	East Bay Regional Park, CA	Seasonal	Regular	Jim McCray	Completed	NW	Fall - 22
32	Hollywood Beach Safety Division, FL	Y/R	Advanced	Jim McCrady	Completed	SE	Fall - 22
33	Huntington Beach Marine Safety Div., CA	Y/R	Advanced	Vince Lombardi	Completed	SW	Fall - 22
34	Santa Barbara County Fire Depart., CA	Y/R	ARRT	Rick Gould	Completed	SW	Fall - 22
35	Sea Bright Ocean Rescue SRT, NJ	Y/R	ARRT	Tom Perry	Completed	MA	Fall - 22
36	Surf City Beach Patrol, NJ	Seasonal	Regular	Pete Pietras	Completed	MA	Fall - 22
	New Applications						
37	York Beach Ocean Rescue, ME (PRWC)	Seasonal	PRWC	Jim Farrell	Completed	NE	new
38	Point Pleasant Beach Surf & Club, NJ	Seasonal	Regular	Pete Pietras	Completed	MA	new
	Certification Extension Requests						
39	Ventura Port District Harbor Patrol, CA	Y/R	ARRT		Expiring	SW	Fall - 22
40	Carpinteria, City of, CA (Park and Recreation)	Seasonal	Regular		Needs Extension	SW	Spring - 23
41	Ventura Port District - Harbor Patrol, CA [LACP]	Y/R	Regular		Needs Extension	SW	Spring - 23
	Certification Expiring						
42	The Rescue Company 1, FL	Y/R	ARRT	Joe McManus	Not Approved	SE	Spring - 23
43	Kamehameha Schools, HI	Y/R	Regular	Ralph Goto	Expiring	PI	Fall - 22

United States Lifesaving Association

Heroic Acts, Awards, Recognitions, and Presentations

Date: April 27, 2023

Committee Chair: Adrienne Groh, Committee Chair, Bill Richardson, Committee Co-Chair

Committee Members:

GC – Jim Pigg, NW – Cathy VonWald, GL – Stephe Rebek, MA – Denise Blair, SA – Rob Edgerton, SE – Jim McCrady, SW – Gus Avila

Introduction

Thank you to not only the committee, but the entire USLA Board and membership for a productive and inspirational meeting in Redondo. The committee is motivated by our peers in the continuation of the USLA's goal of public education and drowning prevention. The presentations were inspirational, and the committee is grateful for all of the time and effort getting our recipients to the meeting.

Committee Goals

1. The goal that has been assigned to the Heroic Acts committee states "Encourage and promote recognition of volunteers' efforts to the wider community and external stakeholders and increase recognition members' efforts". The committee continues to accomplish this by creating new awards other than what has historically been recognition of amazing surf rescues.
2. The committee would like to encourage more regional participation in the awards program and promote board presentation ceremonies whenever possible. This could be assisted with the continued work of the fundraising committee to help finance travel for award recipients.
3. The committee would like to broaden the exposure of the heroic act recipients through social media and the American Lifeguard magazine.

Action Items (Requiring Board of Directors approval)

1. Mid- Atlantic Region Submission:
Robert Selfridge – Medal of Valor,
Andrew Baxter, Hugh Shields, Ted Slahetka – Heroic Acts – Lifeguard
Approved - unanimously
2. Southwest Region Submission:
Tyler Berry – Heroic Act – Lifeguard, Approved - unanimously
3. Southwest Region Submission:
Harrison Cannon – Lifeguard 1, Samantha McNall -Lifeguard 1, Adam Wraight – Marine Safety Sergeant, Andrew Carter – Citizen: Surfer, Kevin Defoney – Citizen – Surfer, Nick Kubarch – Citizen – Surfer: Heroic Acts , Approved - unanimously
4. Gulf Coast Submission
Susan Eaton and Family – Heroic Acts
Family swam out to recover a body, Approved - unanimously

United States Lifesaving Association
Junior Guard Committee
Committee Action Report

Date: April 30, 2023

Committee Chair: Tony Pryor

Committee Members:

Brian Murphy – Southwest

Andy Brody – Great Lakes

Alan Holt – Southeast

David Robinson – Northwest

Jin Farrell – New England

Duke Brown – South Atlantic

Kalani Vierra – Pacific Islands

Mike Scanlon – Mid Atlantic

Discussion Items (Not requiring Board of Directors approval)

1. We created a subcommittee to possibly come up with junior guard standards.
2. To do junior guard of the year
3. The host region of the USLA meeting will be “forced” to come up with junior guard stories.
4. To come up with a sort of junior guard director/instructor directory

Committee Goals

1. To possibly create a USLA Junior Guard Certification
2. To revisit age groups for junior guards
3. To revisit red white and blue program
4. To become more efficient.

Action Items (Requiring Board of Directors approval)

United States Lifesaving Association
Lifesaving Sport
Committee Action Report

Date: April 27, 2023

Committee Chair: Ed Zebrowski, III

Committee Members:

GC – Jim Piig, GL – Andy Braudy, MA – Ed Zebrowski, NW – Kyle Maxwell, PI – Kalani Vierra,
SA – Adrienne Groh, SE – Jim McCrady, SW- Jay Butki-, Vice-Chairs Tom Gill, Coral Kemp, Athlete
Rep- Holly Maine

Discussion Items (Not requiring Board of Directors approval)

1. ISRC Update: Location change from Volusia County, FL to South Padre Island, TX due to logistics and infrastructure/political changes in Florida. South Padre Island was able to secure funding from local government. Formal invitations sent and have received four affirmative responses anticipating three or four more. U19 participation may be limited.
2. 2023 National Championships: August 9-12th in Virginia Beach. Venue change from previous Championships held there; now at Lifesaving Museum (registration) and beaches directly in front. Wednesday evening concert planned, vendors on boardwalk, Friday night beach flags final. Please contact Committee Chair if interested in officiating. Athlete results will be utilized in team selection process for Lifesaving World Championships in 2024.
3. 2024 National Championships: South Padre Island, TX. Same venue/location as 2021.
4. 2025 National Championships: Interested hosts should come prepared with bids to Fall 2023 Meeting. Southwest Region has indicated there are a couple of likely locations interested in hosting.
5. National Team Management Selection: Committee is completing their work and should have recommendations submitted to USLA President for Board approval Saturday. Chair thanks Tom Gill and Lexi Santer for work.
6. At the suggestion of Brian Murphy, a committee will be formed to evaluate long-term goals/strategic planning. Any interested members please contact the Chair.

Action Items (Requiring Board of Directors approval)

1. The Southwest Region proposes to improve the language of 4.6, 4.7, 4.8 on substitutions and event qualifications. See the attachment. NOTE: Clarification made that eliminated competitors cannot substitute in the same event. Substitutions for Mixed Teams must be from the same team. MPU
2. The Mid-Atlantic Region proposes to have an Open Men and Open Women Landline event. A limit of 4 teams total.
SA – opposed. GC, GL, MA, SE, SW, NW, PI – in favor
3. The Southeast Region proposes to eliminate the rule that if you propose a new event, it must replace an existing event.
NW, SA – opposed GC, GL, SE, SW, PI, MA– in favor

4. The Southwest Region proposes to add an Open only, four male and four female 90-meter sprint. MPU
5. The Southwest Region proposes that the landline finish mirrors the rescue race finish. NOTE: Teams must still finish in their assigned lanes (on either side of lane marker) for safety.
GC, MA, SA- opposed GL, NW, PI, SE, SW- in favor
6. The Southwest Region proposes to change the U19 age to 15-19. The age would be the calendar year that the competitors turn 15. NOTE: The competitor would have to choose to compete as A or U19. MPU
7. The Southwest Region proposes to add a 3-person board relay -boys and girls to the JG competition. 1 male, 1 female team per chapter. MPU
8. The Southeast Region proposes to rename the LACOLA Championship Trophy the Erik Jersted Memorial Trophy. MPU
9. The Southeast Region proposed to add a singles surfboat event for both Open Men and Open Women.
SA, NW- opposed GC, GL, MA, PI, SE, SW – in favor
10. JG Guidelines Updated. See attachment. Chair thanks Coral Kemp, Kelsey Cummings and Mike Scanlon for their work. MPU
11. Staff requirements proposal. See attached. Chair thanks Coral Kemp for work on this. MPU
NOTE: To be sent to Bylaws Committee for formatting/implementation.

Attachments

1. Minutes with rule changes.

Lifesaving Sport Committee Minutes

Thursday, 4/27/23

Committee Regional Reps in Attendance:

GC – Jim Piig, GL – Andy Braudy, MA – Ed Zebrowski, NW – Kyle Maxwell, PI – Kalani Vierra, SA – Adrienne Groh, SE – Jim McCrady, SW- Jay Butki

Vice Chairs: Jay Butki, Tom Gill, Coral Kemp

Athlete Representative: Holly Maine

Old Business:

1. ISRC Update

Alan Holt – The location has changed to South Padre, TX. Logistically wasn't going to work out in Volusia. Two countries could not make it in November and there is a changing on the infrastructure in Volusia is changing.

Jim Piig – He was able to get funding to hold the event. Need to have a meeting with anyone who is interested in the planning portion.

Four countries have confirmed so far.

2. 2023 National Championships

Tom Gill – August 9-12th in Virginia Beach. Accommodations links are on usla.org.

Registration opens Tuesday at the Lifesaving Museum. Everything will take place by the Museum. Wednesday is JG day. Wednesday night there is a concert. This year the vendors will be allowed to be on the boardwalk.

Friday night beach flags under the lights. Tom would like to have awards right on the beach Saturday when the competition is completed.

Ed Zebrowski III – Anyone who wants to be considered for the National Team are encouraged to attend 2023 National Championships. The selection for Worlds will happen before the 2024 National Games.

3. 2024 National Championships

Jim Piig – same location as last time. Will keep us posted as information comes in.

4. National Team Staff Selection

Ed Zebrowski III – Pleased with how the process is going. Lexi Santer is doing a good job assisting from the Athlete's Panel. Great quality of candidates. Received 13 candidates. Need to have some conversations with people while here. Planning on presenting the president with the list of appointed staff to be voted on by the Board.

5. Rule Change Proposals

a. The Southwest Region proposes to improve the language of 4.6, 4.7, 4.8 on substitutions and event qualifications. See the attachment.

Discussion on Substitutions: Questions on if you competed in the event but didn't make it through can you be a substitute. Brian Murphy – If your D relay doesn't

make it you can pull someone if someone needs a substitution. Charlie Hartl -If you didn't advance you shouldn't be able to substitute. Jay Butki – Benefits the small teams. Ed Zebrowski III – how does this affect the scoring systems? Skip Prosser – It doesn't. Jay Butki – This is how it is done at Worlds and the Olympics. Ed Zebrowski Jr – In Worlds and Olympics only have one team. He agrees with Charlie that they shouldn't be allowed if they already competed in the event. Jay Butki – for mixed teams it has to be the same composition. Tom Gill – Suggested to put alternates for you relay events. Kelsey Cummings – said the proposal should be amended or clarified.

Jay Butki – said to clarify in the proposal that eliminated competitors cannot substitute in the same event. Substitutions for Mixed Teams must be from the same team.

