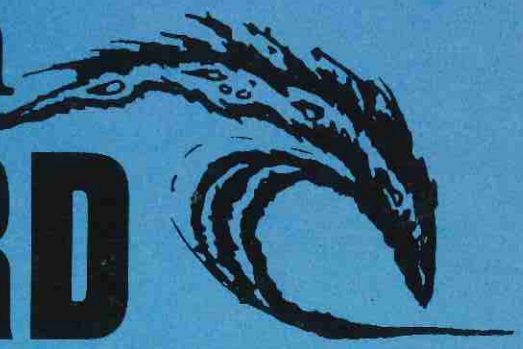


# ocean **LIFEGUARD**



The Florida Beach Patrol Chiefs Association  
United States Lifesaving Association, Southeast Region

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SUMMER 1990

VOL. I, ISSUE 1

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**Special Thanks**

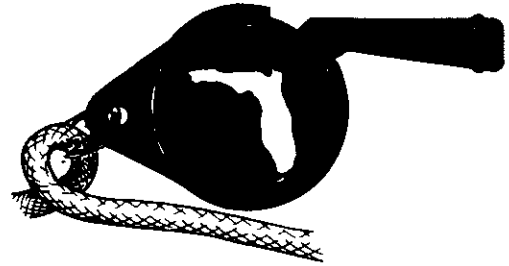
*to*

**The Greater  
Fort Lauderdale**

**Chamber  
of Commerce**

*and the*

**Committee of 100**



# Ocean LIFEGUARD

*Endorsed by*  
**The Florida Beach Patrol Chiefs Association**  
*and*  
**Southeast Region, United States Lifesaving Association**

***Mission Statement: To Promote Beach Safety & Education***

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### **Florida Ocean Lifeguard Magazine**

1331 Ponce de Leon Drive  
 Fort Lauderdale, Florida 33316  
 (305) 764-6149

Dear Reader,

*Life is a beach* has a special meaning to the men and women who proudly call themselves ocean lifeguards. To the dedicated individuals who have made lifeguarding their profession, the beach not only represents a place of employment but a romantic lifestyle characterized by a dedication to training and staying fit, a desire to serve and protect the public, and a genuine love and respect for the planet Ocean.

*Ocean Lifeguard Magazine* is committed to bringing these characteristics into focus, so that members of the public can gain a better understanding of surf lifeguarding. Considering the content and quality of articles that are scheduled to appear in this publication, I think the public will be surprised!

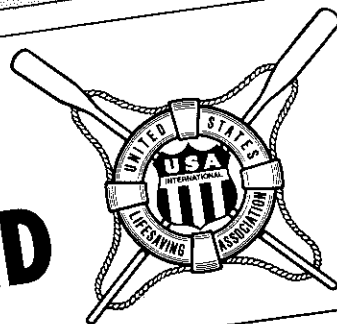
This magazine will not be content to stop there. Besides subject matter dealing directly with surf lifeguarding, *Ocean Lifeguard* will present highly educational and informative articles about physical oceanography, marine ecology, and conservation.

Having researched the magazine market, I can promise you there is no other magazine like this one. Having been involved with its birth and maturity, I cordially invite your following and your participation to make this magazine a valuable contribution to our noble profession.

Very sincerely,

John Fletemeyer  
Editor-in-Chief  
& SE President

**SWIM  
NEAR A LIFEGUARD**



Dear Reader,

The Florida Beach Patrol Chiefs Association (FBPCA) welcomes you to the first edition of *Ocean Lifeguard Magazine*. This joint undertaking of the FBPCA and the Southeast region of the U.S. Lifesaving Association, in conjunction with the publishers of the FBPCA and a division of While-U-Wait Printing Services, Inc., is an exciting new endeavor to provide informative articles and stories about the beach environment.

We will strive to entertain and inform you about the challenges of open water lifeguarding, heroic rescues, fascinating marine life, beach happenings and safety information. This magazine will be a vehicle to help achieve the public education goals of both the FBPCA and the Southeast USLA. Both organizations work to upgrade the professional standards of ocean lifeguarding. The FBPCA is comprised of the leaders or "chiefs" of beach patrols throughout Florida, while the USLA consists of open water lifeguards from all levels.

We hope you enjoy this first edition and return for future issues. We encourage and welcome your suggestions, comments and questions in order to cover the topics you desire.

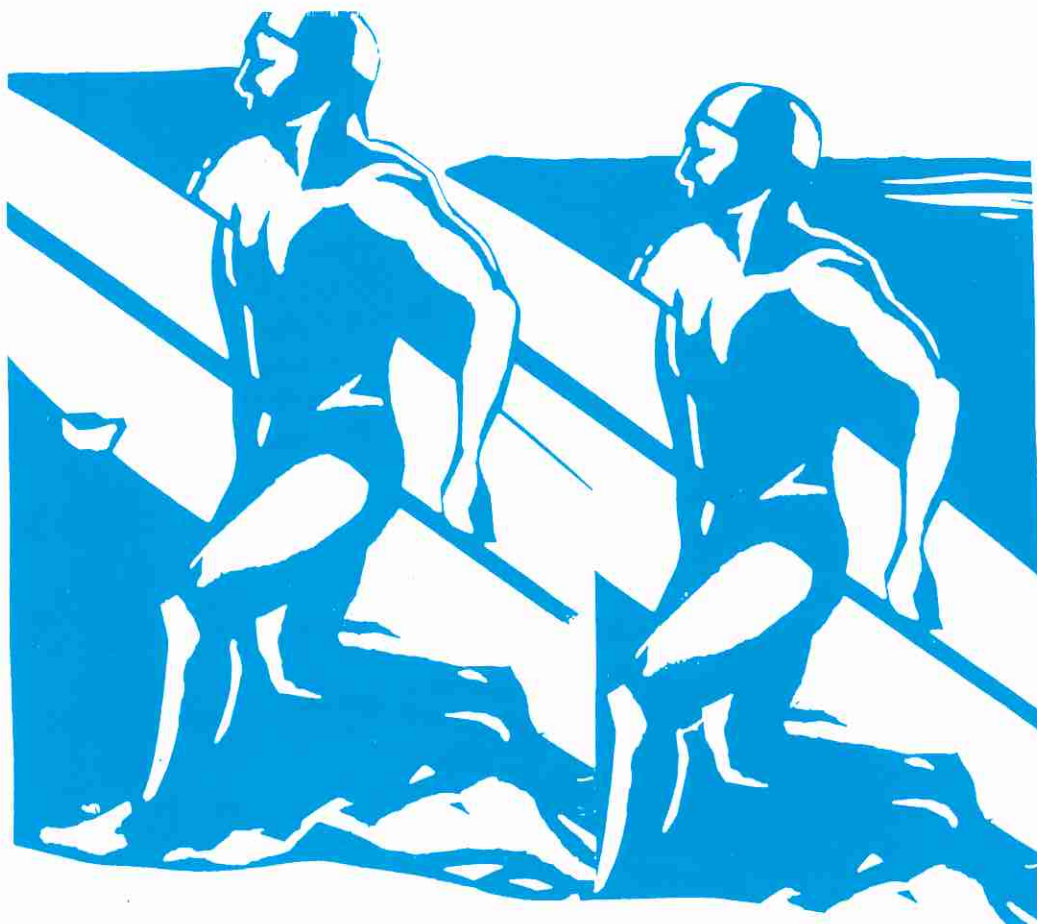
See you at the beach!

Dave Lill,  
President

Leave only your  
**FOOTPRINTS** . . .  
please!



**FLORIDA  
BEACH PATROL  
Chiefs Association**



## *25th Annual USLA National Championships*

# Over 1,000 Lifeguards Expected To Compete In Pompano Beach

Beginning July 26 more than a thousand professional surf lifeguards from all parts of the country will arrive in Pompano Beach to participate in America's premiere lifeguard competition—the USLA National Championships.

One of the main objectives of this competition is to see who is the best of the best, as these highly trained athletes compete in a variety of events designed around real-life rescue conditions. But this is not the only objective: the USLA competitions also allow the public the opportunity to learn more about the men and women who dedicate their lives to surf lifesaving. Without such an event, few people can appreciate all the skill and knowledge needed to function as a surf lifeguard.

Contrary to popular belief, surf lifeguards don't just sit on the beach bronzing their bodies. They must constantly maintain a careful vigilance on the water in order to prevent accidents before they happen. When not manning a tower, they are busy training to perfect the many skills necessary to make a successful rescue. Such training represents a continuing process and some skills may take years to fully master.

The USLA National Championships allow these skills to be demonstrated to the public. You can bet that there is a lot of pride at stake. Being the best in an event represents every lifeguard's dream. What better way to spend the weekend than to visit beautiful Pompano Beach and watch these athletes put countless hours of training to the test?

# SCHEDULE OF EVENTS

## JUNIOR LIFEGUARD CHAMPIONSHIPS

Thursday, July 26, 1990

TIME	EVENT	TIME	EVENT
8:00 a.m.	AA Distance Run	12:00 noon	AA Run-Swim-Run
	A Distance Swim		A Swim Relay
	B Buoy Rescue Race		B Flags
	C Rescue Board Race		C Distance Run
9:00 a.m.	AA Distance Swim	1:00 p.m.	AA Swim Relay
	A Buoy Rescue Race		A Flags
	B Run-Swim-Run		B Distance Run
	C Swim Relay		C Distance Run
11:00 a.m.	AA Rescue Board Race	2:00 p.m.	AA Beach Flags
	A Run-Swim-Run		A Distance Run
	B Swim Relay		B Distance Swim
	C Flags		C Buoy Rescue Race

## NATIONAL CHAMPIONSHIPS

Friday, July 27, 1990

TIME	COURSE A (NORTH)	COURSE B (CENTER)	COURSE C (SOUTH)
8:00 a.m.	Beach Run Final O-W-S-M-V	Open	Open
9:00 a.m.	Marshall for March On Ceremony		
9:30 a.m.	March On Ceremony		
11:00 a.m.	Surf Dory Race Prelims. O-S-M-V	Surf Rescue Race Prelims. O-S-M Run Relay Prelims.	Rescue Board Prelims. O-S-M-V-W
12:00 p.m.	Surf Dory Race Prelims. O-S-M-V	Run-Swim-Run Prelims. O-S-M-W Run Relay Prelims.	Surf Ski Race Prelims. O-S-M
1:00 p.m.	Surf Dory Race Prelims. O-S-M-V	Landline Rescue Prelims. Run Relay Prelims.	Iron Woman Prelims.
2:00 p.m.	Surf Dory Race	Landline Rescue Prelims. Run Relay Prelims.	Ironman Prelims. O-S-M
3:00 p.m.	Host Event Prelims.	Surf Rescue Race Final O-S-M Run Relay Quarter Finals	Ironman Prelims. O-S-M
4:00 p.m.	Host Event Prelims.	Run-Swim-Run Final O-S-M-W Run Relay Semi-Finals	Open If Available
5:00 p.m.	Host Event Prelims.	Surf Ski Final O-S-M	Open If Available

