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American Sand Association

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Unite, Inform, and Mobilize

New RAMP at ISDRA (Glamis) still DOES NOT Open 100% of the Dunes

A NEW MANAGEMENT PLAN FOR THE DUNES

By:
Roy Denner

The Bureau of Land Management (BLM) has released a new RAMP for the ISDRA. In plain language, that's a Recreation Area Management Plan for the Imperial Sand Dunes Recreation Area. The following paragraphs summarize the key provisions of the RAMP in its final form.

AREAS RE-OPENED FOR OHV USE: Because of a decision by the U.S. Fish and Wildlife Agency concluding that OHV use in the ISDRA does not put the Peirson's Milk Vetch plant (PMV) in jeopardy of becoming extinct, **the areas that have been closed to OHV use may be reopened – with certain restrictions. The restrictions apply to the large central closure. This area, with slightly modified boundaries, will become an Adaptive Management Area (AMA). Vehicle use in this area will be limited** and the AMA will be monitored to determine if OHV activity actually affects the PMV, the Algodones Dunes Sunflower, the Sand Food plant, the Colorado Fringed Toed Lizard, the Flat-Tailed Horned Lizard, and/or desert microphyll woodland vegetation. If impacts are determined to occur, recreational usage will be adjusted.

A permit system will be established for the AMA. A maximum of 75 groups of 7 vehicles each will be allowed into the AMA each day, from sunup to sundown, for a total maximum of 525 vehicles per day – only if each group contains 7 vehicles. Vehicle drivers will be required to complete a resource conservation program before permits will be issued. Non-OHV users will also be required to obtain a permit to go into the AMA but those permits will not be subtracted from the available OHV permits.

Although details of the permit system have not yet been worked out, the plan is to issue some type of identifying flag that will be flown below the standard whip flag. The permits will be issued only from the Cahuilla Ranger Station, so if you are camped at Dune Buggy Flats or Buttercup, you have a long trip to get a permit before you can ride in the AMA. In future years, up to 70% of the permits will be available by advance reservation.

A plan will be developed to establish temporary closures or curfews, as deemed necessary, for areas experiencing a high level of lawlessness. These areas may include, but are not limited to, Competition Hill – north and south, Oldsmobile Hill, Test Hill, Patton Valley, and the sand drags.

VISITOR LIMITATIONS: A very complicated system will be implemented in the ISDRA to measure the visitor usage relative to a calculated "visitor supply". If visitor usage exceeds visitor supply for more than a certain percentage for a certain number of days each year, various management actions will be taken. These actions range all the way from initiating education programs to differential fees for holidays and weekends to limiting the number of visitors allowed at any particular time.

COMMERCIAL ACTIVITIES: Between 80 and 100 permits are issued to vendors in the ISDRA at any given time. Vendor activities will be allowed 7 days a week during duning season with Thursday through Monday restrictions during off-season. Beginning in October 2003, the Gecko Road vending pad will be the only long term vending pad – 7 days per week during the season.

CAMPING: 15 additional acres along Gecko Road will be opened to camping with 60 new campsites. A pilot camping reservation system will be developed for the Roadrunner camping area. Osborne Overlook will remain open to camping (the draft Plan called for the construction of a new ranger station at Osborne Overlook).

1200 acres east of Glamis and the railroad tracks will be annexed into the ISDRA boundary and will be opened for camping. (25,600 acres east of the railroad tracks was closed to camping and OHV use last year).

FEES: A "Cost Recovery" system will be implemented in the ISDRA to determine camping fees. Recently the CA State Off-Highway Motor Vehicle Commission (managers of the Green Sticker Fund) voted to withhold \$1 million of traditional funding that has been provided to the ISDRA in past years to help fund the operation and maintenance. That decision, coupled with reductions in Federal funding, has severely cramped the BLM's ability to operate the ISDRA. As a result, camping fees will be determined, in the future, by the BLM's need to recover actual costs. BLM's only other option is to reduce OHV services and maintenance.

The new RAMP requires that non-OHV users pay fees to use the ISDRA – just like OHV recreationists.

FACILITIES: A new ranger station and a law enforcement facility will be built at the site of the existing Cahuilla Ranger Station. A communications facility and information kiosk will be located at Osborne Overlook. Information and interpretive kiosks will be installed at Gecko Road, Gecko Campground, and Roadrunner Campground. Pit toilets will be constructed at Glamis Flats between washes 4 – 6. Pit toilets will be constructed at Dunebuggy Flats and the road there will be graded regularly. Semi-permanent ranger and law enforcement facilities will be constructed at Buttercup. An environmental interpretive area will be designated at Buttercup to

educate the public.

BUFFER ZONE: The draft Plan called for a one-mile wide "Buffer Zone" around the entire ISDRA. No camping or OHV use would have been allowed in the Buffer Zone. The final Plan implements a one-mile wide "Planning Area". Within the Planning Area, vehicles are allowed on designated trails and very limited camping is allowed.

ALCOHOLIC BEVERAGES: A plan will be developed to ban alcoholic beverages outside of the designated camping areas if needed to maintain law and order.

IMPLEMENTATION: This is where the story gets complicated. A period of 30 days is allowed after a Plan is released for concerned parties to "protest" the RAMP. The OHV community has engaged an attorney to protest certain provisions of the Plan. The anti-access-extremist groups, that were responsible for the closures in the first place, have indicated that they plan to sue the BLM to prevent the implementation of the RAMP. They have already filed a lawsuit in San Francisco to overturn Fish and Wildlife's ruling that OHV use does not jeopardize the PMV plant.

The OHV community has two separate lawsuits in process for the ISDRA. The first lawsuit demands that the closures at the ISDRA should come down right now because due process was not followed by the BLM when the closures were implemented. A Federal Judge in San Diego will be issuing his decision on this case any day now. [At the time of writing, this was the case, since then, we lost the suit. See article on page 7 – ed.] Whatever his decision is, one side or the other will undoubtedly appeal that decision. It is important that this lawsuit be continued to its conclusion since the decision will set case precedent.

The second OHV lawsuit is to remove the PMV from the endangered species list based on biological studies, funded by the OHV Community, that show the plant to be thriving in spite of OHV activity. The process for this lawsuit is very complicated and a decision from the court may not be reached before the fall, when the next season starts at the ISDRA.

Add to this the fact that the anti-access-extremists are now trying to get the Andrews dune scarab beetle – which they claim only exists at the ISDRA – added to the endangered species list and you have a legal picture which is about as complex and convoluted as it can be. **So all of the headlines and rumors that claim that the dunes are open again may just be a little premature.** In addition, as usual, the only players that are really benefiting from this game are the attorneys.

END OF ROY'S EXCELLENT ARTICLE – Thank you Roy!