MPU **Proposal passes.**

b. Mid-Atlantic Region Rule Change Proposal

The Mid Atlantic Region proposes to have an Open Men and Open Women Landline event. A limit of 4 teams total.

SA – opposed. GC, GL, MA, SE, SW, NW, PI – in favor

Proposal passes.

c. Northwest Rule National Competition Proposal

The Northwest Region proposes to:

1. Eliminate the Age Group American Iron Man/Woman.

SA, NW – in favor GC, GL, MA, PI, SE, SW – opposed

Proposal fails.

2. Add back the Age Group Iron Guard Men/Woman if American Iron Man/Woman is eliminated.

Since first proposal failed this does not need to be voted on.

d. Southwest Region Rule Change Proposal

The Southeast Region proposes to eliminate the rule that if you propose a new event, it must replace an existing event.

NW, SA – opposed GC, GL, SE, SW, PI, MA– in favor

Proposal passed.

e. Southwest Region Rule Change Proposal

The Southwest Region proposes to add the 90-meter sprint.

Jim McCrady – Is in favor if we can limit the number of competitors in the event.

Ed Zebrowski Jr – Agrees with Jim.

Ed Zebrowski III – This is an event that may have to run while another open event is running.

Jay Butki – proposes to amend the proposal to read 8 competitors per chapter.

Open only. 4 male, 4 female

MPU **Proposal passed.**

f. Southwest Region Rule Change Proposal

The Southwest Region proposes that the landline finish mirrors the rescue race finish.

Ed Zebrowski Jr – Concerned with the safety.

Tom Gill – It is such a great finish to watch all 4 competitors crossing the line together.

Jay Butki – Some teams have difficulty executing the current finish. Staying connected and not dropping the torp are difficult. Also danger of tripping over the torp straps and ropes.

Coral Kemp – Will eliminate the rescuer having to take off their fins in the wash.

Kelsey Cummings – Do not really run the event at their regionals.

Jay amended the language. Must finish in your lane. Pullers and victim only have to cross the line. No torp.

GC, MA, SA – opposed GL, NW, PI, SE, SW – in favor

Motion Passes.

g. Southwest Region Rule Change Proposal

The Southwest Region proposes to change the U19 age to 15-19. The age would be the calendar year that the competitors turn 15.

The competitor would have to choose to compete as A or U19.

Kalani Vierra – Will this allow younger competitors to compete up a level. No this only pertains to U19 and As.

Adrienne Groh – called the question.

MPU **Motion Passes.**

h. Southwest Region Rule Change Proposal

The Southwest Region proposes that the High Point Scorers be based on individual events only.

Jen Noonan – Just a thought that it gives competitors from small teams to be in the running for the award.

Jim McCrady – A negative could be that competitors going for high point scorer will refuse to be in team events to save their energy.

Coral Kemp – People being considered for the National Team will want to compete in the relays.

Casey Graham – No one remembers after a year or two who won high points scorer but will remember who won the National Championships.

Jay Butki – There is a concern about people forming super teams to get more points.

Skip Prosser – Suggested creating a new category – High Points Scorer – Open Individual Only.

Jim McCrady – At the Southeast Regionals, points are included from Open, Team Events and Age Groups.

GC, GL, MA, NW, PI, SA, SE – opposed SW – in favor

Motion failed

i. Southwest Region Rule Change Proposal

The Southwest Region proposes to add a 3-person board relay -boys and girls to the JG competition. 1 male, 1 female team per chapter.

MPU **Motion Passes.**

j. The Southeast Region proposes to rename the LACOLA Championship Trophy the Erik Jersted Memorial Trophy.

MPU **Motion passes.**

k. Southeast Region Rule Change Proposal

The Southeast Region proposed to add a singles surfboat event for both Open Men and Open Women.

Jim McCrady – Suggested limiting it to 4 entries per chapter.

Ed Zebrowski III – not a time issue so entries could be unlimited.

Ed Zebrowski Jr – Safety is still a concern. These boats are not meant to be rowed solo.

Jim McCrady – Leave it up to the course safety official to cancel the event based on water conditions.

Ed Zebrowski III- There is some concern because Cape May had a line of duty death with a single rower.

SA, NW – opposed GC, GL, MA, PI, SE, SW – in favor

Motion Passes.

l. The Southeast Region proposes that there should always be a female coach for all USLA international competition teams.

Jay Butki – suggested to write it as a recommendation and add to the policy change.

Jen Noonan – Need to extend the time frame. Motion withdrawn to be added to policy in next term of selection.

m. South Atlantic Region Rule Change Proposal

The South Atlantic Region proposes that all relay events will have Open Men, Open Women and Coed divisions. A limit of 6 teams per chapter. Only able to compete in one division.

The South Atlantic Region proposes that all relay events will have Open Men, Open Women and Coed divisions. A limit of 6 teams per chapter. Only able to compete in one division.

Tom Gill – Withdraws the proposal.

New Business

1. 2025 National Championships

Jay Butki – Santa Cruz is interested in hosting. If they fall through looking at Santa Monica.

2. JG Guidelines Update

Coral Kemp, Kelsey Cummings, and Mike Scanlon working on updating the JG guidelines. Ed Zebrowski III – Thanked them for their hard work on this project.

Tom Gill – The only question he has is about how to judge the rescue race.

Coral Kemp – Look into buying a buoy line for this event.

Jay Butki – Are we getting rid of a rulebook? We currently have 3 rulebooks: Adult, U19 and JG Guidelines. This document has combined the U19 and JG.

Ed Zebrowski III – That is just a formatting issue. Would like to have one combined book.

Jay Butki – Would like 3 separate books.

Brian Murphy – Ask the officials how they would like it.

Jay Butki – Could make 3 separate books and then have one combined book.

Michael Bradley – It is easier to search for items if they are smaller books.

Coral and Kelsey will look to see how to reformat it.

MPU **Motion passes.**

3. **Proposal from Coral Kemp Vice Chair**

See attached.

Coral Kemp – Start looking at Safe Sport and CPR certifications for all coaches, managers and officials.

Chris Brewster – Spoke to Mike Wagner. If we want to pursue this he will put together policy.

Ed Zebrowski Jr – Could be difficult to immediately implement for officials

Coral Kemp – Thinks it would be good to move in that direction.

Safe Sport Training is an hour and a half online.

Ed Zebrowski III – Needs to be done for any National Team Staff. Will have to look into how to make that work for the officials.

Start with the coaches and staff having the certifications. Recommended in the future for this to expand to officials.

MPU **Motion passes.**

4. Brian Murphy asked if we can have a working group to develop goals and objectives for the committee.

Ed Zebrowski III – Feels like the athletes committee does that.

Anyone who is interested in the working group, email Ed Zebrowski III.

Ed Zebrowski Jr makes a motion to adjourn. Jim Piig seconds

MPU

Fall 2022-Southwest Region Proposal edits to 4.6 Heat Placement, 4.7 Final Event Qualification, and an addition 4.8 Substitutions

-2 versions here complex & \$\$ ILS version and a simpler Canadian text version-the time periods that Skip/marshals require before the heat and/or \$\$ amounts can be modified in the motion

- USLA Rules Heat advancement clarification proposed language
see USLA Rules page 13

Black is current language,

~~strikethroughs~~ proposed deletions,

red new proposed language

4.6 HEAT PLACEMENT

Competitors will be placed in heats by a draw or random computer placement. As much as is possible, an effort shall be made to have competitors from the same Chapter in different heats.

4.6.1 Draws

The initial draw for heats and beach positions may be conducted by competition management and supplied to teams. Draws for positions in subsequent rounds (e.g., quarter-finals, semi-finals, and finals) shall be made by competition officials. The method used for the draws, including draws for initial heats and seeding of competitors, shall be approved by the Head Official.

- a) The Head Official will be responsible for all draws for quarters, semis, and finals where heats have taken place.
- b) Vacancies created by the disqualification of a competitor or team shall only be filled by the next place getter participating in the same race. Vacancies created in qualifying to further rounds of an event due to the withdrawal of a competitor or team shall only be filled by the next place getter who participated in the same race.

4.6.2 Competitor Limitations

The Head Official or Course Referee shall decide whether events shall be conducted in heats, rounds, quarterfinals, semi-finals, or straight-out finals. Only the Head Official may authorize changes to these maximum numbers with due consideration for effective judging, environmental conditions, safety considerations and fairness for all competitors. Note: Technical Officials should be mindful of confirmed entries when determining the number of heats/rounds required to conduct an event through to a final and to, as far as practicable, have an equal number of competitors in each heat/round. The Head Official may change the number of competitors in remaining heats, after one or more have been run, if safety conditions warrant, providing that the number going through to the next

round/heat, quarter, semi, or final do not compromise the number of qualifiers from earlier heats.

a) To assist with the fair conduct of competition if there is an even number of competitors in a heat, wherever practicable, at least half the competitors who correctly complete the course should progress to the next round of the event (*e.g., if there are 16 starters in a race at least 8 who correctly complete the course should qualify for the next round of the event*).

b) If there is an uneven number of competitors in a heat, wherever practicable, at least half the competitors less one who correctly complete the course should progress to the next round of the event (*e.g., if there are 9 starters in a race at least 4 who correctly complete the course should qualify for the next round of the event*) (*e.g., if there are 7 starters in a race at least 3 who correctly complete the course should qualify for the next round of the event*)

4.7 FINAL EVENT QUALIFICATION

a) Equal numbers of top finishers from each heat will be placed into the Final.

b) Where necessary Quarterfinals and Semi-Finals will be run.

c) The numbers taken to reach a final should not exceed the following, taking safety into account:

Rescue Relay, Board Rescue, Landline, Beach Relay = 10 Teams

Surf Race, Run-Swim-Run= 32 Individuals

Surf Boat Races= 16 Teams

Board Race, Surf ski Race, International Iron, American Iron, Taplin Relay, Board Relay= 16 Individuals or 16 Teams

Beach Flags= 16 Individuals

d) The Quarter and Semi Finals can be less than ten competitors per heat to comply with the mathematical formula necessary to accommodate the ultimate goal of reaching 10, 16, or 32 competitors for the Final.

~~e) A maximum 50%, or roughly half of the field in each heat, should advance to the next round.~~ *(The confusing heat advancement statement that is currently 4.7 e) is deleted from 4.7 and clarified in 4.6.2 a) and b)

f) Only competitors who appear and register for the heats of an event shall be eligible to compete in the event's Quarter Finals, Semi Finals or Final.

~~g) Once a Chapter or Team has participated in the first qualifying heat, Quarter, or Semi final of an event, it is not possible to change the composition for the rest of that particular event. No changes to the Team composition can be made after it has competed in the first qualifying round of an event. *(see proposed language in 4.8)~~

h) When one or more competitors or teams withdraw from a final of 16 or more competitor/team, up to a maximum of four competitors or teams shall be called forward from the reserves list. Reserves will come from the same qualifying race as the withdrawn competitor or team. The final shall not be re-seeded.

i) Where one or more competitors or teams withdraw from an A-Final of 10 competitors alternate competitors up to a maximum of four competitors or teams shall be called forward from the heats. Reserves will come from the same qualifying race as the withdrawn competitor or team.

