



Unite, Inform, and Mobilize to Keep Our Dunes Open

LEGAL and BIO UPDATE

We, the American Sand Association (ASA), and a consortium of Off-Road organizations which include the San Diego Off-Road Coalition (SDORC), Off Road Business Association (ORBA), California Off Road Vehicle Association (CORVA), and AMA District 37, have recently filed in Federal Court an action to remove the current closures from the Imperial Sand Dune Recreational Area (ISDRA).

At this point, we jump ahead to some of your questions. Some might wonder why the ASA group would file such a suit when the soon to be final plan might very well remove the closure. Why would we or should we spend this kind of money now?

Because of the recent negative ruling from the Interior Board of Land Appeals (IBLA), we fell back to our original plan and presented our complaint to a Federal Court for review and hopefully a Summary Judgment. We never felt that we would get fair treatment with the IBLA and we were right.

The decision to sue in Federal Court at this time becomes dynamic in a number of ways. This now becomes a contest of moves and counter moves. Once these tactics play out one by one and we are given approval by our attorneys to update what we did and why, you'll know ASAP. We *can* say that it is anticipated that the CBD will very likely file for an injunction to stop the final plan depending on what that plan looks like.

We are suing under these merits:

"The BLM failed to comply with the National Environmental Policy Act ("NEPA") and the Federal Land Policy Act ("FLPMA") prior to closing significant portions of the ISDRA. Specifically, the plaintiffs allege that the BLM violated NEPA when it closed *(continued on page 2)*

Duncan Hunter's Replacement?

As most of you may know, Congressman Duncan Hunter (51st District) has fought strongly in Washington to keep the Imperial Sand Dunes open. Soon, he will no longer be the Congressman in whose district the dunes are.

At an August 4th luncheon, prominent members of the Off Road community met Maria Guadalupe Garcia. Garcia said that she is in favor of OHV recreation at the ISDRA and, if elected, would do everything she could to keep the dunes open. Maria said she and her husband have enjoyed off roading at the dunes for years.

Her opponent is Bob Filner. Filner, a liberal democrat, has a voting record on par with Senators Boxer and Feinstein. The ACLU website states that he has voted with 75% of their views. According to the League of Conservation Voters' website, Congressman Filner has a 100% environmental score for 2001. Garcia, a conservative republican, said she is supported strongly by Duncan Hunter who has an environmental score of 0% for 2001. Garcia is also endorsed by the California League of Off Road Voters (CLORV).

This is an important election. You may be called upon by either candidate to help with their campaign. Even if you don't live in the district, you can make a financial contribution; walk a precinct, stuff envelopes, etc. We urge you to support the candidate you think best in this race.

The 2 candidates can be contacted as follows:

Congressman Bob Filner 50th District of California House of Representatives 333 F Street, #A Chula Vista, CA 91910 (619) 422-5963 (619) 422-7290 FAX	Maria Garcia 278 3rd Ave Suite C Chula Vista CA 91910 619-425-1463 619-425-1792 FAX
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ASA MAKES TRIP TO SACRAMENTO

ASA, President Jerry Seaver, and ASA CFO, Keith Rosewitz, met with BLM National Director Kathleen Clarke and BLM State Director Mike Pool in Sacramento on Friday July 19th. The ASA and other OHV organizations were invited to meet with the National Director to discuss OHV issues.

Director Clarke, in her opening remarks, stated that it would take a lot of time for her administration to affect a change in the way the BLM responded to ESA issues, lawsuits. She commented that the BLM would work closely with U. S. Fish and Wildlife Service (USFW) on specific issues. At the meeting, Jerry and Keith had the opportunity to speak directly to Ms. Clarke about ISDRA issues and the delisting of the Pierson's Milk vetch. *(Continued on page 2)*

(Sacramento from page 1)

Immediately after the meeting, Keith spoke with Director Clarke's top aide Conrad Lass, and told him that the ASA had a specific and immediate need for Director Clarke's attention: the PMV delisting petition and other ISDRA issues. Mr. Lass said they are aware of them and will be looking at the ISDRA issues. Keith also mentioned to Mr. Lass that he and Director Clarke could expect to see us in Wash. D.C. "Good, look forward to seeing you there" was the reply.