The ASA, ORBA, and SDORC filed a joint protest letter. The length of it precludes it being published here in its entirety. It can be found on our site at http://www.americansandassociation.org/documents/legal/ISDRA_RAMP_ProtestLetter0603.doc. It is **EXTREMELY** informative and great reading.

The story picks up here: On July 8, a 60-day letter of intent to sue was filed on behalf of the ASA and ORBA. This suit is against the USFWS with respect to their Biological Opinion (BO) regarding the RAMP. In early September, we will file our suit in the Northern District. Recently the CBD has filed a suit against the USFWS in the Northern District for the same BO requesting Judge Alsup's Court. The CBD's goal is to convince Judge Alsup to remand the current BO and therefore make the RAMP null and void. If this tactic is successful, it will delay the removal of the closures. Both the ASA & ORBA want to be directly involved in the liability phase as well as the remedy portion.

While it is our hope that this case moves quickly and is resolved before the upcoming season, any BLM opening of the closures will be dependent on whether or not the judge issues an injunction to hold up implementation. His final ruling could be issued before the season but could take longer. Keep informed of the status of the dunes closures by checking on the ASA website:

<http://www.americansandassociation.org>. **Just remember that the dunes are not 100% open yet and that they could remain closed for some time to come. If that is the case, we still have to remain clear of the closures until all the legal dust settles.**

NEW PRESIDENT and CHAIRMAN SHARE ASA LEADERSHIP New Board Members Announced

Jerry Seaver and Mark Harms, founding ASA board members, have retired as of June 30, 2003. Grant George, Chairman of the ASA Nominating Committee announced that the Board of Directors recently elected four new members effective July 1, 2003. George stated, "besides replacing Jerry's and Mark's positions, the board has been expanded from seven to nine members as a part of the ASA Succession Planning Program." Grant is also the new President of the ASA. The ASA Board also appointed Greg Gorman as Chairman of the Board. Gorman will manage the day-to-day operations of the ASA and provide oversight and guidance to the ASA's committee members.

The newly elected ASA Board members are:

Jim Colln, Bellflower, CA. Jim is the President of the R&R Duners Club, a member of its Executive Board, and is currently the ASA Business Sponsor Chairman.

Becky Hethcox, Mesa, AZ. Becky is the ASA Merchandise Vice Chairperson and the AZ Events Coordinator. Becky is also a member of the R&R Duners Club Executive Board.

Rusty Massie, Escondido, CA. Rusty is a member of the San Diego Off Road Coalition Board of Directors, manages the SDORC Legal Affairs, and is a member of the BLM Glamis Dune Patrol.

Cricket Sankovich, Glendale, AZ. Cricket is the ASA Endowment Committee Vice Chairman and sits on the ISDRA TRT.

As past presidents, Jerry Seaver and Vince Brunasso sit on the Executive Committee. As such, they are allowed to participate in board meetings as non-voting members. Mark Harms will continue to serve as Chairman of the ASA Legal Affairs committee for an indefinite period.

Jim Bramham, Grant George, Greg Gorman, Bob Mason, and Keith Rosewitz will continue to serve as board members for the remainder of their respective unexpired terms of office.

THE NEXT ASA GIVEAWAY is a **\$50,000 Sand Car** Sponsored by Ricochet!

The ASA would like to say a "Special Thanks" to Ricochet Employees for putting this car together on their own time!

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PROTECT YOUR RIGHT TO RIDE SUPPORT YOUR LOCAL ORGANIZATION

When the ASA was formed in June of 2000 the primary objective was to "Unite, Inform and Mobilize" the sand duning community to protect our right to ride.

ASA founding president and member, Vince Brunasso states, "When we first stared the ASA, there were no other groups at any other sand area. We intended to start chapters in other areas that would operate autonomously. However, a better thing happened when independent organizations with independent leaders arose in others areas such as Oceano, Dumont, and Sand Mountain. "

As anti-access groups such as CBD and PEER expand their efforts to limit public access, it becomes increasingly important that all sand advocacy groups work together. ASA recognizes the need to develop a strong and ongoing working relationship with all Sand Sport organizations. Therefore, on October 29, 2002 the ASA Board of Directors adopted a policy relating to the support of other Sand Sport advocacy organizations. This "Area Support Policy" may be viewed in its entirety on the ASA Website.
<http://www.americansandassociation.org/documents/>

ASA cofounder and Past President Jerry Seaver stated, "While the primary focus of ASA today is the ISDRA, ASA strongly encourages all Sand Sport enthusiasts to join and support other appropriate organizations." Seaver added, "We must all work together to meet our mutual interest. It is important that you volunteer and finically support other advocacy groups such as Friends of OCEANO, DUMONT, SAND MOUNTAIN and others."

The Sand Sport Super Show is scheduled for Sept 19-21 at the Orange County Fair and Exposition Center in Costa Mesa, Ca. Many of the Sand Sport advocacy groups will have a booth at the show. ASA encourages you to attend the show, visit all of these booths, and join the fight to maintain access to your favorite riding areas.

Become a member----- Volunteer to help----- Make a financial contribution

Grant George, ASA President, says, "If we all work together we will succeed. There is no room for competition amongst the sand advocacy groups."

JOIN & SUPPORT THEM ALL

Working together, we will make a difference

AMERICAN SAND ASSOCIATION

BOARD OF DIRECTORS

FEES POSITION PAPER

AUG 22, 2003

PURPOSE:

To develop a basis for ASA Board of Directors' involvement in discussions and public statements relating to recreation user fees at the ISDRA.

BACKGROUND:

The BLM California Desert District is evaluating a fee program for several recreation sites. The new ISDRA Recreation Area Management Plan (RAMP) requires that a formal Business Plan be developed which considers user fees. A recreation fee program has been in place at the ISDRA since January 1999. As proposed, the new business plan provides for user fees on a "cost recovery" basis.

POSITION STATEMENT:

**THE ASA DOES NOT ENDORSE USER FEES AT ANY
RECREATION AREA.**

However, we do support effective management in the most cost efficient manner. If Fees are implemented, the following must be considered:

- BLM agrees to continue to seek all other available funding options (federal appropriations, state grants, etc.) and these resources must be utilized before user fees are implemented.
- If funding received from other sources is substantial, and/or if the cost of providing minimal services is reduced, there must be a corresponding decrease in user fees.
- Cost estimates must be published, highly visible, defensible, and subject to public review to assure fee creditability and to encourage a high level of compliance.
- The fees must be limited to cost recovery based on minimal services at minimal costs. Actual costs and income must be audited annually and available for public review. Fees must be adjusted relative to this information.
- Before visitor services are expanded above the minimal level, a high level of fee compliance must be attained.
- Expanded services must be prioritized by taking into account visitor surveys and OHV user group and vendor input.
- The ISDRA TRT must oversee accountability and formally support the recommended BLM Business Plan and fee schedule.
- A public outreach program must utilize OHV user group resources to communicate with area visitors.