4.8 SUBSTITUTIONS IN TEAM EVENTS

Substitutions are permitted in any round of team events.

*****Eliminated competitors cannot substitute in the same event. Substitutions for Mixed Teams must be from the same team.**

Only the manager or coach may substitute members in a team event with other members of the same club. Managers or coaches must notify the appropriate officials of the substitution(s) no later than 30 minutes prior to the start of the first round of the team event or 30 minutes prior to the commencement of marshalling in subsequent rounds whichever occurs first.

Coral Kemp, Vice Chair, Lifesaving Sport Committee

USLA Board of Directors Meeting, Redondo Beach, California

Agenda Item: Specialized Training for National Team and U-19 Team Coach & Management Staff

- Introduction: Surf lifesaving is a physically demanding sport that requires exceptional swimming abilities, endurance, strength, and quick-thinking in emergency situations. The safety of our athletes and participants is our utmost priority, which is why it is necessary to implement training and certification for coaches and managers to ensure athlete's well-being in and out of the water. Therefore, I propose we begin to review courses to be required under our National Governing Body in preparation to become compliant with the United States Olympic Committee policies and compose our own policy to implement required SafeSport training and First Aid/CPR certification for the following

- : ❖ Adult Participants who have Regular Contact with any Amateur Athlete(s) who is a Minor
- ❖ Adult Participants who have Authority over any Amateur Athlete(s) who is a Minor
- ❖ Adult Participants who are employees or board members of the USLA
- ❖ Other adults as determined by the USLA in its discretion.

SafeSport Policies: SafeSport certification should be a mandatory requirement for all athletes, coaches, and officials to participate in surf lifesaving. This training equips them with knowledge of the various forms of abuse, how to recognize them, and how to report them. SafeSport certification is an essential aspect of promoting a safe and secure sporting environment for all participants. This certification ensures that athletes and officials can participate in surf lifesaving competitions without fear of harm or abuse. Additionally, SafeSport certification promotes ethical behavior and sportsmanship, which is crucial in upholding the integrity of our sport.

First Aid/CPR Certification Verification: Given the nature of our sport, athletes are at risk of experiencing injuries and accidents, including drowning, lacerations, and heat exhaustion. Therefore, it is crucial that all surf lifesaving athletes, coaches, and officials have adequate first aid/CPR training. First aid/CPR certification training teaches the necessary skills to respond to medical emergencies, including administering CPR, stabilizing injuries, handling spinal injuries, and managing shock. Ensuring that our athletes, coaches and officials have appropriate first aid and CPR training will allow for quick and effective emergency response and treatment, potentially saving lives. Many athletes and officials may already have these certifications through their agencies. Some may need to seek out the certifications and the USLA may create the option to verify online.

Conclusion: The proposal to implement SafeSport policies and first aid/CPR certification verification for all surf lifesaving athletes, coaches, and officials aims to ensure the safety and well-being of all participants. Participation in surf lifesaving comes with certain inherent risks, and it is our responsibility to ensure that all participants can both compete and train safely. This proposal ensures that all involved persons are equipped with the knowledge and skills necessary to maintain a secure and healthy environment in which to participate in our sport, and that the USLA will be taking steps to become a compliant entity with USOC policies and procedures.

References: SafeSport for National Governing Bodies: <https://uscenterforsafesport.org/ngb-services/#>
SafeSport USA Sports List (Surf Lifesaving not listed)
<https://uscenterforsafesport.org/wpcontent/uploads/2021/03/NGBlist.060722.pdf> USOPC Athlete
Safety Policy: <https://www.teamusa.org/usopcatletesafetypolicy>

United States Lifesaving Association
Membership
Committee Action Report

Date:04/28/2023

Committee Chair: Monty Reed

Committee Members:

SW Charlotte Graham, SA Ralph Wagner, GC Jim Pigg, MA Charlie Hartl, PI Kalani Vierra, NW Dan McCormick, GL Andy Braudy, SE Alan Holt

Introduction

Thanks to everyone who attended the meeting. It was very productive and we discussed some great ideas.

Discussion Items (Not requiring Board of Directors approval)

1. Discussed online store and sales of legacy merchandise. McKenna and Charlotte will be working together to get sales lined up and they hope to have the items available soon.
2. Agreed to add a towel for this year's membership gift. Towel will have a 60th anniversary theme.
3. Continued discussion on possible membership dues increase to \$40 or \$45.
4. Discussion on the potential for a multi- year membership at a reduced rate, discussion tabled.
5. Bulk membership upload overview.
6. Michael Bradley proposed an increase in membership to \$40.00, with the funds being distributed as follows; \$6.00 to the USLA for membership kit costs, \$17.00 to the Region, and \$17.00 to the USLA.
7. Created list of rotating kit items as follows; socks, bags (various types), key chain/luggage tag, koozie, challenge coin, license plate frame.

Committee Goals

1. Continue work with online store and add surplus items.
2. Complete membership kit order by early fall.
3. Compile list of JG Coordinator contact information.

Action Items (Requiring Board of Directors approval)

1. Motion to increase USLA Professional, Associate, and Alumnus membership dues to \$40.00 w/ the funds being distributed as follows; \$6.00 to the USLA for membership fulfillment costs, \$17.00 to the region, and \$17.00 to the USLA. Motion passed in committee unopposed. Policy and Procedures, Section IV- Financial Policies, Number IV-B, Section B and C. Effective April 1st. 2024

Attachments

1. Policy and Procedures, Number IV- B, Subject Dues

United States Lifesaving Association

Public Education

Committee Action Report

Date: Thursday, April 27, 2023

Committee Chair: Denise Blair

Committee Members:

Introduction

Thank you to everyone who attending the Pub Ed meeting. We were also able to have a zoom meeting in February. During the meeting we were able to view the rough draft of our Beach Safety video. We also were able to view the video This Is Why We Train from Sea Girt Beach Patrol.

Discussion Items (Not requiring Board of Directors approval)

- 1. Beach Safety Challenge 2023:** The committee will hold the National Beach Safety Challenge again in 2023. The updated language is posted on usla.org:

In an effort to encourage beach safety education in America's communities, each year the United States Lifesaving Association recognizes agencies who participate in the *National Beach Safety Challenge*. Agencies, Chapters or Regions that are conducting a beach safety program to educate the general public are encouraged to fill out the form below. Projects should be consistent with USLA beach safety messaging found under the Public Education section at www.usla.org/safetytips to be eligible. All entries must be submitted by July 15th.

Thank you for your efforts to prevent drowning and promote beach safety in your community!

- 2. Grant Program Request:** Rob Edgerton presented the information on our one Grant Program request from Cape May Beach Safety committee.

In a joint effort to promote beach safety and decrease injuries, both mild and severe, the city appointed Beach Safety Committee is working closely with the Cape May Beach Patrol to have lifeguards visit our local schools two times during the year to administer lessons on beach safety and conditions unique to our shoreline as well as general beach safety information

Pedro Casillas makes a motion to grant \$1000 to Cape May Beach Safety Committee. Tim Harmon seconds.

MPU

- 3. Project Wipeout** Mike Silvestri gave an update on Project Wipeout. They are going live the 3rd week in June. Mike will send out information as it becomes available. They have a good line up of presenters. San Diego is working with the Scripps Institute of Oceanography again.

Last week there was a Water Safety Summit in San Diego hosted by the California Water Safety Coalition.

Update on Sting Ray Project: Continuing with the study. Asking for participants to complete the survey. There is a QR code to share with people. Mike Wagner said the problem is trying to ask someone who has been stung. Mike Silvestri said they share it when they are in the first aid room.

He does have QR code stickers that can give people to put on the back of clipboards.

- 4. NOAA/USLA Rip Current Toolkit**

<https://www.usla.org/page/rip-current-safety-toolkit>

5. Video Development Update

Discussed the progress of the video. Shared the rough draft of the video. Forming a working group to review the video and make suggestions. We are asking for agencies and regions to send B roll in. Bob Ball will be at 2023 Nationals doing interviews and shooting footage. Asking for 2-3 representatives from each region to be interviewed. Persons being interviewed are asked to wear USLA shirts for the interview.

6. Social Media

Kay Smiley – We are asking for pictures of Beach Safety Programs to be sent to webmaster@usla.org.

New Business:

1. AAC on the Beach – Augmentative and Alternative Communication

AAC stands for "augmentative and alternative communication," which refers to a set of methods and tools used to assist individuals with communication difficulties. This may include people with speech impairments, language disorders, or other disabilities that affect their ability to communicate effectively. This can impact anyone across the lifespan.

AAC can include a range of approaches, from simple gestures and facial expressions to high-tech devices that use speech synthesis or text-to-speech software. The goal of AAC is to provide individuals with a means of expressing themselves and engaging in social interaction, even if they are unable to use traditional verbal communication.

AAC on the Beach offers a free training to lifeguards, beach staff and first responders. If you are interested in learning more information, go to their website: <https://www.aaconthebeach.org/>

2. **Creating QR codes** – Discussed creating QR codes to direct people to usla.org and pub ed page.
3. Discussion on how to educate tourists on beach safety. In Monmouth County we are working with the tourism board and sheriff's office to create a Safe Beach Day. Will Taormina from Watchtower developed a dashboard for all the towns with beaches in Monmouth County.
4. This Is Why We Train video – The committee watched a video by Sea Girt Beach Patrol.

Committee Goals

1. Continue working on the Beach Safety Video
2. Develop QR Codes for Pub Ed

Attachments

1. Grant Request Submission – Cape May Beach Safety Committee
- 2.



**United States Lifesaving Association
Education Program Grant – Application**

Contact Person: Steven Steger

Organization Name: Cape May Beach Safety Committee

Mailing Address: 1044 Shunpike Rd, Cape May, NJ 08204

Contact Email: Steve@stegerbeachservice.com

Contact Telephone: 609-675-4978

1. Please provide a detailed description of the proposed project.

In a joint effort to promote beach safety and decrease injuries, both mild and severe, the city appointed Beach Safety Committee is working closely with the Cape May Beach Patrol to have lifeguards visit our local schools two times during the year to administer lessons on beach safety and conditions unique to our shoreline as well as general beach safety information.

According to Wilks et al, many students completing primary school (in a beach community) still “lack the ability to recognize potential aquatic risks, cope with emergencies or assist someone else in danger. In a study, of primary school children who completed a surf lifesaving instructor-led, 2 part program, “follow-up showed statistically significant improvements in recognition of the red ‘beach closed’ flag, aquatic safety signs, how to identify a rip current and choosing the safest place to swim at a beach that included a rip current in the picture.”¹

It is our belief that by educating our local students about our conditions, they will be better protected but will also be able to spread awareness and disseminate information to their families and those they encounter while on the beach. Lockner and Houser posit, “Despite being aware of beach hazards, most beach users and in particular the tourists to the area, did not observe beach warnings. Their activity...appears to be influenced by beach access and the presence of other beach users. Respondents who could not recall the hazard level defined by beach flags and signs on the boardwalk tended to sit further away from the access point and

lifeguards.” Various agencies across the country utilize the public in assisting in prevention and emergencies including amber alerts and if you see something say something campaigns. We believe that by empowering students, we can increase safety on the beach front by addressing safety from a multitude of resources.