Before the meeting with Director Clarke, Jerry and Keith met with Mark Conley, the BLM State OHV coordinator, to discuss the recently submitted OHMVR grant for the ISDRA. Keith and Geri Ferguson of Cal 4-Wheel also met again later with Mark Conley about grants. Keith also spoke with Roger Bruckner, the BLM State chief law enforcement officer. Their discussion centered on the Sand Drag issues, the progress that has been accomplished, and the importance of the recent OHMVR grant request in relation to law enforcement funding at ISDRA.

On the day before the meeting with Director Clarke, Keith attended a meeting of the Stakeholders Roundtable Grants sub-committee on Grants. This committee does important work on the governing California statute, regulations, and guidelines of funding grants ("green sticker money") to the BLM. The ASA has become a part of this process and is representing you at this level of recreation management by the California Off-Highway Motor Vehicle Division of the Department of Parks and Recreation.

Keith also spoke with Jack Welch, President of the Blue Ribbon Coalition and Del Albright, Blue Ribbon Ambassador. Both paid a surprise visit to the Division office. Jack and Del were also at the Friday BLM meeting.

The ASA took full advantage of this opportunity to meet and speak with high-level government officials. The trip to Sacramento resulted in definite and positive progress. ###

(Legal and Bio Update from page 1)

approx. 49,300 acres of the ISDRA to OHV activities without first: (1) evaluating the environmental consequences of those closures and (2) not allowing public review and comment with respect to the proposed closures and their potential environmental impacts.

In short, the BLM's closure of the ISDRA to OHV use constitutes a major federal action requiring NEPA review.

The Environmental Assessment ("EA") fails to properly analyze, disclose, and mitigate the closure's significant adverse effects on public recreation and public safety.

Worse, although the EA asserts that the closure is necessary to protect certain biological resources, neither the EA nor its supporting materials provide evidence that biological resources are substantially threatened by recreational activities in the ISDRA."

For BLM's violations of NEPA, FLPMA and the Administrative Procedure Act ("APA"), The plaintiffs seek an order from the Court compelling BLM to lift or otherwise rescind the dune closures until they are: (1) subjected to full and proper NEPA review; (2) processed as amendments to the existing CDCA Plan and the RAMP, which would entail full public notice and participation prior to approval; and (3) processed as proposed changes to existing OHV routes, which would require consultation with affected OHV users prior to approval and implementation. Such relief is necessary to redress BLM's illegal action, to protect the human environment, and to safeguard the integrity of the public disclosure and participation policies articulated in NEPA, FLPMA and the APA."

As meetings ensue and Court dates are met with respect to this suit, we will update our progress. Suffice it to say that things are moving as well as they can given the legal system we have in place in this country.

As of this writing, the ASA, with help from SDORC, ORBA, and CORVA, has spent just over \$214,000 on legal bills. That includes lobbying efforts. The costs accrue on a daily basis.

The same group also spent just under \$107,000 on biological studies.

We recently put our Peirson's Milk Vetch seedbed count out for critical peer review. Generally, three peer reviews are what is required – we received four. One was done by John Willoughby of the Sacramento BLM office.

After the minor changes suggested in the reviews are made to the report, a final draft will be sent to the appropriate journals for publication. These minor changes will have no effect on the final numbers or outcome. They do serve, however, to make the results indisputable.

Since the study has now been peer reviewed, it has the credibility the BLM and the Fish and Wildlife Service need to use it as the "best science available".

We recently spent approximately \$7000 to start the ball rolling on the Flat Tailed Horned Lizard issue. Since that issue is very broad in geographic range, we handed the project over to ORBA, SDORC, CORVA, and AMA District 37.

We have ongoing expenses for travel, phones, printing, mailing, and web services.

All these funds are spent wisely and return ample dividends. However, we can't stop here. This battle will never be over. Please participate in our fundraising efforts where ever and however you can. ###

SPORT TRAILERS

GIVEAWAY: A brand new 2003... Tickets available Now. Details and locations listed below

26' Enclosed Trailer courtesy of Sport Trailers!