U.S. Department of the Interior
Bureau of Land Management

News Release

For Immediate Release:

September 2, 2003 CA-CDD-03-72

Contact: Steve Razo (909) 697-5217 or Jan Bedrosian (916) 978-4616

BLM Sets Imperial Dunes Fees for 2003-2004 Season

After extensive consultation with visitors, vendors and off-highway vehicle (OHV) groups who enjoy the Imperial Sand Dunes Recreation Area in eastern Imperial County, the Bureau of Land Management (BLM) has set new fees for the 2003-2004 season to allow the agency to better recoup its costs of managing the popular area.

While the fees for both recreation visitors and vendors at the Dunes will be higher, they are lower than recommended by an outside business consultant hired by BLM to evaluate the area's costs and comparable fees at other popular recreation sites. The consultant and BLM gathered input from a wide variety of interests, including a local citizen's advisory group called the Technical Review Team (TRT). Those comments and suggestions were incorporated into a recently completed business plan.

Under the new fees, Dunes recreation visitors will pay \$25 per week or \$90 for a season pass starting October 1, 2003. The business plan recommended \$30 during non-holiday weeks, \$60 during holiday weeks, and \$180 for a season pass. The old fee was \$10 per week or \$30 for a season pass. The new passes will soon be available in local shops, online, and onsite.

TRT Chairman Jerry Seaver said, "We appreciate BLM taking the TRT's views into account and making adjustments in the fees that we believe are more workable and fair. The TRT will continue to work with BLM to help ensure the fee system is accountable and visible to the public. We also believe the fees should be reassessed every year to ensure actual management costs are reflected."

Vendors who sell supplies, equipment, souvenirs, etc. will also see their fees increase. BLM and the business consultant conferred with individual vendors to gather their views on how to make fees more in line with comparable market rates, but still allow small vendors to compete. The new fees will be \$30 a day during non-holiday weekends, \$60 a day during holiday weekends, and \$25 a day during the week. Previously, they paid \$25 a day for the first 20 days and \$15 a day after that. The BLM also plans to reconfigure the size of the vendor areas on Gecko Road to allow for bigger operations, which means vendors previously paying for multiple areas would be provided one larger area.

BLM El Centro Field Manager Greg Thomsen said the agency will also be working to increase fee compliance and asked for the OHV community's cooperation. "We've heard numerous concerns from OHV organizations that the BLM needs to increase fee compliance in order to keep fees as low as possible. With everyone's cooperation we can keep the fees lower and still provide improved facilities, law enforcement, visitor safety, and resource conservation needed at this popular area."

BLM has made no decisions on recreation fees for BLM-managed OHV areas in other parts of the California Desert. BLM is continuing its outreach and consultation efforts with users and other interests concerning these areas, including Dumont Dunes, El Mirage, Johnson Valley, Stoddard Valley, and Rasor.

The final business plan is available online at www.ca.blm.gov/elcentro. Details on the fees, frequently asked questions, and more information about the Imperial Sand Dunes Recreation Area is available online at the same site or by calling BLM's El Centro Field Office at 760-337-4400.

California Desert District Office - 22835 Calle San Juan De Los Lagos, California - (909) 697-5200

Dunes Fee Program Frequently Asked Questions: General Visitor Information (Answers from the BLM)

Q – When will the new fees take effect? A – October 1, 2003

Q – Why is there a need for fee increases in the Imperial Sand Dunes? A – As funding becomes more challenging, alternate sources of funding are needed in order to maintain quality recreation experiences at the Imperial Sand Dunes Recreation Area. The costs of managing the Dunes have increased substantially in the last two years. During the same time, the amount and reliability of funds to pay for these increased costs have dropped considerably. While those costs have been temporarily covered by recreation funds from other areas in California and even nationally, that cannot continue and the Dunes must become more self-sufficient.

Q – What are the new fees for the Imperial Sand Dunes Recreation Area? A – BLM has decided that beginning October 1, 2003, Dunes recreation visitors will pay \$25 per week or \$90 for a season pass. The new passes will soon be available in local shops, online, and onsite. While this is an increase from the existing fees of \$10 per week and \$30 per season, it is lower than the recommendation BLM received through the final Business Plan prepared by an independent consultant, which recommended \$30 per week during non-holiday weeks, \$60 per week during holiday weeks, and \$180 for a season pass.

Q – Isn't management of public lands already paid for through my taxes? A – BLM manages about 261 million acres nationwide and about 15 million acres here in California. Congress generally gives the BLM enough funding to manage these lands for primitive dispersed recreation. The Omnibus Budget Reconciliation Act of 1993, Public Law 103-66, amended the Land and Water Conservation Fund Act expanding the BLM's authority to collect recreation use fees. The amount and type of services and facilities required for intensively used areas such as the Imperial Sand Dunes far exceed the availability of federal funds, thus requiring collection of user fees.

Q – Is this Business Plan a recent development? A – In 1998, an overall Business Plan was developed for the entire California Desert District. The plan called for the development of "micro-business plans" specifically analyzing future fee sites. The El Centro Field Office contracted a business consultant to develop the Imperial Sand Dunes Recreation Area Business Plan. The contractor was hired to look at all sources of income, current and future expenses, and compliance rates, then determine what the BLM needs to charge in order to recover costs.

Q – How was the recreating public involved in the development of the Business Plan? A – The contractor and the BLM consulted with vendors, visitors and Off Highway Vehicle (OHV) groups, including a local citizen's advisory group called the Technical Review Team (TRT), and incorporated their comments and suggestions into a draft Business Plan. The draft Business Plan was then reviewed by OHV groups to allow for additional comments and suggestions which were then incorporated into the final Business Plan recommendations.

Q – How were these fees arrived at? A – Because BLM is not driven by profit margin objectives, it must attempt to "break even" on expenditures no longer funded through other sources and also consider prices charged by other recreation providers. The contractor for the Business Plan did conduct a Fair Market Value analysis to ensure that resulting prices were within a competitive and fair market range.

Q – Has the BLM considered a "speed pass" or "Fastrak" system for collection and processing of fees? A – Such a system was suggested by the public, but it was determined that the start-up expense makes it cost prohibitive.

Q – How will the BLM ensure that fee compliance increases?

A – The BLM will be increasing its fee compliance enforcement efforts in the Dunes. In order to keep fees as low as possible, there must be an increase in fee compliance. If the recreating public cooperates with fee compliance, fees will remain low and the BLM can continue to provide facility maintenance, law enforcement, emergency medical services, and plant and animal habitat monitoring that is needed at the Imperial Sand Dunes Recreation Area.

Q - What do my fees pay for? A - After the cost of collection, all the revenues generated in the Dunes are returned to the Dunes. Many aspects of the regular operations and maintenance of the recreation area are paid for out of the fees. Specifically fees pay for law enforcement, labor and equipment, emergency medical services, labor and supplies, maintenance of the roads and facilities, trash collection, outhouse cleaning and pumping, plant and animal habitat monitoring, the construction of future camping pads and toilets.