The intended goal will be to utilize current Cape May Beach Patrol lifeguards and lieutenants to visit the local elementary schools in the surrounding areas of Cape May. These guards will meet with students in their classrooms twice between the months of April and June. This time frame will allow for content knowledge to be relevant to students as the likelihood of beach visits increases.

Lifeguards will work with a Beach Safety Committee representative who is also an educator in the local school system. The Beach Safety Committee has designed a curriculum to be used which is tailored to Cape May’s unique conditions, but draws influence and inspiration by the USLA’s resources available on their website. With a curated curriculum of lessons designed by age group, CMBP representatives will engage students in lessons that will provide basic beach safety as well as strategies for more advanced conditions like rip currents, lateral currents and injuries resulting from a rough shore break.

2. Is this a new, existing or enhanced program? Please explain in detail.

This will be a new program. While guards have gone to local schools before, there was not an organized plan or curriculum developed with our purpose in mind. This program was created specifically to address the unique situations faced by bather in the waters of Cape May. Guards will be trained by a member of the Beach Safety Committee who is an educator, has a masters degree in education and is a current ocean lifeguard with the Cape May Beach Patrol. He developed a curriculum for guards to utilize which includes visual displays, demonstrations and giveaways aimed at reinforcing the messages delivered.

3. Please provide a detailed summary of your project budget. Include: expenses, revenue, other partners or sponsors, and if any net revenue, how it will be used by the organization.

To enhance presentations, the committee and lifeguards will create visual displays, purchase materials to display concepts such as changing ocean floors and angled beach slopes and provide giveaways to remind students of their experience and to share with families as way to further the communication of our mission. There will be no revenue generated through this program and all training will be provided, free of cost, to the lifeguard presenters from a local educator on the Cape May Beach Safety Committee.

Item:	Estimated Cost:
Ambassador Shirts	\$800
Water Bottle Stickers	\$250
Demonstration Materials	\$150
Visual Displays	\$300
Total:	\$1500.00

The above chart lists estimated costs for materials to put together the outreach program. Stickers and shirts would be marketing materials to enhance the message and serve as reminders of the experience. These would also help to increase participation in our chapter of Junior Lifeguards- another goal of ours to address beach safety through education of our youth. Demonstration materials and visual displays will be created by the lifeguards and committee members to serve as tools to deliver the information. We acknowledge that our estimated costs are above the limit of the grant. The difference will hopefully be covered through fundraising efforts.

4. Describe how this project will achieve a high priority for your organization and/or USLA .

Cape May County had over ten million visitors in 2021 of which 90% of returning guests. The main attractions to the area is the ocean front where 90% of visitors rank as their top reason for choosing the area. Additionally, 79% of those visiting highlighted the safety and security as a top reason for vacationing in the area. The ocean is a dangerous place and our organizations understand this well. The problem is, visitors and locals outside of our organizations do not understand the unique dangers that exist just feet away from their beach chairs.

In the 2022 season, ranging from Memorial Day to the end of September, The Cape May Beach Patrol saved a total of 165 individuals from the water, 8 of which were more serious rescues. There was a total of 181 first aid calls in which 39 were serious 911 calls where individuals needed to be transported from the beach. Additionally, there 11 spinal injuries which required further analysis in hospitals. This shore break and slope conditions in Cape May make spinal injuries much more common than other beaches and is one of the goals of our community education project- teach the techniques to avoid and the conditions that cause these scenarios to occur.

With these facts in mind, the Cape May Beach Safety Committee and the Cape May Beach Patrol believe it is paramount that we share and highlight these unique dangers to our local elementary school students for two reasons.

- 1- *Increase their safety by teaching them the dangers, how to avoid them and what to do if confronted by them*

2- *Empower them to be extra eyes on the beach to look out for those who may be putting themselves at risk*

Students will now have access to more direct information regarding their own shoreline and will be able to assist the beach patrol in giving advice and making other bathers and beach goers aware of conditions they may not have noticed. This model serves to support the Cape May Beach Patrol's goal of preventative lifeguarding as it will create another avenue in which proactivity is taken instead of relying on reactivity.

5. Please provide an explanation of measurable elements that will be evaluated in order to determine if the project objectives were met.

The program will be evaluated in two ways. The first is a pre and post assessment created based on the curriculum developed by the CMBP and Beach Safety Committee. These will be given prior to the first visit and then again after the second. From these pieces, we can determine to what degree information was delivered and to what extent it was retained. This data will determine what information needs to be altered and what methods may be employed to deliver it effectively.

The second evaluation will be enrollment within the Junior Guard Program. Through school visits, lifeguards will promote and provide information for the Junior Guard Program. Registrations will track parent responses in regards to their children being exposed to beach safety lessons at school. This data will be assessed and saved to use in comparison with future years. Higher enrollments will signify higher levels of interest in the program as well as more educated beach patrons with more advanced skills sets and knowledge bases.

Print Name of Applicant:

Signature of Applicant:

Date:

Bibliography

1. Wilks, J., Kanasa, H., Pendergast, D, Clark, K. (2016). Beach safety education for primary school children. *International Journal of Injury Control and Safety Promotion*, 24, 283-292.
2. Correspondence of Beach User Perception, Lifesaving Strategies and Rip Currents: Implications for Beach Management. *Coastal Management*, 49, 598-616.
Locknick, S. & Houser, C. (2021).

United States Lifesaving Association

Ways and Means

Committee Action Report

Date: April 29, 2023

Committee Chair: Co-Chairs Rob Edgerton and Dan McCormick

Committee Members:

Great Lakes absent, Gulf Coast Peter Davis, Mid-Atlantic Mike Scanlon, New England Craig Schmidt, Northwest Cathy VonWald, Pacific Islands Kalani Vierra, South Atlantic Monty Reed, Southeast Jo Wagenhals, Southwest Tony Sholl.

Additional Attendees

Gus Avila, Denise Blair, Michael Bradley, Craig Brierley, Nikki Bryant, Karissa Fleming, Charlotte Graham, Jared Kingsbury, Skip Prosser, David Robinson, John Ryan Jr., Kay Smiley, Merrill Riley, Ryan Gates

Introduction

We had a well-attended productive meeting. Our primary objectives were to review USLA financials YTD, look ahead at 2024 budget needs, support other committee efforts, and develop goals for the next 6 month period.

Discussion Items

1. Competition committee is interested in a potential sponsor for new ipads. Contact Ed Zebrowski III.
2. 2023 YTD financial report review.
3. Review Professional Membership process draft and Junior Lifeguard Membership process draft. Update: Charlotte Graham and Ralph Wagner will upload templates they receive and summarize info into an email for Treasurer to invoice from.
4. Special Purpose Donation fund: guidance on expenditures will be sought from Fundraising Committee
5. Anticipated 2024 budget issues to date (more input will be solicited according to attached budget schedule)
 - 5.1. Membership: 60th anniversary funds for special gift item (sponsor will be sought to off-set costs)
 - 5.2. Membership dues increase w/ new region split wording for Pro's.
 - 5.3. Expect international travel fund need
 - 5.4. ALM: funds to meet price increases on materials, mailing, etc.
 - 5.5. ED contract renewal
 - 5.6. No Amazon Smile royalty income
 - 5.7. No ILS dues expense (pre-paid in '22) = \$1,800
 - 5.8. Anticipate SPI pay '24 Host Contract Obligation (\$25,000) in 2023
 - 5.9. Social Media contract renewal
6. Retail Sales working group update – (summary from Membership) McKenna new procurement person. Maintains Big Cartel & Printful product line. Charlotte/McKenna working on posting legacy kit items. Charlotte handling legacy kit item fulfillment. Coming soon.

Committee Goals

1. Keep the USLA financially stable and fiscally responsible (Principle)
 - 1.1. Accurately collect, process, and distribute membership dues each quarter and other funds in a timely way.
 - 1.2. Focus on collection of invoices prior to fiscal year-end and continue monthly review of 90 day past due invoices.
 - 1.3. Review the appropriate level of accounting report needed for Association (possible cost saving measure).
 - 1.4. Evaluate membership processing procedures for ways to make more efficient. Update procedures as appropriate.
 - 1.5. Implement 2024 budget task schedule.
2. Act on financial requests from members and committees (Principle)
 - 2.1. Membership: help launch excess membership kit sales & expansion of custom apparel.
 - 2.2. Review need for Special Purpose Donation fund expenditure guidelines.
 - 2.3. Evaluate opportunity to modify CA state LG membership process. Implement procedures as appropriate.
 - 2.4. Work with committees involved in 60th anniversary celebration planning.

Action Items (Requiring Board of Directors approval)

1. Motion from Charlotte Graham: "Accept Ways and Means Committee Goals for April '23 – November '23" Second Denise Blair (MPU)
2. Motion from Michael Bradley: "Thank but decline the USLF donation offer of \$6,400.09." Second Jo Wagenhals (MPU)
3. Motion from Denise Blair: "Endorse a Professional, Associate, and Alumnus membership dues amount of \$40 beginning April 1, 2024 with the associated regional/national dues split recommended in Membership Committee." Second Charlotte Graham (MPU)

Attachments

1. 2023 Year to Date Financial Report
2. 2024 Budget Development Schedule
3. Professional Membership process draft
4. Junior Lifeguard Membership process draft

2023 YTD USLA Financial Report

United States Lifesaving Association
For the period ended April 13, 2023



Prepared by
Dan McCormick, Treasurer

Prepared on
April 13, 2023

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RESERVE FUNDS

United States Lifesaving Association

Policy - Operational Reserve funds may be conservatively invested in liquid investments with a target of no less than 30% in Fidelity Cash Reserves, 20% be in Core U.S. Treasury Bonds and 50% be in ETF that follows the Russell 3000 Index. The Treasurer shall ensure that the fund is re-balanced whenever target percentages vary by more than 5%.