Saturday, July 28, 1990

TIME	COURSE A (NORTH)	COURSE B (CENTER)	COURSE C (SOUTH)
8:00 a.m.	Beach Flags O-S-M-W	Swim Final O-S-M-V-W	Open
9:00 a.m.	Beach Flags O-S-M-W	Am. Ironman Prelims. O-S-M	Am. Ironwoman Prelims.
10:00 a.m.	Beach Flags O-S-M-W	Run Relay Final	Am. Ironman/Woman Prelims.
11:00 a.m.	Beach Flags O-S-M-W	Surfboat Finals O-S-M-V	Warm-up
1:00 p.m.	Beach Flags O-S-M-W	Rescue Board Final O-S-M-V-W	Warm-up
2:00 p.m.	Beach Flags O-S-M-W	Ironman/Woman Final O-S-M-V	Warm-up
3:00 p.m.	Closed	Landline Final	Warm-up
4:00 p.m.	Closed	Beach Flags Final Host Event Final	Warm-up
5:00 p.m.	Closed	Am. Ironman/Woman Final O-S-M-W	Closed



*Melissa Garvin receiving Beach Safety Week Proclamation from the Governor of South Carolina.*

## Governors Proclaim Beach Safety Week

Surf lifeguards have the awesome responsibility of protecting the public when they visit that beautiful but dynamic domain which separates land from sea—the beach. Modern beach lifeguarding focuses on prevention. This translates into preventing surf accidents before they happen. Although there are no accurate statistics on this subject, surf lifeguards are responsible for performing hundreds of thousands of preventative actions each year. These actions are responsible for saving countless thousands of lives.

Despite the preventative nature of surf lifesaving, lifeguards still must perform rescues from time to time. This is when years of

skill, training and experience come into play. Few people appreciate the fact that sometimes only a few seconds may make the difference between a successful rescue and a tragedy. Surf lifeguards are always aware of this fact and are ready to respond in a moment's notice.

To acknowledge the public service surf lifeguards perform, **Beach Safety Week** was developed by the United States Lifesaving Association. This year Beach Safety Week began on July 3. Throughout the country mayors and governors signed special proclamations recognizing the valuable services performed by the men and women who proudly call themselves surf lifeguards.



# Proclamation

State of Florida  
Executive Department  
Tallahassee

WHEREAS, beaches throughout Florida serve an important role in our lives for the recreation they provide; and

WHEREAS, our beach and surf environment provides large numbers of city and inland children the opportunity to interpret the wonders of the sea and its tideland creatures; and

WHEREAS, the water is a magnet that attracts young and old alike to the beach, and water activities have a strong appeal suitable for wide public participation; and

WHEREAS, public safety is a basic consideration in beach operations, and the well-lifeguarded beach is a safe place for children and adults to enjoy their leisure time; and

WHEREAS, professional beach lifeguards are dedicated public servants and are of paramount necessity for the protection of human life on beaches; and

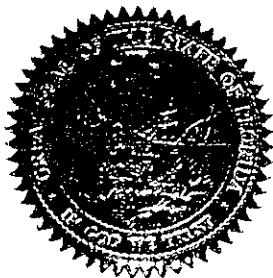
WHEREAS, beach lifeguards are trained in water safety, and their experience and judgment in this connection are respected; and

WHEREAS, beach lifeguards command the respect and admiration of the public for their dedication to saving lives in the water;

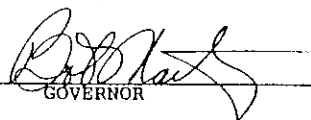
NOW, THEREFORE, I, Bob Martinez, by virtue of the authority vested in me as Governor of the State of Florida, do hereby proclaim July 3-9, 1990, as

## BEACH SAFETY WEEK

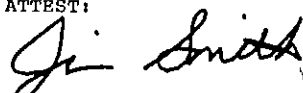
in Florida and urge all citizens using beaches to swim in the vicinity of and under the watchful supervision of our dedicated lifeguards.



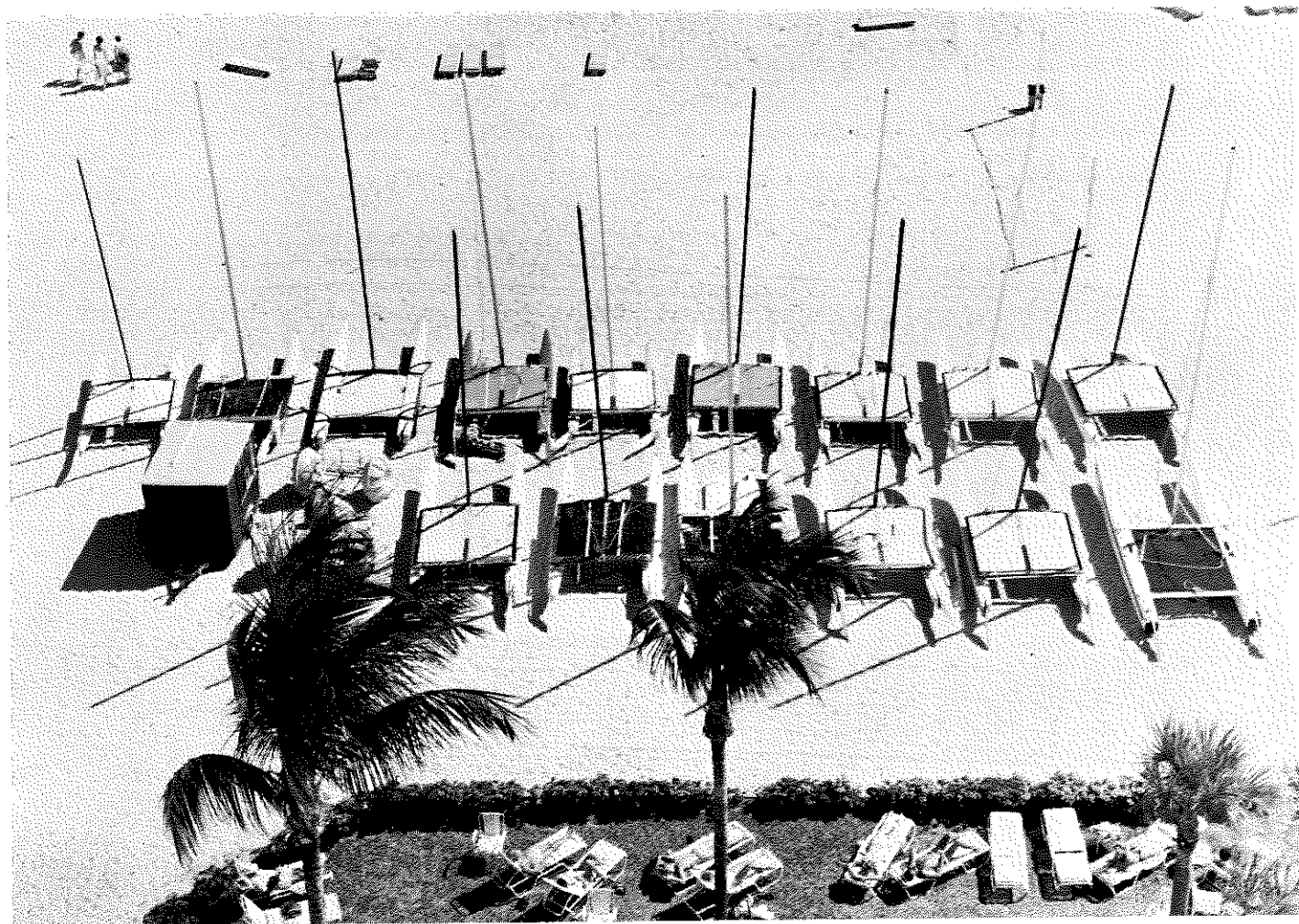
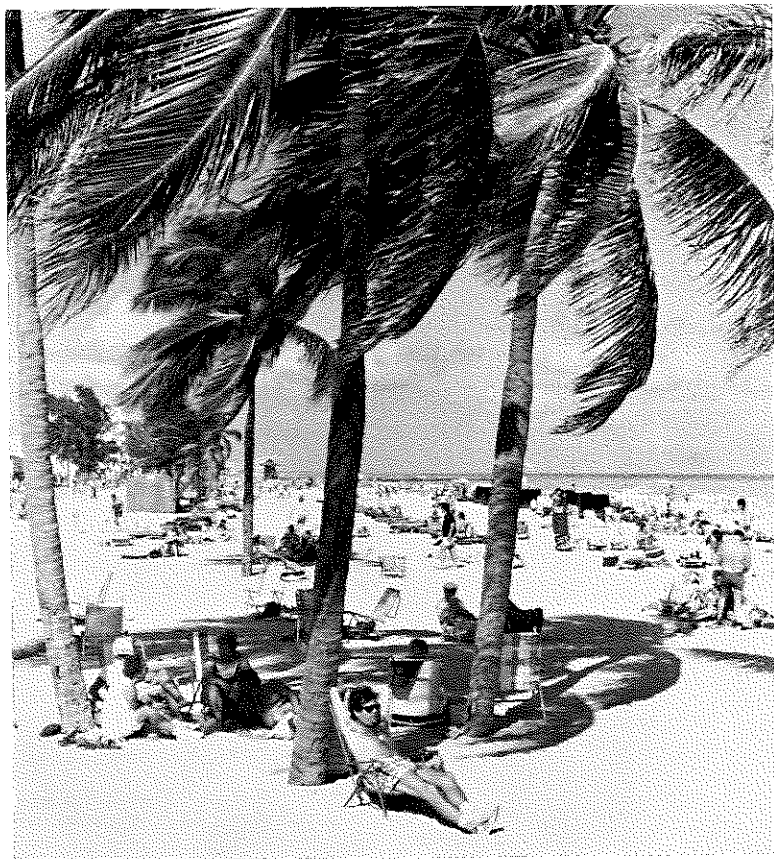
IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, the Capital, this 24<sup>th</sup> day of May in the year of our Lord nineteen hundred and ninety.

  
GOVERNOR

ATTEST:

  
SECRETARY OF STATE

*With 23 miles of beach,  
Broward County offers  
both restful sun-worshipping  
and such active endeavors  
as catamaran sailing,  
snorkeling, fishing,  
boating, para-sailing  
or boardsailing.*



## Fort Lauderdale —

# More Than A Beach

Twenty three miles of wide sandy beaches stretch enticingly along calm, azure Atlantic waters—from Palm Beach in the north to Miami in the south. More than 300 miles of navigable inland waterways, part of the Intracoastal system, wind through palatial estates, citrus groves and exotic Everglades—beckoning boats of all sizes and shapes. And there are plenty of attractions to tempt landlubbers as well.