Q - Why do my fees need to pay for habitat monitoring? A – In order to keep the Dunes open for OHV recreation, the BLM will be required to maintain a very high level of resource conservation monitoring as part of our responsibilities for compliance with the Endangered Species Act. The results of these monitoring efforts will help guide future management of the Dunes.

Vendor Specific Frequently Asked Questions

Q – Will vendor fees also increase ? A – Yes. The BLM and the business consultant conferred with vendors and other OHV oriented businesses to gather their views on how to make fees more in line with comparable market rates, but still allow small vendors to compete.

Q – What are the new vendor fees? A – The new fees will be \$30 a day during non-holiday weekends, \$60 a day during holiday weekends, and \$25 a day during the week. Previously they paid \$25 a day for the first 20 days and \$15 a day after that. The new fees, which were the same as recommended in the Business Plan, will allow the BLM to break even on managing the vendor program.

Q – Will vendors continue to require purchase of multiple areas to accommodate larger operations? A – The BLM plans to reconfigure the size of vendor areas on Gecko Road to allow for bigger operations, which means vendors previously paying for multiple areas would be provided one larger area. The BLM also plans to identify assigned vendor areas in Glamis, Dunebuggy Flats, and Buttercup.

Q – What is the vendor policy for number of vehicles? A – The Business Plan recommended that the BLM limit vendors to three vehicles. The plan also recommended that we should charge \$10 per vehicle per day if the vendor wanted to more than three vehicles. The BLM has decided not to implement this recommendation at this time.

■ **Q - What does the BLM take into consideration in regards to vending activities at the Dunes?** A – Vending activities at the Dunes can contribute to the visitor's experience by providing goods or services on site, which in turn provides for an improved recreational experience. To be consistent with commercial activity goals in the Dunes, items sold or services provided should:

- Directly enhance the visitors' experience
- Not be detrimental to the health and safety of visitors, employees or nearby residents
- Not detract from resource sustainability
- Comply with BLM Manual requirements that vendor policies take into account the viability of nearby privately owned businesses.

Q - How soon can a vendor access vendor areas after purchase of a permit? A - The BLM requires a vendor applicant to submit their paperwork to the BLM at least two weeks in advance of the first vending date. The vendor needs to have all other local, and State permits before they turn in their application to the BLM.

Q - Is there a process in which a potential vendor can determine availability of a vendor area? A - There will be four long-term sites exclusively for vending on the Gecko Vending pad. The BLM does not anticipate more than four long-term vendors at this time. Vendors on the Gecko vendor pad will be allowed to reserve one of the four sites. Sites will be available on a first come, first served basis. The vendors in other locations throughout the Dunes will not have exclusive sites for the 2003-2004 season. The BLM will designate the boundaries of an assigned area for vending that all vendors will share.

Q - Will vendor areas be rented on a first come first served basis ? A - Yes.

Q - Why was the concept of short-term and long-term vending areas developed? A - Short and long-term vending areas were addressed in the pending Imperial Sand Dunes Recreation Area Management Plan. The public, businesses, vendors, and the BLM identified several issues associated with vending in the Dunes that needed to be addressed. After trying to balance the needs of all parties involved, including the visitors and the BLM regulations, we felt this was the best compromise.

Q - Where can I obtain more information or ask further questions? A - Further information is available online at www.ca.blm.gov/elcentro or by contacting the BLM's El Centro Field Office at (760) 337-4400, or visiting or writing to 1661 S. 4th Street, El Centro, CA 92243

FEES IN THE DUNES: A NECESSARY EVIL?

By: Roy Denner, President & CEO Off-Road Business Association

Now that the Recreation Area Management Plan (RAMP) for the Imperial Sand Dunes Recreation Area (ISDRA) has been approved by the US Fish & Wildlife Service, the El Centro BLM office is in the process of finalizing and implementing a Business Plan to address the requirements of the RAMP. The operation of a world-class multi-million dollar recreation area is "Big Business" and the business plan addresses the same concerns as any other Big Business.

A comprehensive study has been done by a qualified contractor to determine the costs associated with operating the ISDRA as a business. Overhead and direct costs to provide the necessary services have been estimated using past operating experience. Some of the requirements of the RAMP are difficult to quantify, in terms of cost, because they are new to the BLM. For example, new camping sites and visitor service facilities could be built. It has been a long time since such facilities have been added at the ISDRA so cost estimates are hard to develop. New environmental monitoring requirements within the adaptive management area are also hard to estimate until more experience in this area has been acquired. Nevertheless, the contractor used all information available to determine the future costs to run the ISDRA Business as accurately as possible with the information available.

The next question addressed by the contractor was: Where will the money to operate the Business come from?

Traditionally, funding to operate the ISDRA has come from three sources: 1) Appropriated funding from the Federal Government, 2) Grants from the State Off-Highway Motor Vehicle Recreation (OHMVR) Commission, and 3) more recently, user camping fees.

Unfortunately, with the 9/11 disaster, and the war in Iraq, the Federal Government bank account has been seriously drained over the past year or two. Funding for recreation in the ISDRA does not happen to be a top-priority item.

Then, with the current composition of the OHMVR Commission, funds that have traditionally been granted to the El Centro BLM office to support the operation and maintenance of the ISDRA have been virtually eliminated. It has always been considered appropriate that the State OHMVR "Green Sticker" fund help support areas like the ISDRA since so many Californians recreate there. The current Chairman of the Commission has made it clear that, unless the closures in the dunes resulting from the lawsuit were made permanent, he would see to it that the grants to the ISDRA were terminated. Since he has the enthusiastic support of three of the other six Commission members, he is succeeding with his threat. Over one million dollars of funding voted down by the Commission for this year's operation and maintenance has to be made up somehow!

So the Business Managers of the ISDRA are faced with a dilemma! How can they fund the improvements

proposed in the RAMP and the necessary services at the ISDRA when Federal funding is very scarce and the OHMVR Commission is denying operation and maintenance grants to the ISDRA? Unless someone can talk Bill Gates, or Ford Motor Company, or Hewlett Packard into shifting some of the money they give to support environmental preservation to help with the operation of the ISDRA, the only other source of funding available is the user fee program!

Once this “Necessary Evil” is understood and accepted as inevitable, lacking any other options, a method of implementing a necessary sufficient fee program is needed.