RESERVE FUNDS (As of April 13, 2023)

\$88,278.44	Fidelity Government Cash Reserves (28.90%) FDRXX
\$157,085.49	ISHARES CORE S&P US VALUE ETF (51.43%) IUSV
\$60,081.50	U.S. TREASURY BOND ETF (19.67%) GOVT
\$305,445.43	Total

PRINCIPAL CHANGES (1/1/23 - 4/13/23)

\$294,504.12	Opening Value
\$0.00	Additions
\$0.00	Subtractions
\$0.00	Investment Fees
<u>\$10,941.31</u>	Change in Investment Value
\$305,445.43	Closing Value

STATEMENT OF FINANCIAL POSITION

As of April 13, 2023

	Total
ASSETS	
Current Assets	
Bank Accounts	
Bank of America	870.00
BOA Business Checking	34,196.48
BOA Business Savings	17,405.47
Total Bank of America	52,471.95
Fidelity Investments	243,988.53
Total Bank Accounts	296,460.48
Other Current Assets	
Uncategorized Asset	5,339.98
Total Other Current Assets	5,339.98
Total Current Assets	301,800.46
TOTAL ASSETS	\$301,800.46
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card	6,648.24
Avila	23,670.71
Barrows	9,866.20
Bradley	71,028.25
McCormick	40,770.97
Mcgibeny	4,493.50
Payment Account	-180,579.50
Smiley	23,660.78
Total Credit Card	-440.85
Total Credit Cards	-440.85
Total Current Liabilities	-440.85
Long-Term Liabilities	
Competition - National Team	24,370.38
Youth National Team	8,912.05
Total Competition - National Team	33,282.43
Mexican Lifesaving Fund	23,153.93
Special Purpose Donation	3,350.00
Statistics Software Project	4,364.38
Total Long-Term Liabilities	64,150.74
Total Liabilities	63,709.89
Equity	
Opening Bal Equity	4,383.03
Unrestricted Net Assets	248,493.28

	Total
Net Revenue	-14,785.74
Total Equity	238,090.57
TOTAL LIABILITIES AND EQUITY	\$301,800.46

Profit Loss Budget vs Actuals SUMMARY

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue	9,542.00	25,060.00	(15,518.00)
Awards/Presentations Income		50.00	(50.00)
Certification Fees	8,310.00	32,500.00	(24,190.00)
Donations	1,362.50	8,150.00	(6,787.50)
Event Registrations	26,350.00	64,000.00	(37,650.00)
Interest	1,955.28	2,812.00	(856.72)
Lifesaving Sport Income		136,600.00	(136,600.00)
Membership Dues	25,476.87	145,925.00	(120,448.13)
Retail Sales	1,062.13	6,400.00	(5,337.87)
Royalties	780.91	2,760.00	(1,979.09)
Sponsorship	10,145.23	27,000.00	(16,854.77)
Total Revenue	84,984.92	451,257.00	(366,272.08)
COST OF GOODS SOLD			
Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
Total Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
GROSS PROFIT	83,927.25	445,857.00	(361,929.75)
EXPENDITURES			
Administration	22,007.28	70,350.00	(48,342.72)
American Lifeguard Magazine	8,665.39	25,000.00	(16,334.61)
Awards & Special Presentations	341.64	2,000.00	(1,658.36)
Credit Card Charges	2,985.13	8,600.00	(5,614.87)
Donation	200.00	2,400.00	(2,200.00)
Event Host	15,861.40	57,720.00	(41,858.60)
Information Technology	395.29	9,140.00	(8,744.71)
Insurance & Bonds	4,836.00	7,000.00	(2,164.00)
International Relations		8,300.00	(8,300.00)
Junior Lifeguards		500.00	(500.00)
Lifesaving Sport	20,000.00	102,420.00	(82,420.00)
Membership Kits	4,141.68	54,955.00	(50,813.32)
Office Expenses	216.30	610.00	(393.70)
Presidential Discretionary Fund		500.00	(500.00)
Professional Fees	5,133.98	26,250.00	(21,116.02)
Public Education		7,400.00	(7,400.00)
Regions % of Member Dues	13,928.90	48,110.00	(34,181.10)
USLA Travel and Meetings		14,600.00	(14,600.00)
Total Expenditures	98,712.99	445,855.00	(347,142.01)
NET OPERATING REVENUE	(14,785.74)	2.00	(14,787.74)
NET REVENUE	\$ (14,785.74)	\$2.00	\$ (14,787.74)

Profit Loss Budget vs Actuals 2023

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
ALM Revenue			
Advertising Revenue	9,506.00	25,000.00	(15,494.00)
Magazine Subscription	36.00	60.00	(24.00)
Total ALM Revenue	9,542.00	25,060.00	(15,518.00)
Awards/Presentations Income		50.00	(50.00)
Certification Fees	7,500.00	31,000.00	(23,500.00)
Training Card	810.00	1,500.00	(690.00)
Total Certification Fees	8,310.00	32,500.00	(24,190.00)
Donations			
Restricted	1,362.50	2,400.00	(1,037.50)
Unrestricted	0.00	5,750.00	(5,750.00)
Total Donations	1,362.50	8,150.00	(6,787.50)
Event Registrations			
BOD Fall			
Banquet Fall		300.00	(300.00)
Registration Fall		16,700.00	(16,700.00)
Sponsorship Fall	3,500.00	15,000.00	(11,500.00)
Total BOD Fall	3,500.00	32,000.00	(28,500.00)
BOD Spring			
Banquet Spring	275.00	300.00	(25.00)
Registration Spring	11,175.00	11,700.00	(525.00)
Sponsorship Spring	5,750.00	10,000.00	(4,250.00)
Total BOD Spring	17,200.00	22,000.00	(4,800.00)
Class	5,650.00	9,000.00	(3,350.00)
CSLSA		1,000.00	(1,000.00)
Total Event Registrations	26,350.00	64,000.00	(37,650.00)
Interest	1.39	12.00	(10.61)
Dividends	1,953.89	2,800.00	(846.11)
Total Interest	1,955.28	2,812.00	(856.72)
Lifesaving Sport Income			
CSLSA Entry Fee		12,000.00	(12,000.00)
National Games			
Event Fee		50,600.00	(50,600.00)
Host Contract Obligation		20,000.00	(20,000.00)
Junior Participation Fees		15,000.00	(15,000.00)
Total National Games		85,600.00	(85,600.00)
Southeast Entry		9,000.00	(9,000.00)
Sponsorship		30,000.00	(30,000.00)
Total Lifesaving Sport Income		136,600.00	(136,600.00)
Membership Dues			

	Actual	Budget	Total over Budget
Junior Lifeguard Membership			
JR Dues DaFin		200.00	(200.00)
JR Dues Gulf Coast		900.00	(900.00)
JR Dues Mid Atlantic	2,580.00	12,300.00	(9,720.00)
JR Dues Northwest	10.00		10.00
JR Dues Pacific Islands		100.00	(100.00)
JR Dues South Atlantic			
SA Region payment		2,500.00	(2,500.00)
Total JR Dues South Atlantic		2,500.00	(2,500.00)
JR Dues Southeast		1,000.00	(1,000.00)
JR Dues Southwest		13,000.00	(13,000.00)
Total Junior Lifeguard Membership	2,590.00	30,000.00	(27,410.00)
Kit Share Costs	6,221.87	14,945.00	(8,723.13)
Online Dues Received	(460.00)		(460.00)
Professional Memberships			
Dues Great Lakes	60.00	750.00	(690.00)
Dues Gulf Coast	60.00	3,000.00	(2,940.00)
Dues Independent		1,500.00	(1,500.00)
Dues Mid Atlantic	640.00	9,000.00	(8,360.00)
\$15 Payment MA	11,085.00	12,000.00	(915.00)
Total Dues Mid Atlantic	11,725.00	21,000.00	(9,275.00)
Dues New England	150.00	1,290.00	(1,140.00)
Dues Northwest	180.00	1,800.00	(1,620.00)
Dues Pacific Island	240.00	2,550.00	(2,310.00)
Dues South Atlantic	360.00	180.00	180.00
\$15 Payment SA		12,360.00	(12,360.00)
Total Dues South Atlantic	360.00	12,540.00	(12,180.00)
Dues Southeast	1,900.00	17,250.00	(15,350.00)
Dues Southwest	2,450.00	39,300.00	(36,850.00)
Total Professional Memberships	17,125.00	100,980.00	(83,855.00)
Total Membership Dues	25,476.87	145,925.00	(120,448.13)
Retail Sales	1,062.13	6,400.00	(5,337.87)
Royalties			
Amazon.com	96.45	300.00	(203.55)
ASHI		1,000.00	(1,000.00)
DVD	225.00	10.00	215.00
Office Depot	29.35	100.00	(70.65)
Textbook	430.11	1,350.00	(919.89)
Total Royalties	780.91	2,760.00	(1,979.09)
Sponsorship	8,500.00	25,000.00	(16,500.00)
Marketing Royalties	1,645.23	2,000.00	(354.77)
Total Sponsorship	10,145.23	27,000.00	(16,854.77)
Total Revenue	84,984.92	451,257.00	(366,272.08)

	Actual	Budget	Total over Budget
COST OF GOODS SOLD			
Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
Total Cost of Goods Sold	1,057.67	5,400.00	(4,342.33)
GROSS PROFIT	83,927.25	445,857.00	(361,929.75)
EXPENDITURES			
Administration			
Certification	7.28	850.00	(842.72)
Executive Director	22,000.00	66,000.00	(44,000.00)
Travel Expenses		3,500.00	(3,500.00)
Total Executive Director	22,000.00	69,500.00	(47,500.00)
Total Administration	22,007.28	70,350.00	(48,342.72)
American Lifeguard Magazine			
Incentives	100.00	300.00	(200.00)
Postage	2,946.57	7,500.00	(4,553.43)
Printing & Mailing	4,718.82	12,500.00	(7,781.18)
Professional Fees	900.00	2,700.00	(1,800.00)
Travel		2,000.00	(2,000.00)
Total American Lifeguard Magazine	8,665.39	25,000.00	(16,334.61)
Awards & Special Presentations	341.64	2,000.00	(1,658.36)
Credit Card Charges	2,985.13	8,600.00	(5,614.87)
Donation	200.00	2,400.00	(2,200.00)
Event Host			
Class	11,470.25	8,750.00	2,720.25
CSLSA		970.00	(970.00)
Fall BOD	3,273.65	26,500.00	(23,226.35)
Spring BOD	1,117.50	21,500.00	(20,382.50)
Total Event Host	15,861.40	57,720.00	(41,858.60)
Information Technology			
Survey Software		290.00	(290.00)
Telephone/Internet	195.31	850.00	(654.69)
Website	199.98	8,000.00	(7,800.02)
Total Information Technology	395.29	9,140.00	(8,744.71)
Insurance & Bonds	4,836.00	7,000.00	(2,164.00)
International Relations			
Dues		1,800.00	(1,800.00)
Travel & Support		6,500.00	(6,500.00)
Total International Relations		8,300.00	(8,300.00)
Junior Lifeguards		500.00	(500.00)
Lifesaving Sport			
National Games		2,800.00	(2,800.00)
Awards		6,000.00	(6,000.00)
Competitor Rash Singlets		13,250.00	(13,250.00)
Credit Card Charges		4,000.00	(4,000.00)