Here are some of the amenities included...

- Smooth siding with Graphics
 - 6000 lb. - 8 lug tandem axles
 - 12v and 110v lighting
 - Side Halogen Lamp
 - 50 gallon Water tank w/ pump
 - 50 gallon Fuel tank w/ fueling station
 - Fully insulated
 - Interior walls are smooth on the upper half and carpeted in the lower half.
 - Interior of Ramp door and 16' of floor diamond plated.
 - Remaining of floor-checked vinyl.
 - Prewired for A/C
 - Side windows
 - 2 folding bed/couches
 - A&E Side Awning
- AND MORE!

Tickets are \$25 each.

Only 4000 tickets will be sold. (1 in 4000 chance for every ticket)

Drawing to be held on Sunday, September 22, 2002 at the Sand Sports Super Show.

THANKS TO SPORT TRAILERS FOR DONATING THIS TRAILER AT NO COST TO THE ASA! This is the second trailer donated by Kenny at Sport Trailers.

- WINNER NEED NOT BE PRESENT TO WIN
- ASA board members and principals of participating donating companies are not eligible.
- You must be at least 18 years of age to win. Void where prohibited.



California Shops with Tickets:

Sport Trailers
271 South "I" St.
San Bernardino, CA

Funco Motorsports
1280 n. Fitzgerald Unit F
Rialto, CA

Sand Tires Unlimited
42198 Avenida Alvarado
Temecula, CA

Weekend Concepts
3403 E. 69th St.
Long Beach, CA

Kartek
2871 Ragle Way
Corona, CA

Giant RV Service Dept.
200 N. Smith St.
Corona, CA

Off Road Warehouse
7915 Balboa Ave.
San Diego, CA

Off Road Warehouse
645 N. Citracado Parkway
Escondido, CA

Off Road Warehouse
425 North Marshall Road
El Cajon, CA

Funrunner
9130 Painter Ave.
Whittier, CA

Arizona Shops with Tickets:

Tatum Motor Sports
8741 N. 79th Ave.
Peoria, AZ 85345

Performance Express
2001 W. Cheryl Dr.
Phoenix, AZ 85021

SandTriX High Performance
Toys
1832 W. Polk
Phoenix, AZ 85007

Screwie Lewie's Motor
Sports
2031 W. Deer Valley Rd
Phoenix, AZ 85027

Kenz Cycle Tech
218 E. Broadway Rd.
Mesa, AZ

Richard's ATV
7012 N. 56th Ave.
Glendale, AZ 85301

Sunland Custom Buggies
13236 N. Cave Creek Rd.
Phoenix, AZ

Help Wanted

Since the ASA is a 100% volunteer effort, we always need good dependable people with leadership qualities for various projects. We also need volunteers to help at the various events as the ones mentioned on Page 7. A few hours can make a huge difference and we have many different committees that can use YOUR help. This is time well spent to keep our dunes open for our "future generations". Please contact us at: volunteers@americansandassociation.org



2003 ASA Calendar
One of our best Fundraising items

This is a 12-month calendar featuring a great dune picture each month. There are only 5000 copies available so don't wait on this one.

Contribution	Quantity	Contribution
\$10 ea		

CHECKERED FLAG



What does the checkered flag stand for?
We live by the rules, we support all law enforcement, and we report major infractions.

Description	Contribution	Quantity	Contribution
18"x11" Checkered Flag	\$5 ea		



WHITE T-SHIRT

These are a top quality brand T-shirt with color graphics on the front and back. Sizes Youth Medium 10/12 to X-Large, Youth Large 14/16, S,M,L,XL Minimum Contribution is \$10 ea
XX-Large to XXXX-Large Minimum Contribution \$13 ea

Specify size	Contribution	Quantity	Contribution



ASH T-SHIRT

Same as White Tee Shirt above but Ash color Tee Shirt. S,M,L,XL Minimum Contribution is \$10 ea
XX-Large to XXXX-Large Minimum Contribution \$13 ea