Many options were analyzed by the contractor to attempt to determine the most acceptable method of recovering the costs necessary to keep open and operate the ISDRA without future help from the OHMVR Commission grants. None of the options are a perfect solution for every dunes enthusiast! Daily fees, weekly fees, holiday fees, and season passes are all part of the mix. Unfortunately, the BLM had not planned on the loss of support from the “Green Sticker” fund, and a need to increase the user fee program, so not a lot of data is available on actual usage, vehicle counts, numbers of visitors per vehicle, etc. This information is necessary to determine what fee must be charged to individual camping units to generate enough revenue to supplement the necessary funding. So the contractor, with input from the ISDRA Technical Review Team (TRT), used the best data available to come up with a fee program that is necessary but justified by the best analysis possible. Is it perfect? Definitely not! It is clearly defined and trackable so that the results can be monitored and modified for future years and adjustments can be made. As with any business plan, the ISDRA Business Plan needs to be flexible to accommodate future needs and future understanding of the actual operation of the business. If excess funds are generated, the fee can be reduced in future years. Likewise, if a shortage still exists, in order to continue operation, the fees may have to be increased.

From the individual user standpoint, two important guarantees have been offered by the BLM:

1st) The ISDRA TRT will continue to advise the BLM on the expenditure of the user fees. TRT members will be continually updated on operational needs and costs associated. This will be a step in the direction of making sure that fees are spent on efforts that users desire as much as feasible.

2nd) The BLM has assured the TRT that the funds collected at the ISDRA will ALL be expended within the ISDRA and will not go into some general fund bucket with a hole in the bottom.

As with any complicated plans, it is clear that one can pick apart particular areas of the plan as undesirable, unacceptable, or even incorrect. However, unless the over-all plan is considered and optional approaches are offered, it is not appropriate to pick at particular pieces. Business Plans, just like new house plans, are always a compromise. Maybe you would like a window on that side of the house but, if that’s where the sun shines in all afternoon, it may not be a good idea. All business plans make similar compromises. The important thing is that the plan is not a block of concrete. If certain assumptions and implementation techniques turn out to be less than optimum, they can always be changed. They can always come back and put a window in that side of the house.

Finally, this discussion would not be complete without addressing the subject of “compliance”. Compliance is a figure that describes the number of visitors to the ISDRA that actually pay the fees. Current estimates by the BLM of compliance ranges from 26 to 40%. Compliance figures for the southern dunes are much higher than compliance in the Glamis/northern dunes area. By simply improving the compliance figure, much of the funding shortfall can be made up. No dunes enthusiast actually likes paying fees. All sorts of valid reasons can be cited as to why it is not fair. But, the bottom line is that, when one camping unit avoids paying a fee, all of that unit’s neighbors who are paying a fee will have to make up for that unit’s shortfall! Simply stated, if the costs to run the ISDRA Business are not recovered, the area cannot continue to operate – just like Disneyland, or your favorite ski resort.

Just for the record, the use fees at the ISDRA for the coming year will be \$25 per week or \$90 for a season pass.

A S A M E M B E R S H I P

If you're reading this newsletter consider yourself lucky.

After months of verifying all members in our database, the majority of our members have a bad email address listed in their profiles. You might know some of these people. Some could be your family and best friends whom over the last year or so have changed their email address.

You can change and review your information on our website here:

<http://www.americansandassociation.org/mymembership/>

Don't know your username and password? Send an email to:

Membership@AmericanSandAssociation.org

Our database has come a long way with the ability to add your family members under just one account. Use the "ADD FAMILY" option under your account profile. With the costs of printing and mailing a newsletter to our thousands of members, all current and future members must list a verifiable mailing address in our database.

You can still direct us to contact you only through email, but we need a valid postal address so that when you change your email address and forget to notify us, we can contact you. We have hundreds of previous members listed only by their name and a now-invalid email addresses: we have no way to contact them.

The above will enable us to save needed funding and to keep you Informed. So please update your information and ask your family and friends to do the same.

Thanks,
Dwayne J. Williams
ASA Membership Director

Become an ASA SUPPORTING Member

For an annual price of \$25.00, you can help support the ASA and receive a membership card. These new cards are good for discounts at many ASA Business Sponsors. Known as "PREMIUM" sponsors, these businesses are offering supporting members a discount.

<http://www.americansandassociation.org/sponsors/discounts.html>

You will also receive a supporting membership sticker and license plate frame.

Log into your membership account and upgrade today.

This will be available at the Sand Sports Super Show next month where you can get all three items at the show and save the ASA some postage too.

Suit to Reopen Closures Unsuccessful

On 6/25/03, the ASA received the Judge's decision on one of the lawsuits filed by the ASA, SDORC, ORBA, AMA District 37, and ORBA. This suit dealt with the fact that the BLM violated the National Environmental Policy Act (NEPA) when they imposed the original closures in 2000. The BLM instituted the closures without performing an Environmental Assessment (EA) as required by NEPA. While the closures were in place, the BLM then went on to conduct an EA. Then, in one quick move, dropped the original closures and re-instituted the same ones.

While our suit was over the first closure, the judge focused on the 2nd. Therefore, he ruled that the closures were legally performed under NEPA. He also found that there is no legal recourse under NEPA--even if he ruled in our favor, there are no penalties or other recourse in current case law. You can read the full text of his decision at: <http://www.americansandassociation.org/documents/legal/2003-06OrderDenyingPlaintiffsMotionForSJ.pdf>

The ASA is outraged that the BLM can blatantly violate provisions meant to protect the rights of public access without penalty and then go back after the fact and "fix it" to make it look legal.

The good news is that in the big picture, this action is moot--the upcoming new Recreation Area Management Plan (RAMP) will supercede any current closures and POSSIBLY re-open areas that are currently unavailable to motorized access. However, we must remain vigilant--those who wish to keep us off the land are gearing up for a major court fight to oppose the new RAMP.

Even though this legal action did not produce the results we all would have liked, we had to make the move to demonstrate to the Federal Government, as well as the anti-access groups, that if they fail to follow legal requirements, we will be there to file suit and demand a remedy -- just like the anti-access groups do. We are now considered a formidable force in the battle for public access to public lands. No longer can lands be "temporarily closed" to appease a small segment of society that wishes to dictate how we recreate on public lands.

We appreciate your support, and will continue the battle.



OFF ROAD EXPO 2003

**1101 W. McKinley Ave.
Pomona, CA 91768**

**General Information
Phone: (909)623-3111**

**General Information
E-Mail: info@fairplex.com**



**September 19, 20 and 21, 2003
Orange County Fair and Exposition
Center
Costa Mesa, CA**

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

**See the latest innovations in
sand rails, ATV, 4x4, parts,
and accessories.**

STAY CLEAR OF CLOSED AREAS UNTIL THEY BECOME OFFICIALLY REOPENED!

"Save our Dunes"
Come enjoy a fun ride
through the sand dunes
to five different locations
to draw your poker hand.