	Actual	Budget	Total over Budget
Insurance		3,000.00	(3,000.00)
Official		30,000.00	(30,000.00)
Payment - Entry Fee		3,000.00	(3,000.00)
Public Relations	6,000.00	6,000.00	0.00
Total National Games	6,000.00	68,050.00	(62,050.00)
National Team	14,000.00	14,000.00	0.00
Region		20,370.00	(20,370.00)
Total Lifesaving Sport	20,000.00	102,420.00	(82,420.00)
Membership Kits	4,141.68	54,955.00	(50,813.32)
Office Expenses	12.47		12.47
Bank Charge	1.00	60.00	(59.00)
Mailings	202.83	550.00	(347.17)
Total Office Expenses	216.30	610.00	(393.70)
Presidential Discretionary Fund		500.00	(500.00)
Professional Fees			
Accounting Fees	25.00	4,500.00	(4,475.00)
Social Media	5,100.00	21,500.00	(16,400.00)
Tax Preparation	8.98	250.00	(241.02)
Total Professional Fees	5,133.98	26,250.00	(21,116.02)
Public Education		3,900.00	(3,900.00)
Awards		500.00	(500.00)
Grant Program		3,000.00	(3,000.00)
Total Public Education		7,400.00	(7,400.00)
Regions % of Member Dues			
Great Lakes	30.00	375.00	(345.00)
Gulf Coast	30.00	1,200.00	(1,170.00)
Mid Atlantic	903.90	4,820.00	(3,916.10)
New England	75.00	700.00	(625.00)
Pacific Islands	120.00	1,275.00	(1,155.00)
Pacific Northwest	95.00	900.00	(805.00)
South Atlantic	180.00	90.00	90.00
Southeast	960.00	8,750.00	(7,790.00)
Southwest	11,535.00	30,000.00	(18,465.00)
Total Regions % of Member Dues	13,928.90	48,110.00	(34,181.10)
USLA Travel and Meetings			
Officer BOD Meeting Expenses		12,600.00	(12,600.00)
Travel and Support		2,000.00	(2,000.00)
Total USLA Travel and Meetings		14,600.00	(14,600.00)
Total Expenditures	98,712.99	445,855.00	(347,142.01)
NET OPERATING REVENUE	(14,785.74)	2.00	(14,787.74)
NET REVENUE	\$ (14,785.74)	\$2.00	\$ (14,787.74)

LIFESAVING SPORT:LIFESAVING SPORT BUDGET vs. ACTUAL

January 1 - April 13, 2023

	Actual	Budget	Total over Budget
REVENUE			
Total Revenue			0.00
GROSS PROFIT	0.00	0.00	0.00
EXPENDITURES			
Lifesaving Sport			
National Games			
Public Relations	6,000.00		6,000.00
Total National Games	6,000.00		6,000.00
National Team	14,000.00		14,000.00
Total Lifesaving Sport	20,000.00		20,000.00
Total Expenditures	20,000.00	0.00	20,000.00
NET OPERATING REVENUE	(20,000.00)	0.00	(20,000.00)
NET REVENUE	\$ (20,000.00)	\$0.00	\$ (20,000.00)

MEXICAN LIFESAVING FUND

January 1 - April 13, 2023

Date	Name	Memo/Description	Amount	Balance
Mexican Lifesaving Fund				
Beginning Balance				23,095.93
02/20/2023		Per P&P IV-K.D.	58.00	23,153.93
03/01/2023	Neoverve.com	billed in error for Club Tortuga web site	(251.88)	22,902.05
03/02/2023	Neoverve.com	refund of incorrect credit card debit	251.88	23,153.93
Total for Mexican Lifesaving Fund			\$58.00	
TOTAL			\$58.00	

LIFESAVING SPORT:NATIONAL TEAM Report

January 1 - April 13, 2023

Date	Transaction Type	Vendor	Memo/Description	Amount	Balance	
Competition - National Team						
					Beginning Balance	10,370.38
01/01/2023	Journal Entry	Deposit	Annual USLA Contribution	14,000.00		24,370.38
Total for Competition - National Team				\$14,000.00		
Youth National Team						
					Beginning Balance	8,912.05
Total for Youth National Team						
Total for Competition - National Team with sub-accounts				\$14,000.00		
TOTAL				\$14,000.00		

Special Purpose Donation Fund

All Dates

Date	Name	Memo/Description	Amount	Balance
Special Purpose Donation				
11/08/2022		National Fundraising Campaign from McCray, Davis, Richardson	1,750.00	1,750.00
12/08/2022		Move unrestricted to long-term special donation fund Ryan and Smiley	1,000.00	2,750.00
12/21/2022		Move McGowan donation to special fund	100.00	2,850.00
04/11/2023		Bowie donation	500.00	3,350.00
Total for Special Purpose Donation			\$3,350.00	
TOTAL			\$3,350.00	

USLA Reports:Statistics Software

All Dates

Date	Name	Amount	Balance
Statistics Software Project			
10/29/2017		12,000.00	12,000.00
01/22/2019	W.A.T.E.R	(5,900.00)	6,100.00
01/22/2019	W.A.T.E.R	(1,750.00)	4,350.00
04/08/2019	GODADDY.com	(235.62)	4,114.38
03/01/2021	W.A.T.E.R	(1,500.00)	2,614.38
01/06/2022	W.A.T.E.R	1,750.00	4,364.38
Total for Statistics Software Project		\$4,364.38	
TOTAL		\$4,364.38	

**USLA Ways and Means Committee
Budget Development Schedule**

Goal: Work collaboratively to develop a balanced budget that reflects our priorities and purpose

By When	What	Who
3/1/23	Distribute Budget development schedule to All. Conduct W&M Zoom meeting confirming regional contacts and procedures.	Treasurer
6/1/23	Schedule budget video call meeting. Open to all. Send info to All. Solicit and accept next year budget requests	All*
7/1/23	Distribute budget category specific worksheets and reports of budget to actuals to date. Solicit change requests	Treasurer
9/15/23	Deadline to identify and submit to Treasurer change requests/suggestions of '23 budget worksheet for '24 1st draft	All
9/20/23	Distribute '24 first draft budget to All for video call meeting reference	Treasurer
9/29/23	Conduct budget Zoom meeting to review 1st draft '24 budget	All
10/6/23	Changes from video call meeting incorporated. Circulate 2nd draft '23 budget to All and video call attendees.	Treasurer
10/11/23	Deadline to accept updates/changes/corrections on 2nd draft '24 budget	All
10/15/23	3rd draft '24 budget prepared for Fall BOD meeting W&M activity report	Treasurer
11/3/23	Approve '24 final draft budget for BOD consideration	W&M
11/4/23	Adopt W&M action report including final draft '24 budget	BOD

*All = Regional Treasurers, USLA Committee Chairs, Executive Committee, Executive Director

Professional

Online (applies to all regions/chapters/agencies/individuals)

- Individual joins via USLA web site, info linked to YM database
- Dues received by Treasurer via credit card payment processor
- Uniserv accesses YM database and does kit fulfillment (membership card, decal, flyer, patch sent to member)
- Karissa forwards member addresses to ALM publisher for subscription fulfillment
- Regular membership forwarded to ?? for welcome email, product discounts, etc.
- Quarterly Treasurer downloads membership info from YM database and sends Region check for ½ dues collected (\$15 per member) who joined in the quarter (Treasurer may send an additional check for just July enrollment due to large number of memberships processed in that month)

Template (applies to all agency/chapter)

- Ralph updates membership template for each chapter/agency.
 - Ralph sends directly to agency/chapter in GC, GL, NE, SA and to Charlotte for NW, PI, SW and on request to MA, SE
 - Ralph generally sends template to region reps MA, SE who complete and return to him
- Agency/chapter completes template with member information, collects dues (or uses promo code) and emails completed template to Ralph (NE, SA and on request NW, PI, SW) or Charlotte (NW, PI, SW)
- Ralph/Charlotte uploads template info into YM database
- Ralph and Charlotte emails Treasurer summary information of membership enrollment received for invoicing (Uniserv cc'd)
- Uniserv accesses database and does kit fulfillment (membership card, decal, flyer, patch)
- Karissa forwards member addresses to ALM publisher for subscription fulfillment
- Regular membership forwarded to ?? for welcome email, product discounts, etc.
- Treasurer invoices chapter/agency Pro dues (\$30 per member GC, GL, NE, SE) based on Ralph's email. Treasurer invoices Region (\$15 per member MA, SA) and invoices NW, PI, SW \$30 per member per Charlotte's email.
- Chapter/agency sends payment to USLA at 1968 S. Coast Hwy #740, Laguna Beach, CA 92651-3681 or request credit card payment link from Treasurer
- Once dues payment received by USLA – Treasurer sends Region check for ½ dues collected (\$15 per member GC, GL, NE, NW, PI, SE)

Promo Code (primarily SW but option for all)

- Agency/chapter requests Promo code from Karissa
- Individual joins via USLA web site or template using chapter/agency promo code and submits to Charlotte/Ralph
- If template used, Charlotte/Ralph uploads to YM database
- Uniserv accesses database and does kit fulfillment
- Karissa forwards member addresses to ALM publisher for subscription fulfillment
- Regular membership forwarded to ?? for welcome email, product discounts, etc.
- Quarterly, Treasurer downloads info from USLA database and sends invoice to chapter/agency that used Pro membership promo code
- Quarterly, Treasurer send check to Regional Treasurer for Region's portion of dues received from promo code agency/chapters (\$15 per Pro member)

Membership Gift

- Membership Chair has Uniserv order Pro gift
- Uniserv invoices Treasurer for gift order
- Membership Chair asks Regional reps number of gift items they want
- Membership Chair sends Treasurer and Uniserv Region's order information
- Uniserv fulfills orders by shipping gift to Region
- Uniserv invoices Treasurer for shipments
- Regions distribute gift item to chapters/members
- Treasurer calculates the total per item gift cost and invoices Region ½ of each item's cost

Juniors

Online (applies to all regions/chapters/agencies/individuals)

- Individual joins via USLA web site
- Gold dues received by Treasurer via credit card processor
- Uniserv accesses database and does kit fulfillment (membership card, decal, flyer, bumper sticker, patch sent to member)
- Karissa forwards member addresses to ALM publisher for subscription fulfillment
- Regular membership forwarded to ?? for welcome email, product discounts, etc.?
- Quarterly Treasurer downloads membership info from USLA database and sends Region check for their portion of Gold membership dues (see Membership Kit below) via a bank check request
 - Treasurer sends email to Regional Treasurer with detailed list of members to match to incoming check.

Template (applies to all agency/chapter in GC, GL, MA, NE, NW, PI, SA, SE, SW)

- Ralph updates membership template for each chapter/agency.
 - Ralph sends Charlotte NW, PI, SW chapter templates to distribute.
 - Ralph sends MA, SE templates to region reps to distribute and directly to region/chapter/agency in GC, GL, NE, NW, SA, SW if requested
- Agency/chapter completes template with member information, collects dues (or uses promo code) and emails completed template to Ralph (GC, GL, MA, NE, SA, SE) or Charlotte (NW, PI, SW)
- Ralph/Charlotte uploads template info into USLA database
- Karissa forwards member addresses to ALM publisher for subscription fulfillment
- Uniserv accesses database and does kit fulfillment for Gold members (membership card, decal, bumper sticker (if applicable), flyer, patch)
- Ralph or Charlotte emails Treasurer summary information of membership enrollment for invoicing
- Treasurer invoices chapter/agency Gold dues (\$20 per member) based on Ralph's or Charlotte's email
 - Chapters/agencies can ask Treasurer for credit card payment link on invoice
- Chapter/agency sends payment to USLA at 1968 S. Coast Hwy #740, Laguna Beach, CA 92651-3681 or request credit card payment link from Treasurer
- Once dues payment received by USLA – Treasurer sends Regional Treasurer a check for their portion of membership dues (see Gold JG Membership Kit below)

Promo Code (primarily SW)

- Chapter/agency requests promo code from Karissa
- Individual joins via USLA web site or template using chapter/agency promo code and submits to Ralph or Charlotte, depending on region.
- Uniserv accesses database and does kit fulfillment for Gold Membership (membership card, decal, flyer, bumper sticker, patch sent to member)

- If template used, Ralph or Charlotte uploads to USLA database
- Karissa forwards member addresses to ALM publisher for subscription fulfillment
- Regular membership forwarded to ?? for welcome email, product discounts, etc.
- Quarterly, Treasurer downloads Gold membership info from USLA database and sends invoice to chapter/agency that used JG membership promo code
- Quarterly, Treasurer send check to Regional Treasurer for Region's portion of dues received from promo code agency/chapters (see Gold JG Membership Kit below).