This is Greater Ft. Lauderdale. For an area covering 1,196 square miles—two-thirds of which lie in the Everglades—and a population of 1.2 million, the diversity of attractions and activities on and off the beach in Broward County is surprising. It's no wonder that sunseekers from all over the world come here to play, relax, shop, dine, sportfish, dive, boat and sightsee. It's also no wonder that Broward County is one of the fastest growing residential areas in the country. . .visitors tend to like it so much, they move in.

The more affluent may settle in a villa on one of the area's many finger islands, so they can tie up their yachts in their front yards. More than 40,000 yachts are registered here, designating the area "yachting-capital-of-the-world." You can get a good glimpse of the lifestyle aboard the Jungle Queen river cruise. Ongoing narration provides names and local gossip on the celebrity residents.

It's easy to reach, by air, train or interstate highway. The newly completed Fort Lauderdale/Hollywood International Airport is one of the most efficient in the world, served by such carriers as Eastern, Continental, USAir, American, Delta and others from most air-departure points across the U.S. and Canada. Visitors can rent a car and be at the beach or board a cruise ship just minutes after they land at the airport.

### *The World's Greatest Number of Five-Star Cruise Ships*

More than a million people cruised out of modern Port Everglades last year, making it the

world's second largest cruise port, and one with the most five-star ships. More than 20 depart from the port, destined for the Caribbean and points south. Star Princess, the fourth largest cruise ship is based here and Port Everglades is port of call for the ships of Holland America, Royal Viking, Carnival, Costa, Sitmar, Sun Lines, Bermuda Star, Cunard, P&O, Princess and Seabourn.

Port Everglades is destined to become even more famous when the 370,000 square-foot Broward County Convention Center opens in 1991. The \$50 million convention center will anchor a \$250 million, glittering complex of hotels, a glass-covered shopping and dining mall, gardens and an entertaining arena. Situated dockside, the development will present a unique opportunity to combine conventions and cruising.

### *Accommodations for Every Taste and Pocketbook*

Greater Fort Lauderdale has 30,000 hotel rooms, ranging from small inexpensive, family-run hostelries to glitzy, deluxe resorts, run by such international award-winning lodging companies as Marriott, Westin, Sheraton, Hilton and others. The area boasts two world-renowned spa resorts, Bonaventure and Palm-Aire. . .for total unwinding and pampering.

### *World-Class Dining with Down-Home Hospitality*

Visitors may hardly expect to find gourmet dining so far from an international capital, but they will find it here. Award-winning French and Italian chefs discovered this is a perfect place to live and moved in. It was only natural that they open restaurants, taking advantage of the fresh seafood and produce so readily available year round. A highlight of visiting Broward County is being able to choose among 2600 restaurants representing the cuisines of the world.

### *To Shop, To Shop*

The single most popular pastime for vacationers anywhere in the world is shopping, according to a *USA Today* survey. And, Greater Fort Lauderdale has no shortage of opportunities. From diamonds and precious antiques to discounted designer wear, shopping can be a rewarding diversion from the beach. Modern malls, such as the famed Galleria, with Neiman-Marcus and Saks, purvey the upscale. Landscaped, gas-lighted Las Olas Boulevard, is lined with one-of-a-kind boutiques and galleries, anchored on the east by the Atlantic Ocean and on the west by the new Fort Lauderdale Museum of Art. Antique lovers head for Antique Row, with 150 shops in a one-block area just south of the airport. And rows of discount outlets offer everything from clothes to fine art and home-furnishings.

Even western gear, with a monumental selection of cowboy boots, can be found just west of downtown Fort Lauderdale. In Davie, a "western" town by mandate, every structure

must be built to a western theme. Friday night rodeos draw cowboy participants nationwide. This is also the place to come for horseback riding, where stables offer English- and Western-style, with miles of trails for exploring. Or, you might just want to watch the country's fastest thoroughbreds training at Davie's stables. Some will race nearby, at Gulfstream Park, an award-winning thoroughbred track, which will host the 1989 Breeders Cup for its first-ever run in Florida.

### *More Off-Beach Action*

The range of attractions here is as diverse as the visitors who enjoy them: the Swimming Hall of Fame—training ground for Olympic hopefuls; Discovery Center—a hands-on museum where kids explore science, chemistry, math and the environment; Ocean World—acclaimed as one of the country's finest small marine parks.

Pari-mutuel lovers have multiple choices in Broward County, with trotters at the Pompano



*"TAXI, AHOY!" Hailing a cab can be a whole new experience in the "Venice of America." Water taxis cruise some 300 miles of waterways winding through residential, shopping, dining and lodging areas, making them a popular mode of transportation for visitors and locals alike.*

Beach Harness Track, greyhound racing in Hollywood and Jai Alai in Dania, even casino gaming—aboard the Discovery and SeaEscape cruise ships, which offer daily “cruises to nowhere” and to the nearby Bahamas.

Golfers will recognize the names of famous courses, among the more than 50 both public and private, throughout Broward County. The PGA Eagle Trace is perhaps the best known, but others are wonderfully challenging and readily accessible. Tennis, too, is world-class here—Greater Ft. Lauderdale has turned out several champion pros, among whom Chris Evert ranks at the top.

Special-interest visitors can attend schools for sailing or motor-boating, learn boardsailing, airboat in the Everglades, scuba-dive and snorkel over the newly reclaimed Atlantic reef and deep-sea fish for big sails and marlin.

For a look at “Old Florida,” historic sites abound: Bonnet House (named for the lilies which are native to the nearby Everglades) is the Fort Lauderdale oceanfront estate of the late painter Frederick Bartlett; Stranahan House is the oldest home in Broward County; and

Flamingo Gardens, one of the area’s first citrus groves, is now a botanical garden.

Not to be missed is Butterfly World, Broward County’s newest attraction. Set in Tradewinds Park, a specially designed screened enclosure lets thousands of butterflies fly free in their native habitats. A museum displaying mounted specimens and a hatchery complete this unique “world.” Broward County’s 36 other parks offer horseback riding, nature trails, picnicking and camping areas, water-skiing, and fresh-water lakes—for some of the best bass-fishing in the country.

Festivals here are frequent and have broad appeal. The fabulous Fort Lauderdale Boat Parade caps the month-long December Winterfest celebration. Native Seminoles are saluted at the Flamingo Gardens Native American Tribal Exposition. The Pompano Beach Seafood Festival and Fishing Rodeo celebrate the bounty of the sea. Art festivals, food festivals, Fourth of July galas and boat shows make for special happenings every month of the year.

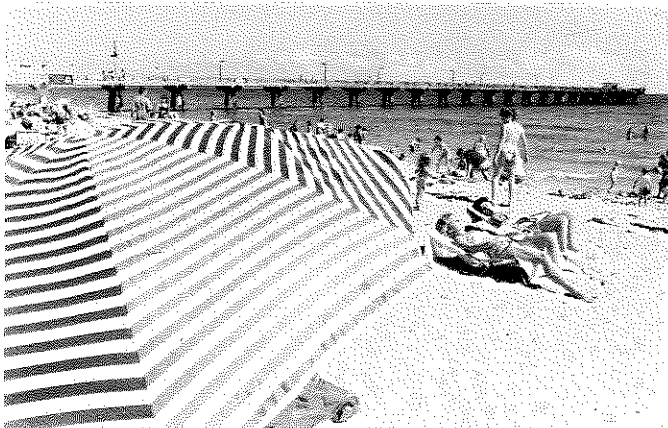
### *But the Beach Always Beckons*

Back at the beach on a clear day, lively adventures range from parasailing and windsurfing to basketball and badminton. But lonely stretches remain, where sea turtles lay their precious eggs, protected by tall grasses and seagrape trees; where exotic birds congregate in the early morning to feed on sealife left by the tide, and where beach lovers can walk for uninterrupted miles, accompanied only by the surge of the incoming sea.

At the turn of the century, Greater Fort Lauderdale was a small strip of beach with only a lighthouse to warn sailors away from its rocky Atlantic shoals, and a single barefoot mailman trudged the sand with his sack of mail. In just a few years, this “Gold Coast” destination has leaped into prominence as a world-renowned oceanfront playground.

Greater Fort Lauderdale is special. For a fact, it appeals to rich and famous mega-yachtsmen. But it also rolls out a welcome mat to families and active travelers who seek a destination where sun, sand, sea and diversity can be enjoyed on a down-to-earth budget.

For further information, contact a travel agent or the Greater Fort Lauderdale Convention & Visitors Bureau, Department MS, 500 East Broward Boulevard, Suite 104, Fort Lauderdale, FL 33394. Telephone: 305-765-4466.



*In Fort Lauderdale, one is never too far from the water. How one enjoys such proximity, of course, is up to one's own discretion. Sometimes, it's a tough choice.*



*'Hey, Dude — Like, Semper Paratis...'*

# The Value of Competition

by Steve Spence

Lifeguarding is a strange job. Everyone under about 13 years old looks up into your tower with the glowing eyes usually reserved for a hero. Everyone over 13 asks you when you're going to get a real job.

Neither view is completely true. Guarding is one of the few jobs that gives you the chance to actually, truly—no faking—save someone's life. You also spend a lot of time watching the seagrapes grow.

Guards go through their routine: training in the morning, setting out equipment, exchanging insights on the radio, answering questions about sea lice and sea shells and man-o-war and sharks and beach chairs and the "undertow." And then, suddenly, someone starts to die.

And then everyone on the beach looks at your tower.

\*\*\*\*\*

In South Florida, in southern California and a few other coastal areas in this country, lifeguarding has become a year-round job: a career. And with careers come education, training, and responsibility.

Despite the beach-boy image that continues to be recycled by the media, the party is largely over. Career lifeguards in Florida take their responsibilities seriously. In 1990, they don't have much of a choice.

Faced with larger and larger crowds on the beaches, faced with AIDS, faced with a vicious climate in personal-injury law, beach guards in Florida have had to become exceedingly good at their jobs.

But the fact remains that a lifeguard spends most of his time waiting for something bad to happen. And he or she must find a way to keep a dozen different skills sharp, ready to use at a moment's notice.

That's where competitions like the 1990 USLA National Championships held at Pompano Beach come in. For the 1,000 guards entered this year, the competition provides a tool to focus training—to keep those dozen skills rescue-ready. At their most basic, that's what lifeguard competitions are all about: Being ready to *move* when you have to.

The United States Lifesaving Association (USLA), sponsor of the 25th annual national competition, obviously agrees. Competitions are "a natural way to keep the kids in shape and motivate them," USLA president Joe Pecoraro told *Aquatics* magazine.

"Competitions give you something to shoot for," Delray Beach guard Bill Stone said. "I've noticed that I push my training a little harder when there is a competition around the corner." Stone took first place in the beach flags event at the Pompano Seafood Festival tournament in May. He hopes to repeat the performance at the national tournament this July.