**3rd Annual
"Glamis Poker Run"**
PROCEEDS TO BENEFIT

   

**BOARDMANVILLE TRADING POST
SATURDAY, NOV. 1st 2003
TROPHIES AND PRIZES
10:00 am - 2:00 pm
Grand prize a new Yamaha generator**



**TEAM
LONG BEACH
MOTORSPORTS**

FOR INFO. WWW.RRDUNERS.COM 

The 3rd Annual Glamis Poker Run is scheduled for Saturday November 1st 2003. This annual event combines the fun of a poker run with visitor information about the Imperial Sand Dunes Recreational Area (ISDRA) plus a mini trash cleanup effort.

A great time for everyone to explore the area on your way to 4 locations within the dunes. Arrive at each checkpoint to draw your cards for a chance at the Grand Prize. This year's grand prize is a Yamaha EF2600 Portable Generator donated by Long Beach Motorsports for the 3rd straight year! Prizes and trophies are awarded for the top 3 poker hands and all receive raffle tickets for 100's of other great prizes donated by many sponsors.

All checkpoints can be made from a sand highway, but you don't have to. Have fun exploring the dunes and the beauty of the "Sand Toy Capital of the World". Sign up at Boardmanville Trading Post starting at 9:00 am on Saturday morning.

See website for details and last years winners and sponsors.

<http://www.rrduners.com>

Email at: GLAMISPOKERRUN@AOL.COM

A BUSY SUMMER:

ASA VOLUNTEERS CONTINUE TO FIGHT FOR THE RIGHT TO RIDE DURING THE OFF SEASON

Normally, most dune enthusiasts hang it up during the summer months until it cools off-----but not our die-hard ASA volunteers. Dune Info meetings have been held in Arizona and California. ASA's newest Board member Becky Hethcox says, "These meetings have generated several thousand dollars, increased our membership, added new business sponsors and, most importantly, informed many sand sport enthusiasts about the ASA, its mission, and the challenges we face as a dune community.

"During the summer the Board of Directors has been busy reviewing the final draft of the ISDRA RAMP" Grant George, ASA's new president said. He continued by noting, "The Board filed a letter of protest that sets forth many concerns relating to the proposed BLM plan."

Ticket sales for the Ricochet give-a-way car have been a high priority through out the summer months. Ron Scott and the Endowment Committee have been getting ready for the next season. Give-a-way car manufactures have been identified for the next several years.

Flo Haynes continues her valiant efforts with a cookbook, the calendar, and the online store and participating with preparations for the Sand Sports Super Show.

Our membership database has been overhauled and improved as was our web server, software, and forums software.

We continue our legal activities: delisting the Peirson's Milk Vetch, creating and distributing press releases, filing protest letter of the new RAMP, etc, etc, etc!

This list goes on and on, I apologize to all that I have left out, and there are many. So much goes on behind the scenes on a daily basis, it is almost impossible for any one individual to keep track of it all.

We have great team of volunteers assembled but we can still use help. Our fight is expensive in 2 ways: time and money. Please donate where you can – ideally both.

ASA NEWSLETTER ADVERTISING RATES

(ad sizes are close approximations)

	Ad Sizes	1 issue	4 issues
Full Page	7.5" x 10"	\$650	\$2200
3/4 Page	7.5" x 7.5"	\$550	\$1900
1/2 Page	7.5" x 5.0"	\$350	\$1200
1/4 Page	3.75" x 5.0"	\$200	\$700
Back Cover – see below			

The location of ad is chosen on a first come, first served basis. All ads quoted above are for black on white. Front cover is not available for ads.

Business Sponsor to provide 300 DPI artwork 60 days before the publication date. Art work to be in .JPEG format. All ads are subject to approval by the ASA Board of Directors.

Back cover is available in 3/4 page only and costs \$3500 for four issues. Sorry, no single issue rate. The ad may contain 3 colors: black, red and blue - spot colors only.

Full-page ads consist of 7.5" x 10" of space. Other ad sizes are based on full-page dimensions divided respectively. Currently, 14,000 copies of each issue are mailed, 4000 are emailed, and an additional 5000 copies are distributed to various shops, organizations, etc.

Please contact:

Vincent J. Brunasso

ASA Newsletter Coordinator

(909) 596-3147

Newsletters@AmericanSandAssociation.org

ASA Chapters:

Who is the one that makes the call and sets the date for your next trip to the dunes? We are looking for them. ASA chapters are comprised of individuals, shops, clubs, and businesses. The primary vehicle of information for the ASA is our website and we realize that not everyone has Internet access. ASA chapters are a great way for us to keep non-Internet users informed.

We've made the guidelines for forming an ASA chapter very simple. There are no restrictions on the size or location of a chapter. There are no requirements for the form a chapter may take. A chapter can be as formal or as informal as you care to make it. Our goal is to have a quick means of informing your whole group if needed in a timely manner. This is part of our mission, Inform, Unite, and Mobilize to help keep our dunes open!

To sign up please send an email to:
chapters@americansandassociation.org
or by snail mail:

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

Please include your phone number.

I'LL MAKE A \$200 DONATION FOR YOU

I am in the Mortgage Lending business. I also have a California Real Estate License.

For every loan or real estate transaction that an ASA member closes with me, **I'll donate \$200** in your name to the pro-sand recreation organization of your choice.

I'll also do that if you bring me a referral that closes even if they are not an ASA member.

Vincent J. Brunasso

ASA Past president and ASA co-founder

909-542-4200

Required CA. fine print:

My offers applies only to transactions in California (other states to follow)

this is a paid advertisement – you must speak to Vince Brunasso

California Department of Real Estate Broker number 01190583

California Department of Real Estate complaint hotline (916) 227-0864

In Arizona, call Bob Monson

480.329.4403 mobile

Loanranger@highstream.net

5330 E. 28th Ave.

Apache Jct., AZ 85219

AZ. Lending Law applies to AZ. transactions



Once again, Long Beach Motorsports is providing us (ASA, CORVA, SDORC) a Yamaha portable generator for the grand prize of the 3rd Annual Glamis Poker Run. This year, the generator is a much larger model too!

The owner and general manager have been very generous to the ASA. They are an ASA business sponsor, provided space for a RAMP info meeting, and continue to pass out our literature.

3291 Cherry Avenue

Long Beach, CA 90807

(714)527-9144 (562)427-2779 FAX: (562)427-3286

State of the art 18,000 sq.ft. show room

Please patronize this and all business that help defend your Right to Ride.

SSSS VOLUNTEERS NEEDED

Volunteers are needed for the 2003 Sand Sports Super Show.

The largest Sand related show will take place again in Costa Mesa on Sept. 19-21st. As usual, the ASA is given generous space by the promoters to help us Inform, Unite, and Mobilize the sand community.

We are in need of volunteers to help with this large show. We have three areas in which you can help: Membership signups, Merchandise sales, and help with the Ricochet Sand Car Giveaway.