Specify size	Contribution	Quantity	Contribution



ASH CREW NECK SWEATSHIRT

Top quality brand crew neck sweatshirt with color graphics on the front and back. Youth Small 6/8, Youth Medium 10/12, Youth Large 14/16, S,M,L, X-Large Minimum Contribution \$15 ea
XX-Large Minimum Contribution \$18 ea

Specify size	Contribution	Quantity	Contribution



ASH HOODED SWEATSHIRT

Top quality brand hooded sweatshirt with color graphics on the front and back. Youth Small 6/8, Youth Medium 10/12, Youth Large 14/16, S,M,L, X-Large Minimum Contribution \$20 ea
XX-Large Minimum Contribution \$23 ea

Specify size	Contribution	Quantity	Contribution

100% of the net proceeds from the ASA Store go to fund the fight to keep our sand riding areas open. Please help any way you can.

WOMEN'S WHITE SPAGHETTI STRAP TANK TOP Small to Large
Minimum Contribution \$8 ea

Specify size	Quantity

WOMEN'S WHITE BABY DOLL TEE S, M, L Minimum Contribution \$10 ea

Specify size	Quantity

WOMEN'S ASH TANK TOP S, M, L, X-Large Minimum Contribution \$8 ea

Specify size	Contribution	Quantity	Contribution

MEN'S ASH TANK TOP S, M, L, X-Large Minimum Contribution \$8 ea
XX-Large Minimum Contribution \$11 ea

Specify size	Contribution	Quantity	Contribution

TRASH: PACK IT IN, PACK IT OUT - BRING MORE OUT THAN YOU BROUGHT IN

OTHER ITEMS				
Description	Item #	Minimum Contribution	Quantity	Contribution
 22" x 72" Banner	ASBAN	\$35		
 12" x 18" Speed Sign	Speed Sign	\$20		
BUSINESS SPONSOR KIT 	ASBSK	\$50		
 HAT	ASHAT	\$12		
2003 ASA CALENDAR	ASCAL	\$10		
Fill out and mail this form to the address below or for a more complete catalogue, go to our new online store at http://www.AmericanSandAssociation.ORG/store/entry.html			Sub Total	
			SHIPPING	\$5.00
			DONATION TOTAL	
NAME		PHONE #		
ADDRESS		E-MAIL		
CITY				
STATE & ZIP				
Please send check payable to ASA to:	The ASA 11419 Daybreak Trail Moreno Valley CA 92557-5504	Sales@americansandassociation.org www.americansandassociation.org		
WANTED: For our 2004 ASA calendar: we would like to cover all the sand dune areas. Do you have a great picture of your favorite dune area? Please contact us at: Sales@americansandassociation.org				

***The BLM and The ASA
Have JOINED FORCES in
PROMOTING PUBLIC AWARENESS
OF THE***

DUNER'S CHECKERED FLAG PLEDGE

During the past several months, the ASA and the BLM have met on several occasions to identify opportunities to increase public awareness of ISDRA rules and safety practices. ASA President Jerry Seaver says "The ASA has been requested to join BLM's effort to inform ISDRA visitors of the need to emphasize public safety next season." Greg Thomsen, BLM El Centro Field Manager, said, "BLM has endorsed the Duner's Checkered Flag Pledge." and added "We will use the Pledge as a tool for our Public Awareness program." The Duner's Pledge focuses on the important aspects of responsible and safe duning.

**DUNER'S CHECKERED FLAG PLEDGE:
WE FLY IT AND LIVE BY IT!**

TRASH

We pack it in and we pack it out,

ENFORCEMENT

We live by the rules,
We support law enforcement,
We report major infractions,

**RESPECT OTHER PEOPLE & THE
ENVIRONMENT. Practice SAFE Duning.**

We act in a responsible manner.

What can you expect next season?

- Zero tolerance law enforcement on drug and alcohol abuse.
- Signs to increase awareness of the rules and safe duning,
- New BLM law enforcement web page with rules and other info.
- Brochures outlining the rules will be distributed
- **Duners educating Duners.**

How can you help?