Guards are partly professional athletes, and like any athlete, they want to excel. One look at any tournament will erase the myth that



lifeguards are mellow souls who just want to relax and get by.

"There's no doubt about it," Stone said after the May tournament. "There is a lot of pride involved out here. Most of the guards I know are competitive as hell."

The events at a typical tournament range from the beach flags, which is a sprint race, to the Iron Man, a guarding marathon with rowing, swimming, rescue-board paddling and running segments. The events vary, but all have in common techniques and skills useful to lifeguards on the job.

Each of the USLA's five regions has local tournaments each summer. Winners in the regional tournaments are often sent expenses paid to the national competition. Held last year in Santa Cruz, Calif., the national tournament returns to South Florida this year for the first time in 15 years.

Part competition, part business convention, the national tournament also gives lifeguards from all over a chance to get together, renew old

friendships, and discover what's new in other parts of the country.

"It helps to find out what is being done differently in the different regions," Delray Beach Patrol Lieutenant Chris Wotten said. "Equipment and techniques have been improving very quickly in the past few years. Competitions give us a chance to compare notes."

When the national tournament ends and the visiting guards return home, Florida's lifeguards will go back to their towers and watch the summer wind down and the tourists return to the beaches. And they will watch, and they will wait, and sooner or later, they will get a chance to use those skills to make the ultimate difference.

"This is one of the few jobs where you can really say that," Palm Beach Captain John Fletemeyer said. "It's not the glamorous and fun and easy job that people think it is.

"But a few times a year you can go home and realize you have saved someone's life."

# Preserving Our Beaches

by William Seaman, Jr.

## The Setting

The coastal zone of the United States, especially its beaches and their popular attractions of surf and sand, is one of the nation's great economic and environmental resources. Millions of Americans and visitors from other nations annually enjoy the beaches of the Atlantic, Pacific, Gulf of Mexico and Great Lakes coasts.

With the advent of the so-called "decade of the environment," however, public and private interests in the 1990's are likely to be even more concerned with the long-term quality of beaches. Unfortunately, beaches have not been spared pollution and outright destruction. It is

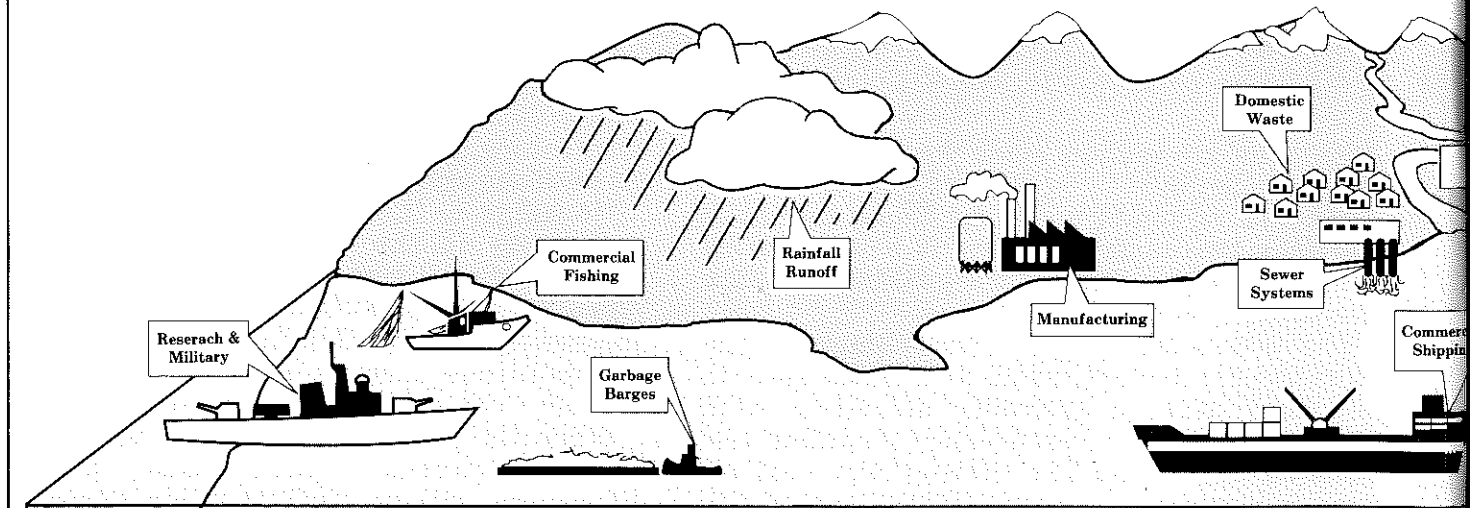
imperative that America's beach professionals, such as the members of the U.S. Lifesaving Association, provided leadership in responding to issues of beach conservation.

## The Issues

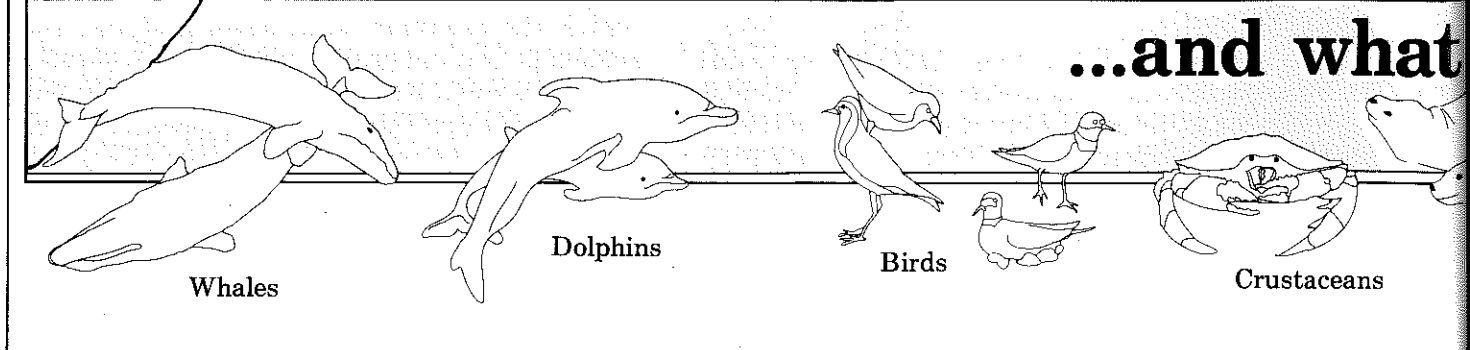
America's beaches are a major resource and yet their productivity has been impaired. In recent summers popular and economically important recreational beaches made front-page headlines as medical wastes and other hazardous debris washed ashore during peak tourist periods. Pollution does not take a vacation, though, for even in the off-season we view television coverage of oil spills washing ashore in the surf zone.

While national consciousness may be growing

## Where ocean debris comes from...



## ...and what





# s: Challenge of The 90's

for the extent of coastal beach pollution, the problems nonetheless also grow as more and more people decide to settle near the seashore. Already well over 50 percent of the U.S. population lives within 50 miles of ocean and Great Lakes. With few exceptions, America's major cities and metropolitan areas are coastal. Hence urbanization continues to exert pressure on beaches, in terms of (1) the actual number of visitors, (2) the wastes that are deposited, and (3) outright destruction of beach land by overbuilding or other environmental impacts.

Some recent statistics from the September 1989 "Beach Cleanup '89" held nationwide illustrate the magnitude of the problem. Of all states, Florida's cleanup was the largest and it produced: 196 tons of debris collected; 443 miles of monofilament fishing line removed; and

"contributions" from 36 nations and eight cruise ship lines. Meanwhile in 1987 volunteers in Texas collected 1.99 tons of debris *per mile* of shore.

What winds up on U.S. beaches? Plastics are over half of the problem and include bags, foam cups, jugs and bottles. Rope and line fragments and glass bottles are also common. And who dumps it? Unfortunately, no single source can just be easily eliminated for a myriad of interests are involved. Both commercial and recreational fishing, plus recreational boaters, commercial shipping, military vessels, offshore industries, land-based manufacturing and waste disposal systems all contribute.

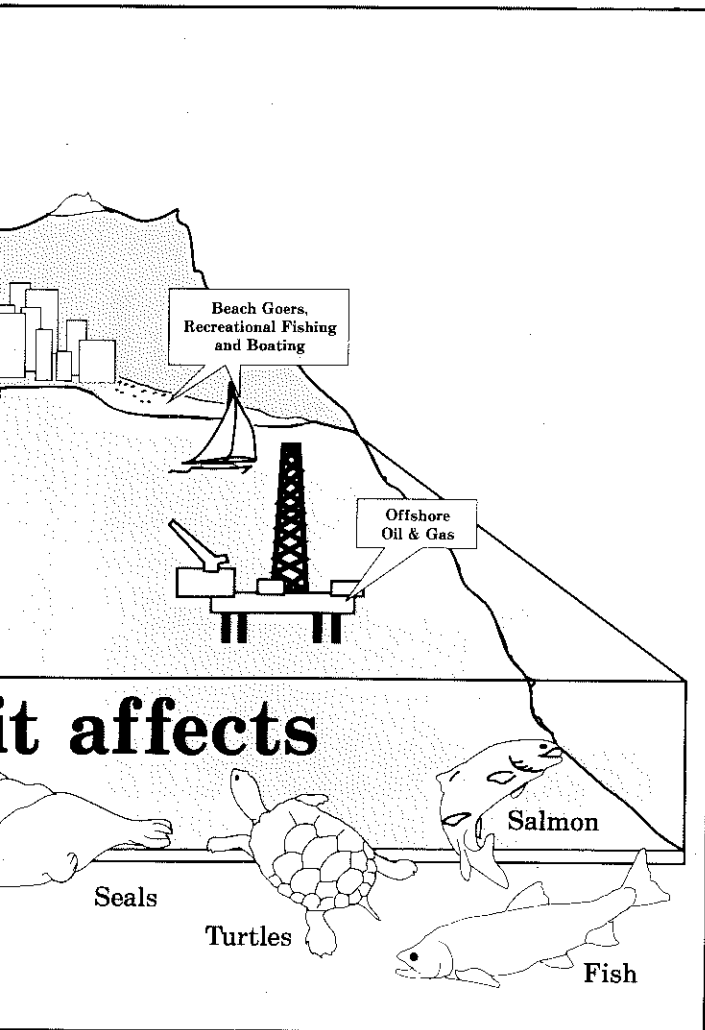
The impacts of beach pollution are human disease, mortality of fish and wildlife, loss of aesthetics, and loss of economic revenues. We are finding that prevention can be less costly than repair.