DaFin

- DaFin collects membership info and dues
- DaFin forwards membership info to Kay? Ralph? for template upload to USLA database
- Uniserv accesses database for kit fulfillment
- Karissa forwards member addresses to ALM publisher for subscription fulfillment
- Annually DaFin reports memberships collected and pays USLA Gold JG membership dues (\$20) each
- Once dues received, Treasurer sends region their portion of dues (see Gold JG Membership Kit below)

Gold JG Membership Kit

- Membership Chair has Uniserv order Gold JG kit items
- Uniserv invoices Treasurer for kit orders
- Uniserv fulfills orders by shipping kit to Gold JGs.
- Uniserv invoices Treasurer for fulfillment and shipping costs
- Treasurer tracks total Gold JG kit costs and develops a "per Gold JG member kit cost"
- Treasurer calculates ½ of total per Gold JG member kit cost and deducts that from Region's portion of dues and sends Region a check for remainder
 - Treasurer sends Regional Treasurer email detailing the payment breakdown

United States Lifesaving Foundation
Board of Directors Meeting — Redondo Beach, California
Minutes
April 26, 2023

1. Attendance: Officers: B. Chris Brewster – President, Nikki Bowie – Secretary, Dan McCormick – Treasurer. Board Members: Andy Braudy – Great Lakes Region, Tony Pryor – Gulf Coast Region, Ed Zebrowski – Mid-Atlantic Region, Jim Farrell – New England Region, Cathy VonWald – Northwest Region, Kalani Vierra – Pacific Islands Region, Michael Wagner – South Atlantic Region, Alan Holt – Southeast Region, Bill Humphreys – Southwest Region
2. Investment update: An investment update was provided in writing to the Board. No questions or concerns were expressed by the Board.
3. Thanks to donors: A list of donors was provided in writing to the Board and is included in the annual report. Donations totaled \$3,478.01. Thanks to all donors. Mr. Brewster noted that he has started putting a page in ALM thanking donors.
4. Review/approval of 2022 Annual Report: A draft annual report was presented to the Board. Mr. Zebrowski moved to approve the annual report. MPU
5. Rebalancing: Mr. Brewster informed the Board that the strategy for the investment fund has historically involved a rebalancing strategy to keep the funds close to 50/50. The plan is to implement this approach by rebalancing the fund no more than twice each year (mid-year and end of year) if the funds are separated by more than 5% of the total of the two. For example, if one fund is 48% and the other 52% of the total, there will be no rebalancing; but if one fund is 47% and the other 53%, then they will be rebalanced to 50/50 by transferring from the fund with the higher balance to the fund with the lower balance. In the past, we timed this at mid-year and end of year. Going forward, we intend to rebalance whenever an end-of-month statement indicates the funds are out of balance.
6. Proposed disbursements: Background - According to the Bylaws, “Following each annual Board of Directors meeting, the corporation shall distribute [to the United States Lifesaving Association] no more than one fifth (1/5) of annual gains from invested capital (as determined at each fiscal year-end) over the previous five-year period or five percent (5%) of the average fiscal year-end value of corporate investments during the previous five-year period, whichever amount is less. It is the express intent of the corporation to thus preserve and grow capital. Notwithstanding, prior to any distribution of funds, the Board of Directors shall first ensure that current and anticipated corporate expenses for the existing fiscal year are fully covered.” Averaging the annual gains from invested capital over the past five full years equals \$6,480.56. Averaging the fiscal year-end value of corporate investments over the past four years and multiplying by 5% equals \$6,400.09. Therefore, the lesser amount is \$6,400.09. Mr. Wagner moved to approve a donation of \$6,400.09 to the United States Lifesaving Association. MPU
7. There being no further business the meeting was adjourned. Attachments:
 - 2022 Draft Annual Report
 - 2022 Fidelity End of Year Investment Report

United States Lifesaving Foundation
2022 Annual Report

According to the Bylaws of the United States Lifesaving Foundation, the board shall cause an annual report to be furnished not later than one hundred and twenty (120) days after the close of the corporation's fiscal year to all directors of the corporation. The fiscal year ends December 31.

Assets

The end of year assets of the USLF are comprised entirely of investments on account at Fidelity Investments. These assets are as follows:

\$75,587.24	SPDR Portfolio S&P 1500 Composite Stock (SPTM)
<u>\$75,905.10</u>	Fidelity Government Cash Reserves (money market fund)
\$151,492.34	Total

Asset Allocation: Fixed Income 48% - Stock Holdings 52%

Liabilities

The USLF has no liabilities

Principle Changes in Assets and Liabilities

\$154,009.12	Opening value
\$3,311.01	Additions (income excluding dividends and interest)
\$7,215.00	These donations were received by the USLA in 2021, but not transferred to USLF until 2022.
(\$0.00)	Withdrawals
(\$0.22)	Investment fees
<u>(13,042.57)</u>	Change in investment value (dividends, interest, and stock appreciation/depreciation)
\$151,492.34	Closing value

Expenses or Disbursements

\$0.00	Annual Contribution to the United States Lifesaving Association
<u>\$0.00</u>	Investment purchase fee
\$0.00	Total

Donations

\$50.00	1/1/22	Sal Goshom	
\$100.00	1/3/22	Jerome Gavin	In Memory of Andy Healey
\$25.00	1/25/22	David Comfort	
\$50.00	3/3/22	Roger B. Gilbert	
\$100.00	3/23/22	Jason Squire	
\$25.00	4/19/22	Felix Romero	
\$100.00	4/23/22	Jerome Gavin	In Memory of Adam Abajian
\$1,000.00	4/26/22	USLA Mid-Atlantic Region	In Memory of Andy Healey
\$50.00	6/20/22	Ernest Horowitz	
\$50.00	6/29/22	Greg Braxton-Brown	
\$5.00	6/29/22	Gunnar Smith	

\$250.00	7/6/22	Serge Dedina	
\$25.00	7/13/22	Benjamin Kriegsman	
\$10.00	7/20/22	Jennifer Bowerbank	
\$50.00	7/22/22	Larkin (Lulu) Smith	
\$50.00	7/22/22	Mallory Smith	
\$25.00	7/26/22	Gavin Sisco	
			LA Jr. Guards Hermosa Beach
\$25.00	7/30/22	Grayson Smyer	Tim Kelly Tower
\$25.00	8/4/22	Kelly McMahon	
\$25.00	8/5/22	Joseph Teague Woods	LA County JG
\$25.00	8/9/22	Alex Kearns	LA County Lakes
\$1.01	8/16/22	Nathan Stephen Statires	
\$50.00	10/4/22	Jeremy Brown	
\$5.00	10/27/22	Michael Olvera	
\$1,200.00	11/7/22	Fall BOD movie donation	
			Thank you for the Junior Lifeguard program!
\$30.00	11/21/22	Roman Veverka	
\$27.00	12/31/22	Saleil Jaitly	
\$100.00	12/31/22	Sarah Schafer	
\$3,478.01	Total donations received in 2022		
\$3,311.01	Deposited in 2022		
\$167.00	Remainder to be deposited in 2023		



FIDELITY PRIVATE
CLIENT GROUP®

2022 YEAR-END INVESTMENT REPORT
January 1, 2022 - December 31, 2022

FIDELITY ACCOUNT UNITED STATES LIFESAVING FOUND

▶ Account Number: [REDACTED]

Your Account Value: \$151,492.34

Envelope # BNJT TTTBBBKSGK

UNITED STATES LIFESAVING FOUND
1968 S. COAST HWY
#740
LAGUNA BEACH CA 92651-3681

Change Since January 1: ▼ \$2,516.78

Beginning Account Value as of Jan 1, 2022 \$154,009.12

Additions 10,526.01

Subtractions -0.22

Transaction Costs, Fees & Charges -0.22

Change in Investment Value * -13,042.57

Ending Account Value as of Dec 31, 2022 ** \$151,492.34

FOR YOUR INFORMATION

This statement is not a replacement for your tax forms and may not reflect all adjustments necessary for your tax reporting purposes. Refer to your IRS tax forms including your Form(s) 1099 and Form(s) 5498, which will be mailed to you under separate cover.

Contact Information

Online Fidelity.com
FAST®-Automated Telephone (800) 544-5555
Private Client Group (800) 544-5704

* Reflects appreciation or depreciation of your holdings due to price changes, transactions from Other Activity In or Out and Multi-currency transactions, plus any distribution and income earned during the statement period.

** Excludes unpriced securities.





FIDELITY PRIVATE
CLIENT GROUP®

2022 YEAR-END INVESTMENT REPORT
January 1, 2022 - December 31, 2022

Account Summary

Account # [REDACTED]
UNITED STATES LIFESAVING FOUND - CORPORATION

Account Value: **\$151,492.34**

Account Holdings

Jan 1, 2022

Dec 31, 2022

Change Since January 1

▼ **\$2,516.78**

Beginning Account Value as of Jan 1, 2022	\$154,009.12
Additions	10,526.01
Deposits	10,526.01
Subtractions	-0.22
Transaction Costs, Fees & Charges	-0.22
Change in Investment Value *	-13,042.57
Ending Account Value as of Dec 31, 2022	\$151,492.34

Total Account Trades Jan 2022 - Dec 2022: 0

* Reflects appreciation or depreciation of your holdings due to price changes, transactions from Other Activity In or Out and Multi-currency transactions, plus any distribution and income earned during the statement period.

Core Account and Credit Balance Cash Flow

Beginning Balance as of Jan 1, 2022	\$73,172.77
Investment Activity	
Securities Bought	-\$18,999.96
Securities Sold	8,999.76
Dividends, Interest & Other Income D	2,206.52
Total Investment Activity	-\$7,793.68



Holding Type	Value		% of Portfolio	
	Jan 1	Dec 31	Jan 1	Dec 31
ETPs	\$80,836	\$75,587	52%	50%
Core Account	73,172	75,905	48	50
Total	\$154,009	\$151,492	100%	100%

Income Summary

	Dec 31, 2022
Taxable	\$2,206.52
Ordinary Dividends	
Dividends	2,206.52
Total	\$2,206.52

California requires that we report to the California Franchise Tax Board any municipal bond interest and exempt interest dividends paid to California residents.



FIDELITY PRIVATE
CLIENT GROUP®

2022 YEAR-END INVESTMENT REPORT
January 1, 2022 - December 31, 2022

Core Account and Credit Balance Cash Flow (continued)

Account # [REDACTED]
UNITED STATES LIFESAVING FOUND - CORPORATION

Cash Management Activity	
Deposits	10,526.01
Total Cash Management Activity	\$10,526.01
Ending Balance as of Dec 31, 2022	\$75,905.10

D Includes dividend reinvestments.