- Fly a checkered flag,
- Know the rules,
- Encourage fellow duners to act in a responsible manner,
- Obtain a packet of consignment flags and encourage others to join the public awareness program.

This partnership with the ISDRA Manager will add to the effort to make the dunes a safe and enjoyable experience for you and your families for years to come.

**The ASA Checkered Flag
Consignment Program**

Are you looking for a simple way to help the ASA raise awareness and money at the same time? If so, the Checkered Flag Consignment Program is an easy, simple, and fun way for you to get involved.

This program is very simple. All you need to do is request a bag of 25 Checkered Flags. You then sell these flags to friends, shops or people you meet in the dunes for \$5.00 a piece. Once you have sold all 25 flags, you send the money in and request a new bag!

People who fly checkered flags are showing their support for law enforcement at the dunes. By participating in the Checkered Flag Consignment Program, you are not only helping people become more aware, but you are raising money to help the ASA continue in the fight to keep our dunes open. If you are interested, please contact Nik at flags@americansandassociation.org.

You can also get your consignment flags at the ASA booth during the Sand Sports Super Show

ISDRA RAMP UPDATE

A reliable source in the BLM El Centro Field Office has said the target to implement the new RAMP is now sometime in October. It will not be October 1 as originally planned.

Not everything in the new RAMP will go into effect at the time of implementation but many things will. It is still not clear if we will have the proposed Adaptive Management Area or not.

The BLM is working diligently on the plan. The start of the protest period will not start without a review from Washington first. As you can see, many details are still up in the air and there is nothing cast in stone just yet. The support of the duning community in providing comments to BLM on the proposed ramp is greatly appreciated. There is no doubt that your comments will have an impact on the outcome.

We are encouraged to continue with our lobbying efforts at the Washington level. Rest assured, we will continue our efforts at the highest levels to achieve the best plan possible.

UPCOMING EVENTS:

2002 Sand Sports Super Show

The West Coast's premier Trade Show and
Exhibition

for the Off-Road and Duning Enthusiast

September 20, 21 and 22, 2002

Orange County Fair and Exposition Center
Costa Mesa, CA

Show Hours

FREE Parking

Friday 5 pm - 10 pm Tickets on sale at the gate
Saturday 9 am - 7 pm \$8 Adults (13 & up)
Sunday 9 am - 3 pm Kids 12 and under FREE

**Sports Trailer Giveaway to be held at end of
the Show on Sunday – Tickets will be available
right up to the end.**

OFF ROAD EXPO

October 5-6, 2002

Fairplex

Pomona, California

<http://www.offroadexpo.com/>

2nd ANNUAL GLAMIS POKER RUN

Trophies & Prizes: 1st place Yamaha portable generator

October 26, 2002

Boardmanville Trading Post 9-2 Pm

Glamis, California

<http://www.geocities.com/GLAMISPOKERRUN/index.html>

INLAND EMPIRE OFF-ROAD SUPERSHOW

November 2-3, 2002

National Orange Show Events Center

San Bernardino, California

<http://www.inlandempireoffroadsupershow.com>

SAN DIEGO OFF-ROAD EXPOSITION – Presented by

The San Diego Off Road Coalition

November 16-17, 2002

Cajon Speedway

El Cajon, California

<http://www.sdorc.org/>

6TH ANNUAL GLAMIS CLEANUP

January 18, 2003

Cauhilla Ranger Station

Gecko Rd / Highway 78

<http://www.glamis-cleanup.org>



November 16-17, 2002

Cajon Speedway, El Cajon,
California

Presented by the
San Diego Off-Road Coalition

When it works ... Keep Doing It!

We're thrilled to be presenting the Third Annual San Diego Off-Road Exposition. Thrilled because the expo is a huge success for our attendees and vendors, and this event generates money to support the sport and fight closures. We pulled **more than 10,000 attendees** to our last expo and we're expecting at least that many to this one.

How do we pull so many attendees? Word has gotten out that **this expo is different.**

This is the event that involves the whole family with fun jumps and electric jeep rides for the small kids. All kids, big and small, can enjoy the many demonstrations throughout the expo such as six times National Trials Champion Geoff Aaron or the freestyle motocross jumping of Dave Demangos.