## The Response

As individuals and as a group, members of the USLA can work to solve problems that otherwise will erode the very resource base on which the Association's interests are centered. A number of responses are available:

- Become informed as individuals. Often we don't see the severity of a problem locally, until we see that it's not unique to just our own shoreline.
- Educate beachgoers and encourage them to take action. This can be at a personal level, for example to keep litter off the beaches, or it can be in the community as land-use actions are considered.
- Promote and participate in solid waste recycling. Many communities collect recyclable wastes curbside, for example. Maybe beachside recycling for all those soft drink containers makes sense, too.
- Participate in local and national affairs related to beach quality. Join with other interests to promote conservation of beach environments.

The leadership potential of the USLA in this area is great. With the enormous size of the beachgoing public in the United States, there may be plenty of allies to be found in working to conserve and restore America's sand and surf beach resources.





# The Appeal of The Ocean Upon The Species, *Homo sapien*

*A Perspective by John P. Wiley, Jr.*

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Despite the calendar or the schedule at the municipal pool, summer does not begin on June 21, much less Memorial Day. The real thing, the season when you feel your life force dripping off your skin, starts in July. These are the dog days, named by the ancient Egyptians for Sirius, the Dog Star, which rises before the sun in July and August. It's a bum rap. Real dogs do something about it. Trapped in a yard, they dig up the homeowner's most precious plants so they can lie in fresh, cool dirt. Given half a chance, however, they head for any water they can find, whether it be the kiddies' wading pool or the stream in back of the house.

Humans are not far behind. Come July they crowd the local pool, tube down the river, swim out to a raft at the lake. Most of all, they head for the ocean. A hefty percentage of Americans live within three hours of salt water and make repeated pilgrimages. The beach scene is an icon of summer! Toddlers playing like sand pipers in the wash; older siblings bodysurfing; parents holding infants high as they walk out through the breakers; assorted adults chatting as they bob up and down in the shoulder deep water; and always one or two solitary souls much farther out, steadily swimming parallel to the beach as though stroking their way on to the next port of call.

But the ocean, especially, is more than a place to cool off, to feel freshened and cleansed. People come to see the ocean, even in winter. In July they can immerse themselves in it or stalk its edges, picking up calcium carbonate objects d'art left behind by unseen creatures. Even though the concentration of salt in our blood is identical to that of seawater, poetic claims that we are drawn to our ancestral home seem farfetched. More likely we are refreshed by the energy, the immensity, the mystery. It is not entirely unlike going to religious services.

The ocean exerts a powerful pull even on those who have never seen it. Most people today associate Rachel Carson with the last book she published, *Silent Spring*, which is rightly seen as a turning point in our relationship with our environment. But her most powerful, moving writing shows up in her earlier books and articles on the sea, an extraordinary marriage of science and art.

As a child in western Pennsylvania, and as a student at what is now Chatham College in Pittsburgh, she had never seen the sea. But she had always yearned for it, and there came a

moment when she knew it would be her life. In his literary biography *The House of Life: Rachel Carson at Work*, Paul Brooks quotes her on that moment: "Years ago on a night when rain and wind beat against the windows of my college dormitory room, a line in *Locksley Hall* burned itself into my mind—*For the mighty wind arises, roaring seaward, and I go*. I can still remember my intense emotional response as that line spoke to something within me, seeming to tell my that my own path led to the sea. . . ."

She did go, becoming a marine biologist, writing articles about the sea for a Baltimore newspaper, and eventually left us *Under the Sea Wind*, *The Sea Around Us* and *The Edge of the Sea*. Wherever I happen to be now, I can be teleported instantly to the ocean by simply opening the first pages of *Under the Sea Wind* and flying low over the barrier islands of North Carolina with Rynchops, the black skimmer, following his return from Yucatan:

"As he neared the shore of the island the skimmer drifted closer to the water, bringing his dark form into strong silhouette against the gray sheet, like the shadow of a great bird that passed unseen above. Yet so quietly did he approach that the sound of his wings, if sound there were, was lost in the whisper song of the water turning over the shells on the wet sand."

Some of the science has changed since these books were written. For example, in the opening pages of *The Sea Around Us*, published in 1951, Carson gives the age of Earth as about 2.5 billion years, the then commonly accepted figure. It is now reckoned to be closer to 4.5 billion years. Science is learning more about the oceans all the time, of course, from an armada of oceangoing research vessels and satellites in space.

The good news is that there still are surprises. Not many years ago scientific jaws dropped when commercial fishermen came up with a very large, new species of shark, quickly dubbed "megamouth." Some of the biggest news has to do with the very small. Last summer a report in *Nature*, the British scientific journal, made the front pages here. It seems that marine biologists, like galactic astronomers before the "discovery" of dark matter, had been unaware of just how large a proportion of the sea's biomass comprises viruses, bacteria, algae and protozoa. Most of the life in the oceans is too small to see. A teaspoonful of seawater may contain more

than a billion viruses—10,000 to 10 million times more than previously estimated. The world ocean is what laboratory scientists would call a culture medium, the largest petri dish known to mankind.

Last April *Discover* summarized recent discoveries of whole new classes of phytoplankton, microscopic one-celled plants that float in the upper layers of the ocean. These are smaller than any previously known, only about 40-millionths of an inch across, and lack most of the usual structures of animal and plant cells, such as a nucleus. Like normal plants, however, they use the energy of sunlight, nutrients in the water and the carbon in carbon dioxide to build living matter.

There can be millions of individuals of a single species in an ounce of seawater, and presumably they play an enormous role in the planet's carbon cycle. Whether Earth undergoes the global warming the world is watching for may be decided by organisms we didn't know were there. As Bob Guillard of the Bigelow Laboratory of Ocean Sciences in Maine has observed: "A hundred years of oceanography, and the most abundant being in the world wasn't recognized by anybody."

The understanding of the sea provided by science increases our interest, but it is building on something already there. How many people feel a rising sense of anticipation as they get closer and closer to the ocean, sensing it through the light in the sky and the salt smell in the air?

Nearly everyone shares some of Rachel Carson's fascination with the place where land, water and sky meet. We stand in shallow water, the very edge of the sea, wet but still on land. At the beach a person can stand with one foot in the water and one on land, a colossus astride the history of living things.

Many of us are hopelessly attracted, wanting

to penetrate the one-way mirror of the surface. We stare into the water from piers and seawalls. We walk the beaches, pausing to pick through the wrack along the high-tide line. We ease down the rounded slopes of granite or pick our way through the jungle gym of mangrove prop roots to reach a spot where we can see into the water. Mesmerized by the view from a bridge over a channel in a salt marsh, we watch the creatures of another world move in and out with the tidal currents.

Impossible to embrace it all. We are in the position of the character in a Fellini film sketch who falls in love with a woman on a billboard only to have her come to life, all 75 feet of her. If we consider the average depth of the oceans, forgetting entirely their area, we are a man about 6 feet high in love with a woman 12,000 feet tall; there is only so much we can humanly grasp at any one time.

We certainly try, however. Atlantic, Gulf and Pacific coasts offer plenty of opportunity. Rachel Carson estimated that, if you include all the places in just the continental United States where the water rises and falls on the tides, there are more than 50,000 miles of shoreline. If all the citizens of those 48 states were to head for the shore on the same day and stand equidistant, each of them would have a foot of space. On some days at some beaches, it feels like everyone has come. One begins to fear that the nation's interior stands empty, lifeless under the July sun.

At the end of a perfect day, there is salt on our sunburned skin, sand and seaweed in our bathing suit, shell cuts on our feet. Plastic buckets are filled with shells, whelk egg cases, polished stones. As the sun goes down and the breeze comes up it is possible, huddled in a wet towel, to shiver in July. Parental query: "What'll we do tomorrow?" Spontaneous answering chorus: "Let's go to the beach."





*Michael Flynn, The Legal Dept.*

## A Case of Negligence

It was a typically hot and muggy July afternoon in Florida, when most everyone wishes they could cool off at the beach. Eighteen-year-old Benny decided to do just that.

The beach that Benny picked to visit is surrounded by a retaining wall. The depth of the water in this area varies from one to four feet beyond the retaining wall, depending on the tides. The ocean bottom is mostly sand but there are sections where large rocks protrude to within five inches of the surface. The water is generally clear and the bottom is usually visible. However, the afternoon sun or the splashing of swimmers may affect visibility. Benny had never visited this beach before.

The beach supervisors were aware that other beachgoers had been injured from jumping off the retaining wall into the water. These injuries included some minor scrapes and bruises. In response to these injuries, the beach supervisors hired two lifeguards who were instructed to enforce a no-diving rule.

Benny made his first dive from the retaining wall without any problem. In fact, Benny remembers that after his first dive he did not touch or see the bottom. However, on Benny's second dive his head struck a rock, leaving Benny permanently paralyzed.

Both lifeguards were present near the retaining wall from which Benny dove. They were attending to the large group of children who were playing on the beach and in the water. Neither lifeguard saw Benny's first or second dive.

Benny filed a lawsuit against the beach proprietor's claiming, among other things, negligence on the part of the two lifeguards. Benny argued that based on the explicit instructions from the beach supervisors to prohibit diving from the retaining wall and because the lifeguards and the beach supervisors knew of previous injuries to divers from the retaining wall, that the lifeguards' failure to prevent Benny from diving equaled negligence.

In general, negligence amounts to a failure to exercise reasonable care under the circumstances. In particular, in order for Benny to successfully claim negligence against the lifeguards he must prove:

1. The lifeguards had a duty to exercise reasonable care in the performance of their job as a lifeguard;

2. The lifeguards failed to exercise reasonable care in their job as lifeguards by failing to prevent Benny from diving from the retaining wall;

3. The lifeguards' failed to exercise reasonable care by preventing Benny from diving from the retaining wall caused Benny to suffer injury and damage; and

4. Benny did suffer permanent injury, in this case paralysis.

Upon proof of these elements and without further explanation or defense, Benny would win his lawsuit.

The lifeguards' argued that because of the crowd on the beach on that day, it was impossible for the lifeguards to attend to all of the beachgoers and watch for unauthorized divers from the retaining wall. The lifeguards argued that in their best professional judgement, the most effective use of their time and efforts was to attend to the most people possible on the beach.

A reviewing court would not condemn the lifeguards' motive for focusing their attention on the large number of beachgoers. However, under the law of negligence it would be reasonable to expect that a trained lifeguard would notify beach supervisors that the crowds were so great that additional personnel was needed. The failure to take this or other steps to secure diver safety is negligence.

There is no question that a lifeguard must be a proficient swimmer trained in lifesaving techniques. However, the lesson here is that at the crux of a lifeguard's competence is the capacity to make good judgements regarding the safety of beach areas. The failure to make those proper judgements may constitute negligence.