This is our biggest event of the year and with your help, we can do so much to protect our sport. We have shifts available for all 3 areas to fit your schedule at the show. So please let us know and we will mail you a name badge and instructions on the area in which you choose to help. Time well spent to help Keep Our Dunes Open.

Contact us at: SSSSvolunteers@AmericanSandAssociation.org
Or by phone at Brian Trapp's (714) 229-0286

OTHER ONGOING POSITIONS IN THE ASA

Newsletter Committee:

Needed are persons with good writing skills. Research will be provided. Also needed is a person familiar with Adobe PageMaker to put final newsletter in format the mass mailing company will accept. Contact Vince Brunasso at 909-596-3147 or GlamisOnLine@earthlink.net

Event Coordinator:

California vice-chair needed. Coordinates current dates of planned events and works with developing fundraising- membership drives, events, keeps website calendar current. Develops future involvement in other events. Contact person for other organizations (CORVA, SDORC, etc.) where ASA could set up membership booths. Coordination of all materials needed for events & shows. Forms a committee to help with all aspects of show materials. (tables, chairs, etc.)

Contact Becky Hethcox 480-659-9059

Telephone Campaigns:

Chair and Vice-Chair needed to establish a communication network for volunteer members. Develop a phone tree within the Area Rep. Structure. Perform surveys and Action Alerts to non-Internet members. Works with Membership Director on attaining help in specified areas. Calls on behalf of pro multi-use elected candidates. Contact Dwayne Williams 909-360-1545

Typing / Office Duties / Stuff Envelopes:

Chair and vice Vice-Chair needed to recruit and organize committee members for needs stated above. Coordinates with volunteers on inputting of data sheets, new membership applications and filing. Sending out new member data sheets. Contact Dwayne Williams 909-360-1545

Grants Representatives:

Chair and Vice-Chair needed who are diligent individuals with excellent writing skills to research grant-funding sources, compose, and track grant proposals.

Contact Vince Brunasso at 909-596-3147

ASA Flyers in the Dunes:

Chair and Vice-Chair needed to recruit committee members that will compose flyers and organize flyer handout campaigns at the dunes and other functions. This one is mission critical and how the ASA got off the ground. Work with local businesses with close access to dune recreational areas for support. Set up distribution centers at ISDRA where members could receive the newest flyers. Contact members as to locations for pick up. Contact Dwayne Williams 909-360-1545

CHECKERED FLAGS EVERYWHERE

THAT'S OUR GOAL

He's on a mission. Jerry Schaffer, *THE CHECKERED FLAG GUY*, says "this years SSSS will set a record. NO whips without a checkered flag." Hopefully this will give the checkered flag program a shot in the arm. Fourteen-year-old Adam Pierson of Gilbert, Arizona, an avid duner, says "*CHECKERED FLAGS ARE COOL.*" The Duner's pledge explains it all.

WE FLY IT AND WE LIVE BY IT

TRASH: *WE pack it in WE pack it out*
ENFORCEMENT: *WE live by the rules*
WE support all Law

Enforcement

WE report major infractions

RESPECT FOR OTHERS: *WE act in a responsible manner –*
Protecting the Right to Ride

and the Environment

WE respect People, Safety,

Nicole Hester, ASA Checkered Flag Consignment Chairwoman, encourages everyone to get his or her flags. You can sign up for a bag of 25 on consignment and send the money later Or purchase a 10 pack for \$50 (comes with 10 stickers) and sell them to fellow duners. They are available on the ASA online store or by sending an email to: flags@americansandassociation.org Better YET, get them both at the ASA booth at the Sand Sports Supper Show in Costa Mesa (Sept 19-21) or the Off Road Expo in Pomona (Oct 4-5) and save the postage.

**FLY A CHECKERED FLAG -
SUPPORT THE CAUSE
PROTECT YOUR RIGHT TO
RIDE**

DIDJA KNOW?

- Adding a half of cup of bleach for every 50 gallons of water to your water tank will keep it fresh for next season? Just drain and refill before your first trip. We've heard Vodka works just as well but...
- Kenny at Sports Trailer says to jack up your trailer if you're not going to move it for more than a month? The bearings and seals sit in one spot too long and are damaged.
- **You can buy your ISDRA fee permit at the BLM booth at the Sand Sports Super Show?**
- Fireworks are not permitted at the ISDRA?
- There's a 10 PM to 7 AM curfew on generators and other noise at the ISDRA?
- There are 2 main meteor showers that can be seen from the ISDRA? One is on November 17th and the other is August 12th. You can also spot satellites and other celestial objects easily if you know when and where to look. For details, see <http://www.heavens-above.com> – you'll need to enter the GPS coordinates of your favorite campground.
- There's a 2-week camping limit at the ISDRA?
- **Unattended camping rigs and trailers at the ISDRA are subject to being towed away at owner's expense?**

DID YOU KNOW?

That F&L Fuel has donated to the ASA on a regular basis?



F&L Co., Inc.
1537 E. Del Amo Blvd.
Carson, Ca 90746
Phone (310) 603-2200
Fax 310 603 2257

Terrible Herbst also makes regular donations?



SPORT TRAILERS

Kenny has donated 2 trailers and sold us another one at cost for the upcoming buggy raffle?

271 South "I" St.
San Bernardino. CA 92410



Mike Mendeola continually donates transaxles for our raffle buggies?

290 Trousdale Dr. Suite
Chula Vista, CA 91910-1068
619-691-1000



Has donated several sets of wheels for raffle buggies, quads, and raffle items?

4040 Avenida De La Plata
Oceanside, CA 92056
760-758-5560

Has your company done a lot to save the dunes? Call Vince Brunasso at 909-596-3147 and let me know.

"A Taste of Freedom 2003"

The ASA invites you to participate in a special fundraiser project that was proposed by your fellow members. This cookbook will reflect what the ASA is trying to keep the Glamis dunes open. This recipe book will also reflect cooking made easy at the dunes and patriotism to our Country. Join forces with the ASA to keep our dunes open for generations to come.

There are five categories:

1. Breakfast
2. Lunch
3. Dinner
4. Deserts
5. Appetizers/Other (Cooking Tips)

Look for the Cookbook on
our online store soon at
ASAsand.com/

The JERRY R. SEAVER AWARD

Every once in a while, a selfless volunteer stands out: a volunteer that gives freely of his time and talent at great personal cost. This volunteer works and gives of him or herself until they are totally spent and then continues to give more. These heroic efforts usually propel the cause forward in a leapfrog fashion.

The ASA was fortunate to have that one-in-a-million volunteer who just could not quit. That volunteer is Jerry Seaver. The ASA would not be what it is today without the tireless efforts of Jerry. The Sand Sport community is the influential force it is today because of his work.