Holdings

Core Account		Quantity	Price Per Unit	Total Market Value	Total Cost Basis	Unrealized Gain/Loss	Income Earned
Description							
FIDELITY GOVERNMENT CASH RESERVES (FDRXX)		75,905.100	\$1.0000	\$75,905.10	not applicable	not applicable	\$1,103.92
Total Core Account (50% of account holdings)				\$75,905.10			\$1,103.92

Exchange Traded Products

Includes exchange-traded funds (ETFs), exchange-traded notes (ETNs), and other exchange-traded vehicles.

Exchange Traded Products		Quantity	Price Per Unit	Total Market Value	Total Cost Basis	Unrealized Gain/Loss	Income Earned
Description							
Equity ETPs							
SPDR PORTFOLIO S&P 1500 COMPOSITE STOCK MARKET ETF (SPTM)		1,598.377	\$47.2900	\$75,587.24	\$44,890.34	\$30,696.90	\$1,102.60
Total Equity ETPs (50% of account holdings)				75,587.24	44,890.34	30,696.90	-
Total Exchange Traded Products (50% of account holdings)				\$75,587.24	\$44,890.34	\$30,696.90	\$1,102.60
Total Holdings				\$151,492.34	\$44,890.34	\$30,696.90	\$2,206.52



FIDELITY PRIVATE
CLIENT GROUP®

2022 YEAR-END INVESTMENT REPORT
January 1, 2022 - December 31, 2022

Holdings

Account # [REDACTED]
UNITED STATES LIFESAVING FOUND - CORPORATION

Total Cost Basis does not include the cost basis on core, money market or other positions where cost basis is unknown or not applicable.

All positions held in cash account unless indicated otherwise.



Information About Your Fidelity Statement

Lost or Stolen Cards For 24-Hour worldwide customer service, call 800-529-2164 for American Express or 800-323-5353 for Fidelity® Debit Card.
Additional Investments with Fidelity Make checks payable to (HSA) Investments. Include your account number on the check. For retirement and health savings accounts (HSA), designate in the memo field whether your contribution is for the current or prior year. Mail checks or other inquiries to: Fidelity Investments, P.O. Box 770001, Cincinnati, OH 45277-0003.

Income Summary Shows income by tax status for the statement and year-to-date periods. Except for interest income earned on, or distributed by, tax-exempt securities, Fidelity reports dividends and capital gains held in taxable accounts as taxable income. A portion of income reported as tax-exempt income may be subject to alternative minimum taxes and/or state and local taxes. In Traditional IRAs, Rollover IRAs, SEP-IRAs, SIMPLE IRAs and Keoghs, earnings are reported as tax-deferred income. In Roth IRAs and HSAs, earnings are reported as tax-exempt income as they may be federally tax-exempt if certain conditions are met.

Cost Basis, Gain/Loss, and Holding Period Information NFS is required to report certain cost basis and holding period information to the IRS on Form 1099-B. Unless otherwise specified, NFS applies the average cost method for open-end mutual funds and the first-in, first-out (FIFO) method for all other securities. Cost basis is adjusted for wash sales on securities with the same CUSIP held in the same account (unless your account receives mark-to-market reporting). Your statement may not reflect all adjustments required for tax purposes. Customers should consult their tax advisors for further information.

Cost Fidelity provides purchase cost information for securities held in retirement and HSA accounts. Such information may be adjusted for certain transactions and does not reflect dividends or capital gains reinvestments. Fidelity reports transaction profit or loss information when securities are sold within a retirement or HSA account. Transaction profit or loss is calculated by subtracting purchase cost from sales proceeds

Additional Information About Your Brokerage Account, If Applicable

Free credit balances (FCB) are funds payable to you on demand. FCB are subject to open commitments such as uncleared checks and exclude proceeds from sales of certificated securities without delivery of the certificate. If your FCB is swept to a core position, you can liquidate the core position and have the proceeds sent to you or held in your account subject to the terms of your account agreement. Required rule 10b-10(a) information not contained herein will be provided on written request. Fidelity may use this free credit balance in connection with its business, subject to applicable law. **Assets Separate from Your Brokerage Account** Only securities in the margin portion of your brokerage account contribute to margin and maintenance requirements. Other Assets, which may be reported on your statement, including insurance products that are distributed by FBS and Fidelity Insurance Agency, Inc. and mutual fund only accounts held directly with the fund (Fidelity Mutual Fund Accounts) are not carried by NFS, not covered by the Securities Investor Protection Corporation (SIPC) and do not count toward your margin and maintenance requirements. Assets held in brokerage accounts managed by Fidelity Personal and Workplace Advisors LLC (FPWA) are carried by NFS and covered by SIPC but do not contribute to your margin and maintenance requirements. **Short Account Balances** Securities sold short are held in a segregated short account. These securities are marked-to-market for margin purposes, and any increase or decrease from the previous week's value is transferred weekly to your margin account. Fidelity represents your short account balance as of the last weekly mark-to-market, not as of the statement end date. **Information About Your Option Transactions** Each transaction confirmation previously delivered to you contains full information about commissions and other charges, and such information is available promptly upon request. Assignments of American and European-style options are allocated among customer short positions pursuant to a random allocation procedure, a description is available upon request. Short positions in American-style options are liable for assignment anytime. The writer of a European-style option is subject to exercise assignment only during the exercise period. For more information, please call Fidelity at 800-544-6666. **Equity Dividend Reinvestment** Shares credited to your account resulted from transactions by FBS acting as agent for your account, or the Depository Trust Company (DTC). **Price Information/Total Market Value** The Total Market Value has been calculated out to 9 decimal places but the individual unit price is displayed in 5 decimal places. The Total Market Value represents prices obtained from various sources, may be impacted by the frequency with which such prices are reported and such prices are not guaranteed. Prices received from pricing vendors are generally based on current market quotes, but when such quotes are not available the pricing vendors use a variety of techniques to estimate value. These estimates, particularly for fixed income securities, may be based on certain minimum principal amounts (e.g. \$1 million) and may not reflect all of the factors that affect the value of the security, including liquidity risk. In certain situations, a price may be derived from a single market participant, also known as a "single broker quote". The prices provided are not firm bids or offers. Certain securities may reflect as N/A or unavailable where the price for such security is generally not available from a pricing source. The Market Value of a security, including those priced at par value, may differ from its purchase price and may not closely reflect the

using the FIFO method if shares were purchased at different times or prices. **Statement Mailing** We deliver statements at least four times during the calendar year for any account with a balance.

Statement Discrepancies Please review your statement and report any inaccuracies or discrepancies. **Inquiries, concerns or questions regarding your brokerage account or the activity therein should be directed to FBS by calling 800-544-6666, and NFS, who carries your brokerage accounts, by calling 866-408-1138.** Any oral communications regarding inaccuracies or discrepancies should be reconfirmed in writing to protect your rights, including those under the Securities Investor Protection Act (SIPA).

Material Changes Please advise us of material changes in your investment objectives or financial situation related to your brokerage account(s).

Mutual Funds and Performance Before investing, consider the funds' investment objectives, risks, charges and expenses. Contact Fidelity for a prospectus containing this information. Read it carefully. Performance data shown represents past performance and is no guarantee of future results. Investment return and principal value will fluctuate, so you may have a gain or loss when shares are sold. Current performance may be higher or lower than that quoted. Visit Fidelity.com/performance for most recent month-end performance.

Sales Loads & Fees Each fund reserves the right to terminate or modify its exchange privilege in the future. In connection with (i) access to, purchase, sale, exchange or redemption of, and/or maintenance of positions in mutual funds, ETFs and other investment products ("funds") or (ii) infrastructure needed to support such funds, some funds, or their investment affiliates, pay FBS and/or NFS sales loads and 12b-1 fees described in the prospectus as well as additional compensation for shareholder services, start-up fees, platform support and maintenance, and marketing, engagement and analytics programs. Additional information about the source(s) and amount(s) of compensation as well as other remuneration received by FBS or NFS will be furnished to you upon written request. At the time you purchase shares of funds those shares will be assigned either a load, transaction fee (TF) or no transaction fee (NTF) status. When you subsequently sell those shares, any fees applicable to your transaction will be assessed based on the status assigned to the shares at the time of purchase.

value at which the security may be sold or purchased based on various market factors. The sale or redemption of any fixed income security prior to maturity may result in a loss. Prices for Certificates of Deposits (CDs) on your statement are generally estimates and are not based on actual market prices. The secondary market for CDs is generally illiquid. You should always request a current valuation for your securities prior to making a financial decision or placing an order.

Executing Orders on the Floor of the NYSE The Floor broker may permit the Designated Market Maker to trade on parity with the order for some or all of the executions associated with filling that order, where such permission would not be inconsistent with the broker's best execution obligations.

SIPC Securities in accounts carried by NFS, a Fidelity Investments company, are protected in accordance with the SIPC up to \$500,000 (including cash claims limited to \$250,000). For details, including the SIPC brochure, please see www.sipc.org or call 1-202-371-8300. NFS has arranged for additional protection for cash and covered securities to supplement its SIPC coverage. Neither coverage protects against a decline in the market value of securities.

Fidelity Investments Fidelity Distributors Company LLC (FDC) is the distributor for Fidelity Funds with marketing and shareholder services provided by FBS or NFS. **Brokerage services are provided by FBS, which clears all transactions through its affiliate, NFS. NFS carries all brokerage accounts. FBS and NFS are members of the NYSE and SIPC.** Upon written request, Fidelity will mail an NFS financial statement, which is also available for inspection at its office. Fidelity investments (with pyramid logo) is a trademark of FMR LLC.

FPWA Services Fidelity Go®, Fidelity Managed Fidelityfolios™ and Fidelity® Strategic Disciplines are advisory services offered by FPWA, a registered investment adviser. Fidelity® Strategic Disciplines includes the Breckinridge Intermediate Municipal Strategy, the Fidelity® Equity-Income Strategy, the Fidelity® Tax-Managed U.S. Equity Index Strategy, the Fidelity® U.S. Large Cap Equity Strategy, the Fidelity® International Equity Strategy, the Fidelity® Tax-Managed International Equity Index Strategy, the Fidelity® Intermediate Municipal Strategy and the Fidelity® Core Bond Strategy. Fidelity® Wealth Services are advisory services offered by FPWA or Fidelity Personal Trust Company, FSB (FPTC), a federal savings bank. Nondeposit investment products and trust services offered by FPTC and its affiliates are not insured or guaranteed by the Federal Deposit Insurance Corporation or any other government agency, are not obligations of any bank, and are subject to risk, including possible loss of principal. **These advisory services are provided for a fee.** FBS, NFS, FDC, FPWA and FPTC are direct or indirect subsidiaries of FMR LLC.

Miscellaneous Mutual fund shares, not endorsed or guaranteed by, any bank or other depositing institution, nor are they federally insured by the FDIC or any other agency. If you request a reprint of your statement, the disclosure information may not be the same as the information originally provided. To confirm that an authorized, direct deposit has been made to your Fidelity Account or Fidelity Mutual Fund Account, call Fidelity at 1-800-544-5555.

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