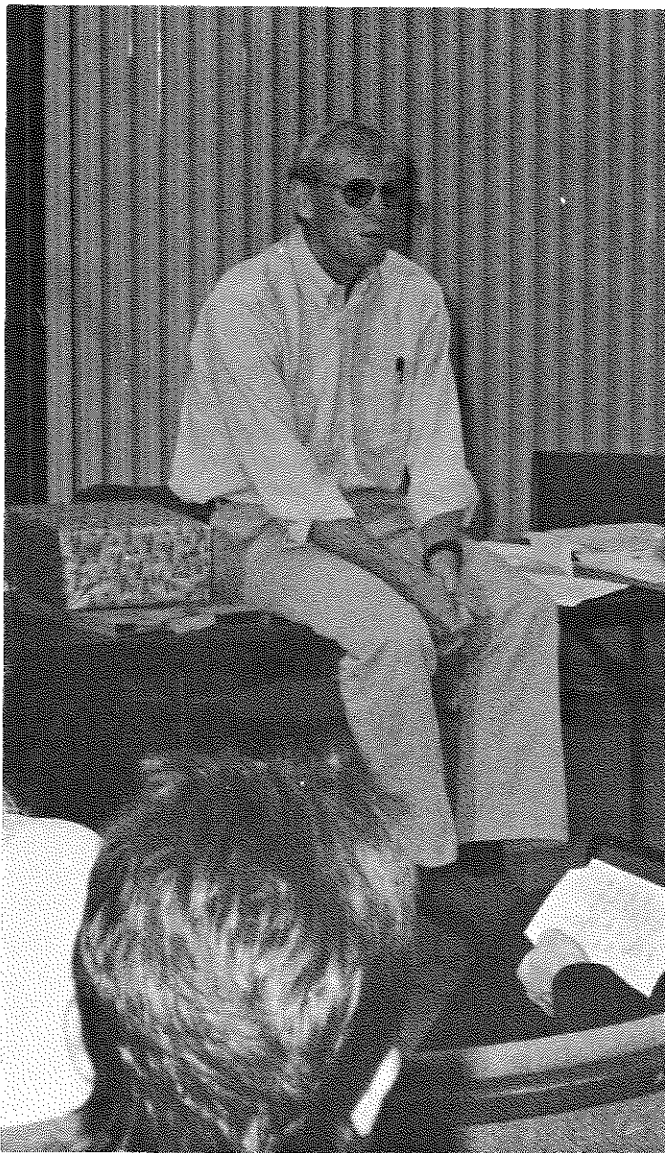
*Michael Flynn is an Assistant Professor of Law at the Nova University School of Law in Fort Lauderdale. Professor Flynn serves as a member of the United States Lifesaving Association Southeast Region Legal Advisory Panel.*

## The Medical Outlook

# USLA Sponsors Study Documenting HIV Risk

by James G. Dobbins, Ph.D.  
USLA Science Advisor

Lifeguards are in one of only a handful of occupations that involve exposure to blood and to pathogens associated with blood. Because the risks of disease associated with this exposure is currently unknown, the USLA is sponsoring a



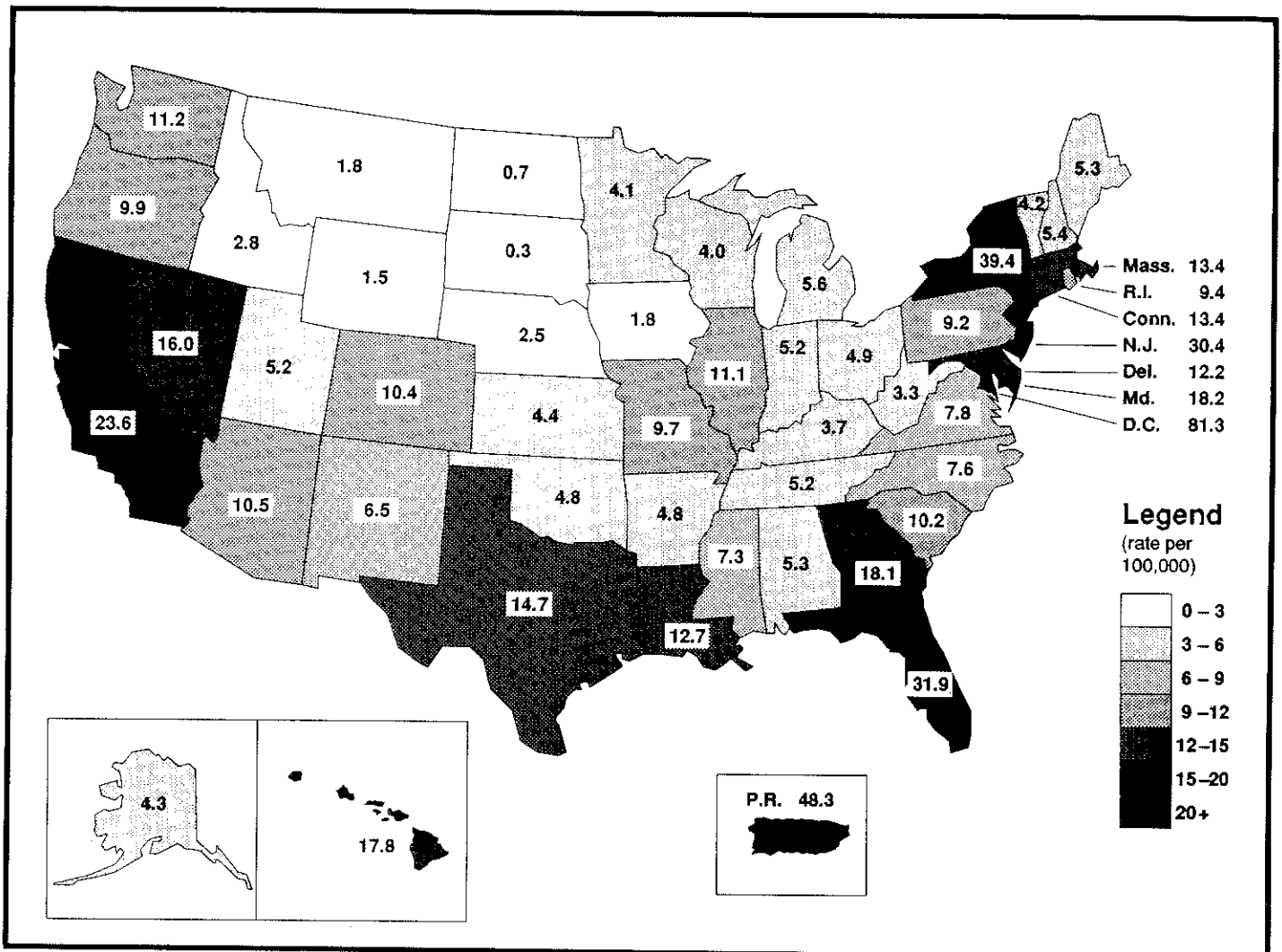
unique study that will document this risk, as well as evaluate possible changes in lifeguard training and guarding procedures to reduce this risk.

The most important bloodborne diseases are AIDS and hepatitis B. The AIDS virus (HIV) produces an infection that is always fatal and for which there is no treatment or vaccine. Infection with the hepatitis B virus (HBV) causes an acute severe febrile illness as well as possible chronic liver damage, long-term infection with the virus, and the possibility of liver cancer.

Although there is also no treatment for hepatitis B, there is a vaccine which can be used to prevent infection. Both viruses are transmitted from person to person by blood and other body fluids that are contaminated with blood.

Because transmission has to involve blood of a victim entering the body of a guard, lifeguards are probably at highest risk of infection during rescues near rocks or pilings where both the victim and the guard become cut on barnacles or other sharp objects, and the victim is then held in close contact with the guard. Exposure to body fluids contaminated with blood can also take place on the beach during resuscitation of a victim, but the chance of infection by these fluids entering the body of the guard should be much lower. There is no risk from contact with saliva or vomitus that is not contaminated with blood.

Contact with blood alone, of course, does not produce disease; that blood must also be infected with a virus. The two groups with the highest rates of infection with HIV and HBV are intravenous drug users and homosexual males. These are also the groups with the highest prevalence of AIDS. The map of annual AIDS rates per 100,000 population by state clearly shows the increased risk of AIDS in coastal areas. California, Hawaii, Texas, Florida, Maryland, Delaware, New Jersey, New York, Connecticut, Massachusetts, and Puerto Rico are all areas with popular beaches and a high



*Annual rates of AIDS per 100,000 population, for cases reported May 1989 through April 1990, United States*

risk of contact with HIV and HBV. No inland state has a risk as high as that of any of these coastal areas.

The impetus for a health study began in 1989 with the work of the HRDIOL project and Ken Gunther. That project successfully sought to have lifeguards recognized as being at increased risk to bloodborne pathogens. Following this, it became clear to guards that changes in procedures and in preventative vaccination would have to take place. Most changes in guarding practices, especially in terms of water rescues and first aid treatment, can be evaluated and changed on the basis of knowledge of disease transmission, but other changes require information on beliefs and practices of guards, and on past disease risk. For example, a recommendation to vaccinate all guards against HBV would be an expensive

proposal, and can only be justified if guards are actually exposed to HBV.

The design of the study will be undertaken jointly by the Center for Disease Control, USLA, Florida International University, and Consolidated Safety Services, a private health research corporation that will also conduct the study. A blood sample will be collected and a questionnaire completed for each guard selected to be in the study. The blood sample will be tested for the presence of HBV, and the questionnaire will deal with the occupational and health history of the guard, as well as with knowledge about prevention of transmission of bloodborne pathogens. Specific lifeguard services will be selected for study, and within those groups specific guards will be randomly selected and asked to participate in the study.



# *Junior Lifeguards Ride On Wave of Popularity*

by John Fletemeyer

My first exposure to junior lifeguarding was during a visit to Huntington Beach. As I headed to the surf to dip my Atlantic-bred feet into the Pacific, a horde of youngsters began running and screaming in my direction. My first inclination was to run, but they were too fast so I decided to hold my ground. As they came near, more than twenty of them, I could begin to make out what they were screaming. "Mister, mister, can we do some push-ups for you?—Please let us do some push-ups!"

I thought, "You gotta be kidding." Anyway there were too many of them to say no. "Okay," I cautiously replied. "Give me twenty." They immediately hit the sand and began doing push-ups, counting out loud. Once done, they begged my for more.

"What else do you want us to do?" a chorus of 20 yelled. "How about running a mile?" I replied. And there they went, yelling "Thank you mister" as they sped off down the beach.

I was in shock—but very impressed. Later when I met Bill Richardson, the captain of the Huntington Beach Patrol, he explained that my

reception was part of their Junior Lifeguard program—to show adults respect by doing exercises for them. Bill continued by saying that one of the main objectives of their program is to develop respect for authority and to instill a sense of citizenship in their youngsters. I thought out loud, "Our schools could take a lesson from this."