This is the expo where door prize drawings are held regularly, someone will win a quad, and the top Off-Road Vendors bring new introductions and killer off-road deals.

Attendees stay longer at our expo than at others and they often make more than one trip through the vendor section.

That means **you'll have multiple opportunities to show your stuff.** While the San Diego Off-Road Expo is a proven success, there is always room for improvement. Last year our vendors encouraged us to move the time of the expo to catch buyers before the holiday season. November 16-17 is **two weeks before Thanksgiving and 39 shopping days before Christmas.** Perfect timing for you to generate additional sales.

We also heard that you wanted higher distribution of our Expo program so every car entering our parking lot will be given a copy. Distribution of this program is expected to exceed 4000 copies making it an excellent advertising opportunity.

Friends of Oceano Dunes Update

Friends of Oceano Dunes celebrated its one-year anniversary in June. It's been a fast paced year filled with highly charged battles against environmental extremism - embodied by the Santa Lucia Chapter of the Sierra Club and their lawyers the Environmental Defense Center (EDC). Over our first year, we've held press conferences, radio and television debates, fund raising events, beach clean ups, attended every California Coastal Commission (CCC) meeting throughout the state, received bi-partisan support from over 40 California legislators and presented over 27,000 signatures to the Governor to keep Oceano Dunes State Vehicle Recreation Area (ODSVRA) open to the public.

In the last 6 months alone we held three extremely successful information and fund raising rallies including the latest in Madera where we were very pleased to include guest speakers David Widell, OHV director of California State Parks as well as Rusty Areias, former state director of California Parks and Recreation now running for state Senate. Both Mr. Widell and Mr. Areias praised all the effort made by Friends of Oceano Dunes and promised their continued commitment to keeping the ODSVRA open to the public. Mr. Areias also spoke on his current run for State Senate where he will continue to fight for the public's right to access!

As most of you know, in November the Sierra Club and EDC filed a lawsuit asking for immediate and total closure of the ODSVRA. As we mentioned at our meeting in Madera we were working with State Parks and the Sierra Club to come to a resolution. To date, the lawsuit is still in limbo due to the Sierra Club's inaction after we negotiated in good faith. Our lawyers are still working to build our case for when this does go to court. In the meantime, we are trying to use this delay to our advantage ... the more delay, the more scientific evidence we have that the Western Snowy Plover (the endangered bird the Sierra Club is using to get vehicles off the beach) is being destroyed by predators, not vehicles. A press release issued by State Parks in July supports our argument, the same argument we've made since day one. In their release State Parks biologist stated "... this years fledging rate already has far surpassed last years, when just two western snowy plover chicks survived out of 71 hatched. That was before State Parks instituted its predator management efforts." This year, just half way through the season, 20 chicks have survived... IT'S THE PREDATORS and not OHVs.

In May, we experienced success - for the first time - at the CCC meeting in Santa Rosa. We bused in over 100 "Friends" to make sure our side was heard loud and clear. We out numbered the Sierra Club 10 to 1. We had a letter of support signed by every off-road organization - ASA, Cal-4WD, CORVA and ORBA, to name a few. We presented the letter from the state legislators. Our lawyers prepared legal arguments. We hit them with everything we had! It took all of us together to win, as the CCC agreed to leave the ODSVRA running as agreed upon in 2001. VICTORY! Unfortunately, we have to do it all over again next year!

As our focus has turned to the legal battle, funding has become our primary concern. The science is on our side. We have the best lawyers possible, they've beaten the Sierra Club and the CCC many times before. However, they are also very expensive. Please support the fight to save "Pismo" today, send your donations to Friends of Oceano Dunes legal fund: PO Box 398, Oceano, California, 805-788-4926, or online at www.oceanodunes.org.

Look for us at the Sand Sport Super Show in September... Play in our golf tournament in October...Join us at our next information rally in San Jose in November.

ACCESS FOR ALL!

The American Sand Association
1911 Foothill Blvd
PMB 108
La Verne CA 91750

PRSRT STD
US POSTAGE PAID
CORONA CA
PERMIT NO. 284