Although a bit more fanatical than most, the Huntington Beach Junior Lifeguard Program is no different from the many other programs conducted throughout the United States each summer. In just fifteen years since the first program, junior lifeguarding is riding on a wave of popularity. It is estimated that 10,000 junior lifeguards will be enrolled this summer.

Junior lifeguard programs are designed around a number of objectives. These include:

- To teach water safety and first aid skills associated with professional surf lifesaving.
- To instill confidence and discipline.
- To teach respect for authority and for rules that govern society.
- To develop an appreciation and understanding about the marine environment and the need to protect it.
- To have FUN!





These objective are translated into a number of activities. In some of the California programs junior lifeguards learn about marine biology in the classroom from biological oceanographers and then are taken into the field to skin and SCUBA dive in kelp bed ecosystems. In some programs conducted by Florida agencies, youngsters learn about sea turtle conservation by learning how to identify an endangered sea turtle nest and then to relocate the eggs so they can hatch without being effected by human disturbance.

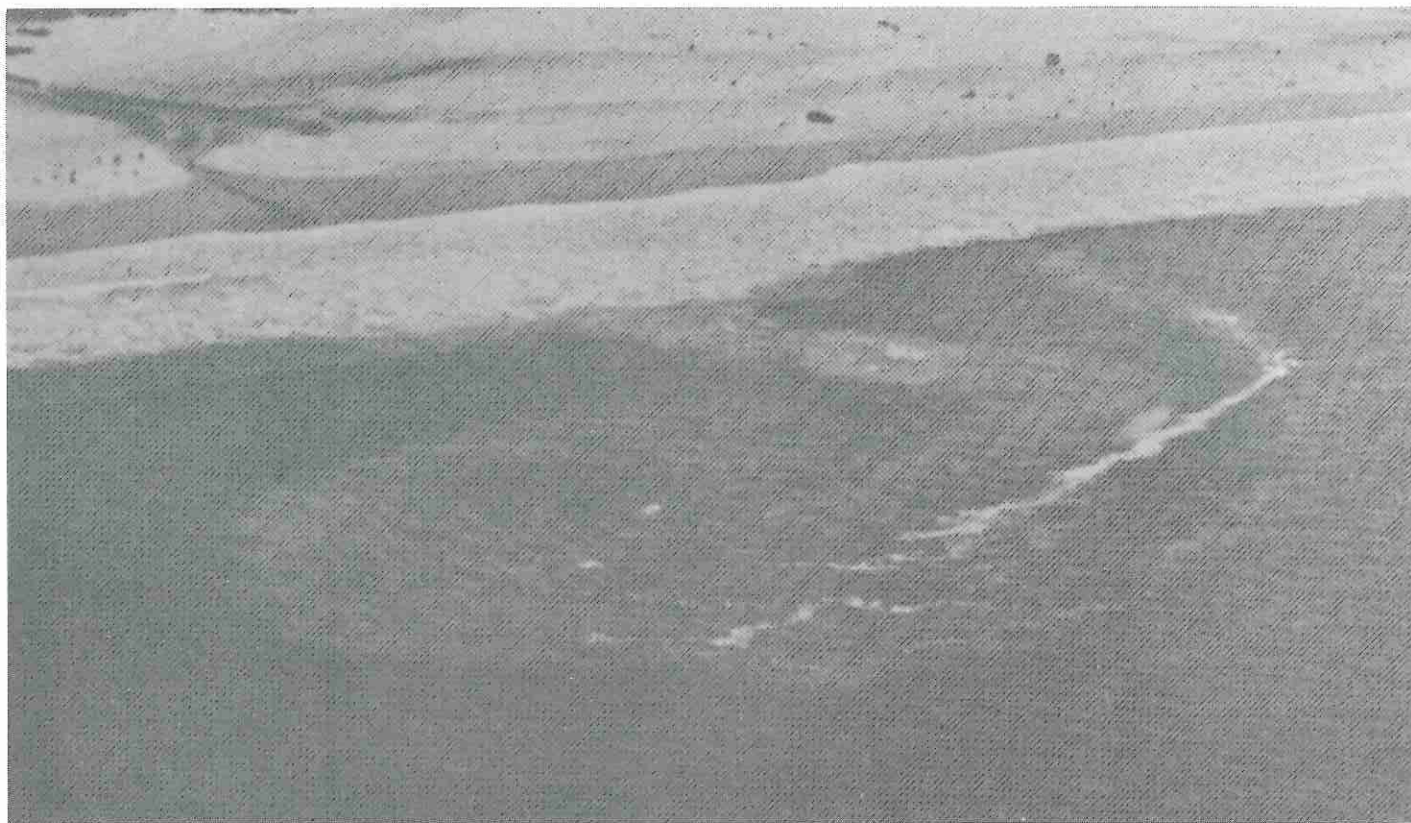
Another popular activity is learning to use rescue equipment. Since modern surf lifeguarding uses an arsenal of equipment, this usually requires considerable time and skill. Usually within a couple of weeks, junior lifeguards learn how to bust through the surf with a paddle board, operate a surf rescue boat, and to pull a victim from a rip-current using a landline.

The highlight of most junior lifeguard programs is competition. At the end of every summer junior lifeguards participate in various tournaments. The biggest of these is the USLA national lifeguard tournament held this year in Pompano Beach.

Junior lifeguards take this event very seriously as they spend many months training and fine tuning their skills. Some travel thousands of miles to determine who is the best of the best. Most events are designed to simulate rescue skills. Having watched these events many times before, I am always amazed that it is usually not the biggest and strongest competitor who does well. It's usually the competitor with the best wave knowledge.

Although winning a medal is important to all junior lifeguards, it's not the only outcome. Most junior lifeguards make new friends while at the same time learn something about other parts of the country.

The many benefits of junior lifeguarding do not stop here! During the past couple of years statistics reveal that many junior lifeguards become professional surf lifeguards at a later age. Some beach patrols report that more than 50 percent of their new lifeguards are recruited from their junior lifeguard ranks. This remarkable statistic suggest that junior lifeguarding will continue to grow and prosper—so hats off to these "New Wave Kids." The future of professional surf lifeguarding is in their hands.



# Predicting Rip Currents

by James Luchine

As a lead weather forecaster at the Miami Forecast Office, one of my duties includes forecasting the wind and seas for the coastal water of Georgia and most of Florida. Coastal waters forecasts are prepared four times a day, with updates as needed. The area of the forecast extends from the coastline to 50 nautical miles offshore.

Over a period of time, my curiosity was piqued by an apparent relationship between the wind and the incidence of rip currents. Having little background on phenomena in the surf zone, I turned to the Dade and Broward beach patrols to learn more.

The people with whom I talked, many of whom were USLA members, were very helpful in explaining, in practical terms, the complex interactions in the surf zone. They confirmed my observations that, among other things, a strong onshore wind flow helps build and maintain runouts.

As Warning and Preparedness Meteorologist

(WPM) for the state of Florida, it is also my duty to tabulate the number of weather-related deaths, injuries, and the amount of weather-related damage in Florida. If rip currents *are* weather-related, then it was my obligation to determine the magnitude of this drowning problem in Florida.

After studying information from the Medical Examiner's office, obtaining rescue reports from the beach patrols, and gathering wind and tide information from our own records, I concluded that Dade and Broward counties averaged more than nine rip current drownings per year during the past 10 years.

The large majority of the victims were either tourists or residents who were elderly and white or youthful and black. Using newspaper clippings, and obtaining wind data from elsewhere in Florida, it was estimated that between 30 and 40 people a year die in rip currents in Florida alone. This makes them more deadly in Florida than hurricanes, tornadoes and lightning combined.

Nation-wide estimates can't be made at this

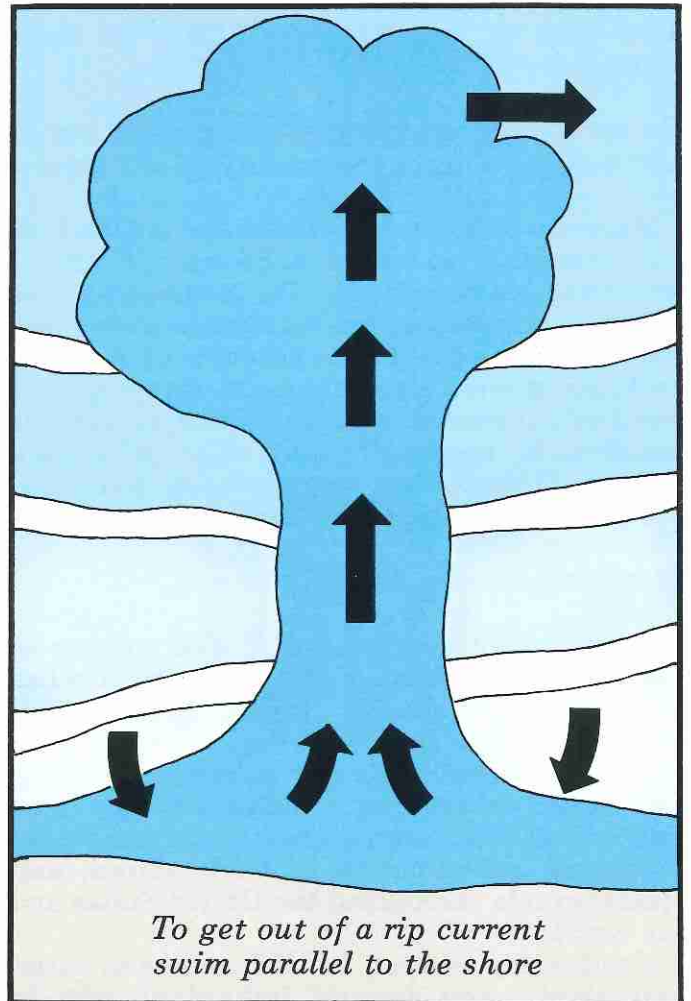


*Rip currents are caused by a build up of water by the shore, resulting in a powerful current running off shore. To get out of a rip current, swim parallel to the shore until the pull stops.*

time, but if recommendations that I have made are accepted, WPMs in other states could give a much clearer picture of the scope of the rip current drowning problem in the United States.

Because of quantitative relationships that I have derived between wind waves, swells and tides, and the incidence of rip currents, the degree of weather-related danger in the surf zone can be objectively and reliably derived. The danger can then be expressed using a simple color-coded scale with categories ranging from 1 to 6. The color-code would be compatible with the color of flags now in use by beach patrols. In this easily transmittable form, the weather-related threat to persons entering the surf zone both at guarded and unguarded beaches can be conveyed, hopefully, in real-time.

A number of recommendations have been made that will allow routine transmission of this information to the beach patrol and to the public, using facilities of the National Weather Service such as NOAA Weather Radio. Hopefully, in the near future these suggestions will be implemented.



## A Growing Concern

# Broward's Committee of 100 Attracts Business to Area

*The backbone of economic development in Broward County.*

Broward's Committee of 100, Inc. is a private, not-for-profit corporation that works in cooperation with the government-funded Broward Economic Development Board. Broward's Committee of 100, Inc., was named the official economic development organization for the county in 1982 by Project Horizon, an in-depth, year-long study by Broward's civic and government leaders. Its purpose is to create new quality jobs by attracting business to the area and by assisting local firms in their expansion efforts.

*By enhancing economic development, we ultimately enhance the quality of our lives.*

Members of Broward's Committee of 100, Inc., work together to improve Broward County's economic environment. By promoting the county to corporate real estate executives and site selection consultants throughout the U.S. and the world, they create a stronger and healthier business climate, which in turn is beneficial to the overall quality of life in Broward County. This goal can be achieved only through the participation of private sector members.

*Members are our building blocks.*

Every member is crucial to the success of Broward's Committee of 100, Inc., and it relies on both their financial support and personal involvement to carry out a wide variety of programs. These programs include marketing outreach missions, advertising and promotional campaigns, growth and assistance programs, participation in trade shows, and special events throughout the United States and the world.

Membership is open to all businesses, large and small, and to any individual who is

interested in improving the quality of life in Broward County. Members can also be involved by serving on one or more of the committees and task forces.

*Contacts: The most important link of the network.*

As a member of Broward's Committee of 100, Inc., you can carry out the mission of creating quality jobs by attracting and assisting businesses. And you will also be invited to participate in a busy calendar of general membership meetings, special events and activities, such as:

- Network Express monthly membership social meetings
- Monthly Business Forums on topics that impact economic development
- Annual Reports to the Membership
- Trade shows and Special Receptions
- Monthly Meetings of Committees and Task Forces

These activities can provide you with many new business contacts, as well as insure the achievement of Broward's Committee of 100, Inc.'s goals.

*Everyone's working hard to make Broward County a winner.*

The focus and activities of Broward's Committee of 100, Inc., are countywide. Business, community leaders and chambers of commerce in all parts of the county are involved in a cooperative effort to enhance Broward's business climate. Forward-thinking business leaders agree that a supportive business environment is beneficial to everyone, and that the participation of all companies, regardless of size, is needed to truly insure the success of Broward County.

## SWIMMERS RESPONSIBILITY CODE

1. Learn to Swim.
2. Never Swim Alone. Swim Near a Lifeguard.
3. Check with the Lifeguards on Water Conditions.
4. Learn and Obey the Rules of your Swimming Area.
5. Report Any Dangerous Situations to the Lifeguards or Management.
6. Check the Depth of Underwater Surface by Jumping, Not by Diving Head First.
7. If you are in Trouble, Call or Wave For Help.



## SWIMMERS RESPONSIBILITY CODE



**ENJOY OUR BEACHES**

**Don't Let Foolish Actions Ruin Your Day!**



# Broward's Committee of One Hundred Inc.

## Committees and Task Forces

### *Advertising/Communications Task Force*

This task force participates in the development and design of all marketing, promotional and advertising tools used to market Broward County both locally and nationally. The task force works closely with the advertising agency in recommending ad designs and media placement. Development of collateral brochures, the newsletter, promotional videos and the trade show display are also coordinated by this task force. The task force also develops an annual public relations plan to improve communications to the local and national business community.

### *Domestic Outreach Task Force*

This task force markets and promotes Broward County to corporate executives and real estate consultants throughout the U.S. Activities include direct mail and telemarketing campaigns to target industries and geographic areas; participation in trade shows such as the International Association of Corporate Real Estate Executives (NACORE) and the Industrial Development Research Council (IDRC); and marketing missions to New York, New Jersey, Atlanta, Pennsylvania and other target market areas.

### *Growth & Assistance Task Force*

The Growth and Assistance Task Force assists existing Broward businesses with their growth and expansion needs. Consisting of six subcommittees: The Call Program, Speakers Bureau, I-95/Transportation, Human Resource Development, Higher Education and Airport Issues, this task force is basically a problem solving group. Through these subcommittees, the task force offers assistance in the areas of site selection, labor training/recruitment, financial assistance, transportation alternatives and legislation affecting Broward businesses.

### *International Outreach Task Force*

This task force markets and promotes Broward County to international corporate executives and real estate consultants throughout the world. Activities include participation in international trade shows such as the Great April Fair in Milan and the The Paris Air Show. To encourage foreign companies to invest in Broward's plants and facilities, outreach marketing missions are conducted to South America, Europe, the Far East and Canada.

### *Membership Committee*

The Membership Committee is responsible for encouraging other local businesses to make financial contributions towards Broward's economic development efforts. Private sector financial support is essential to implement the marketing and advertising programs which

result in the successful growth of our area. The committee also plans and coordinates Network Express meetings which are bi-monthly socials for members and businesspeople interested in membership. The events are held at various locations throughout Broward.

### *Motion Picture and Television Task Force*

The MPTV Task Force participates in the promotion of the film and television industry in Broward County. Activities include sponsoring receptions for producers, assisting in the production of a Filmmakers Resource Journal, developing advertising and support collateral, and providing locations assistance to producers scouting production sites. The task force provides ongoing marketing assistance to the MPTV Office in a community where the economic impact of production has reached \$132 million annually.

### *Program Committee*

This committee plans local events and programs which enhance Broward's recognition among local businesspeople. Activities include hosting government officials for FAM tours of Broward County; planning periodic business forums for area businesspeople; hosting the county's annual Power Showcase business trade show and coordinating the annual Spirit of 100 Awards which honor local business and community leaders who have contributed significantly to the quality of life and economic development in Broward County.

### *Sports Development Committee*

The Sports Development Committee promotes Broward County as a premier location to host amateur and professional sporting events. They work closely with events already established in Broward, such as the Honda Classic golf tournament, the Florida Derby, the Davie Professional Rodeo, and more. The committee uses these events to attract industry related businesses and other major sporting events to the area. This committee was also actively involved in events like the 1989 Super Bowl and the Breeders' Cup.

### *Broward World Trade Council*

To better serve the needs of Broward's international business community, this committee promotes international trade for Broward industries by increasing the exposure of Broward's products and services to worldwide markets. The Council also promotes foreign investment in Broward, as well as goodwill within the county and other trading areas throughout the world. They plan to publish a calendar of trade related events and sponsor educational workshops on topics such as documentation, shipping procedures and exchange rates.

*We're Building A Future  
For Your Family.  
And Your Business.*

**BROWARD COUNTY FLORIDA**

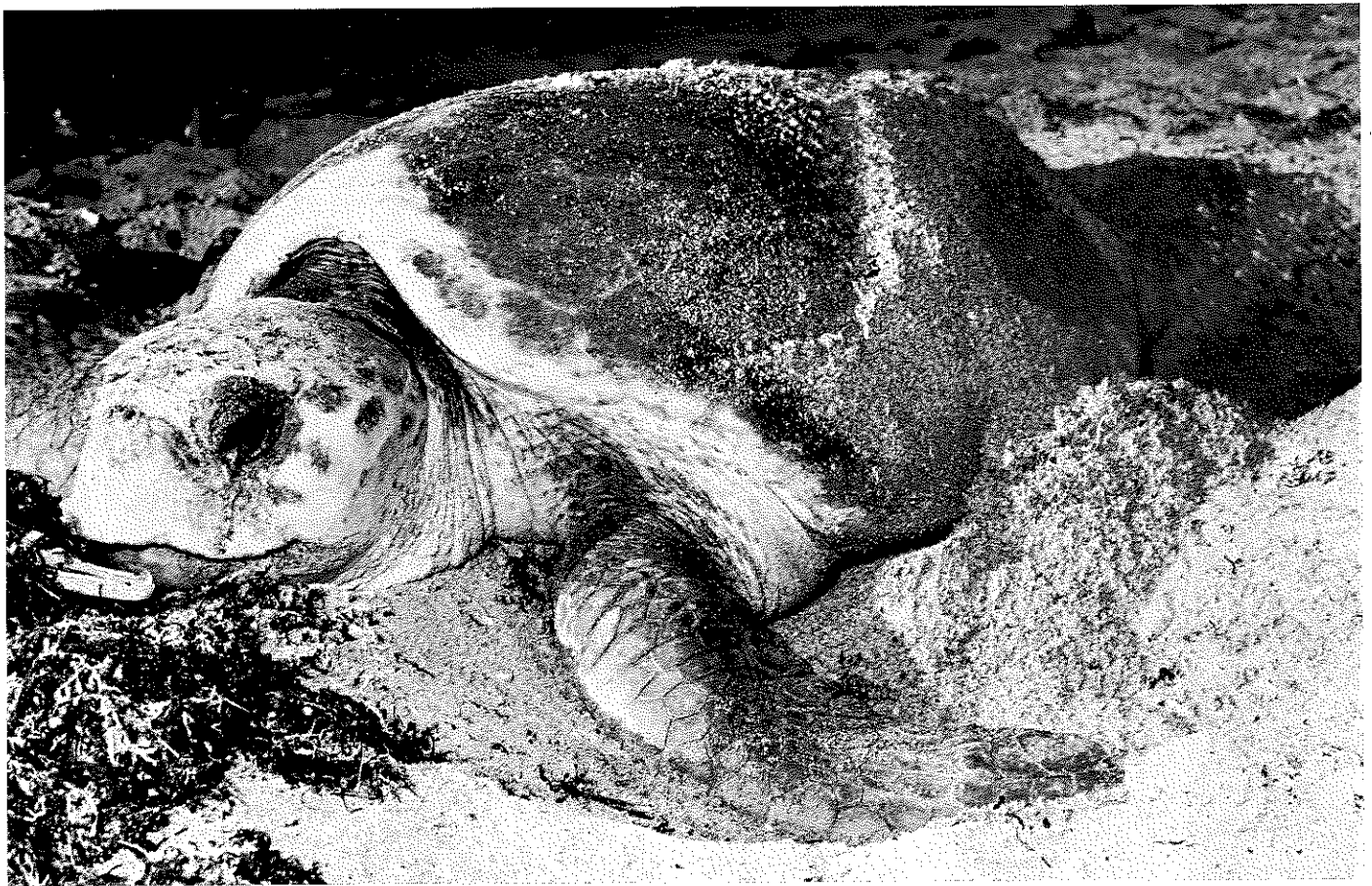
One East Broward Boulevard, Suite 1604, Fort Lauderdale, Florida 33301 305/524-3127



*“Well, Pete, there goes the neighborhood!”*



*Atlantic Loggerhead Sea Turtle  
nesting on a beach  
in Broward County, Florida*



*The Florida Beach Patrol Chiefs  
Association and the United States  
Lifesaving Association are dedicated  
to preserving and protecting the beach  
environment and its wildlife inhabitants.  
Please do your part to help. Don't leave  
trash and debris on the beach and don't  
walk on the dune vegetation.*