In recognition of his extraordinary service and dedication to the American Sand Association and the Sand Sport community, the ASA Board of Directors is proud to announce the “Jerry R. Seaver Volunteer Recognition Award” program. This ongoing program will recognize the extraordinary effort of future volunteers who exhibit the dedication to the cause with an award worthy of bearing Jerry Seaver’s name. The ASA appreciates the example set by him and the entire Seaver family. Their legacy will continue to motivate volunteers for years to come. Because of Jerry’s visionary approach and “can do” attitude, the Sand Sport community has made its mark.

On behalf of the Board of Directors and its membership, we commend him for his volunteer effort and leadership.

STAY CLEAR OF CLOSED AREAS UNTIL THEY BECOME OFFICIALLY REOPENED!

ASA BUSINESS SPONSORS

A&D Engines
Able Concrete
Ace Coolers
Ace Glass
Acoustical Material Services
ACRO Printing Inc.
Ad Alliance
Advanced Marketing Concepts
Advantage Performance Distributing
Advertising Edge Inc.
Affordable Powdercoating
Air Cooled Engineering "ACE"
ALBA Action Sports
Alfa Leisure Inc.
Alga E Busters
Al's RV Service & Supply
Alumi Craft Inc.
American Graffiti
Anaheim Yamaha
Antelope Valley Yamaha
Apache Motorcycles
Arizona Software Replicators
Arrowhead Concrete
Artistic Silver Plating Inc.
ASAP Plumbing
Ash & Associates Business Communi
Atomic Motorsports
ATV Racing
AZ Powersports
AZ Turbo & Tractor Supply
B&B Cycles
B&R Buggies
Banks Motorsports & Gear
Beach Yamaha Inc.
Beard Seats
Beaumont Yamaha / Kawasaki
Bell Road Motor Sports Inc
Bellflower Motorsports
Bert's Mega Mall
Big Belly Crew
Bill & Steve's Foreign Car Parts
Bill Herold Construction
Boardmanville Trading Post
Bourget's Racing
Brian Wood Automotive
Broken Bikes
BTI Performance Products
Buck Electric Inc.
Buckshot Racing
Byers Trucking
Cadillac Hot Rod Fabricators
Cal Pac Drilling Well Developing
California Off Road Vehicle Associati
Car Craft Inc.

CarQuest Auto Parts Stores
Centerline Lazer
Champion Honda
Champion Honda Yamaha
Chaparral Cycle Supply
Chapman Scottsdale Autoplex
Charles Custom Polish
Chenoweth Racing Products Inc.
Chips & Salsa
Chirco Performance / Restoration
Christopher Rand / Certified Financial
Clarke Performance
Clawson Motorsports
Clifford Manufacturing Inc.
CNC Racing Products
Consul-A-Tech
Copper State ATV Association
Corona Yamaha
Countywide Mechanical Systems Inc.
Courtyard Marriott
Crazy Keven's
Credit Union Leasing
Crowley - Offroad.com
CT Racing
Custom Cycle - ATV
Custom Metal Fab
Cycle Parts West
D&M Racing
DANO'S (Cafe On Main St.)
Daryl Smith Sand Tires
De Anza Rescue Unit Inc.
Deist Safety
Dejongs Sand Cars
Dekens Cycle & Marine
Desert Dog Off Road & Fabrication
Desert Heat Custom Accessories
Desert Sports Center
Dion & Son's Inc.
Direct Drive CNC
Dirt Diva
DJ Safety Inc.
Douglas Wheels
Downs Commercial Fueling Inc.
Downtown Insurance Company
Drakart Extreme Off Road Vehicle Mfg
ECP Powder Coating
Edge Custom Carts Inc.
Edward Huster D.D.S. Inc.
Explorer ProComp
Extreme Construction
Extreme Engineering
Extreme Outback Products
Extreme Performance
Extreme Ticket Clothing Company
F&L Fuel

Factor X Motorsports
Fast Track Racing
Fiber-Tech Auto Parts
FMCA 4 Wheelers
Foremost Packaging
Fox Racing Shox
Frontier Cabinets
Fun Bike Center Inc.
Funco Motorsports
FunRunner
G.P. Sports
Gary's Auto Marine & RV Service Inc
Gear One
German Auto Parts
Giant RV
Gilmore Off Road
Golden State Cycles
Goldenwest Cycle
Gordo Performance Products
Got Sand?
Grand Prix
Great Basin BBQ
Hall's Engine Rebuilding & Radiator S
Haulin' Toyz Trailer Rentals
Headsokz Inc.
Hellraisers Off Road Motorsports
Hinson Engineering
Hitch Plate Designs
Hog Heaven
Howard's Sign House
Human Tribe Clothing
Hutchins Motor Sports
Ikon Office Solutions
IMI Performance Products Inc.
Imperial Valley Cycle Center
IMS Products
Innovative Designs Concepts
Intermountain Radiator and Air Condi
Ironwood RV Storage
J & C Enterprises
J & N Powdercoating
J D Performance
J L Johnson
Jayco Incorporated
Jeff Davis Fabrication
Jettrim Inc.
Jimco Electrical Construction
John Burr Honda Yamaha
John's Automotive
Johnson's Bug Machine
Junior's Golf Carts
Just Sand! Performance Dirt Wear A
JV & DV Manufacturing Company
K.M.B Enterprises
Karl's Custom

KarTek Off Road
KD Cycle
KD Enterprises
Kelly's Kawasaki
Kennedy Engineered Products
Kenz Cycle Tech
King Shock Technology
KMS Performance
Kolbe Cycle Sales
Latest Rage Inc
Leading Edge Performance
Lebard and Underwood Inc.
Lee Myles Transmissions
Liberty Motorsports
Light 'Em Up !!
Logan's Valley Motorcycles
Long Beach Motorsports
M&M Wireworks Inc.
M.H. Enterprizes
Mag 7 Race Team
Malcolm Smith Motorcycles Inc.
Mc Kenzie's Performance Products
Mc Millin Realty
McCarthy Framing Inc.
Mech Tech Motorsports
Mendeola Racing
Mid Cities Honda
Mirabella Construction
Mission Yamaha Inc.
Mixin Tag
Montclair Yamaha Desert Recreation
Montclair Yamaha Inc.
Moto Pro Inc.
Moto World of El Cajon
Mountain Motor Sports
N. Kern Motorsports
Nameplate Inc.
NashFX
Need4Stickers.com
Nevada United Four Wheelers Associ
Newhouse Upholstery Mfg.
North County Yamaha
North South Machinery Inc.
O Extreme Fabrication
O&R Wheel Drive Center
Off Road Business Association
Off Road Expo.
Off Road Warehouse
Orange County ATV Association
Oregon Motorsports
Outback Motorsports
Outlaws of Hay and Grain
Pacific Coast Hydraulics
Pacific Customs Unlimited Inc.
Pair-A-Dice Bar and Grill

Palo Verde Suspension MX-Tech
Pasadena Yamaha
Patrick's Cabinets
PCI Race Radios
PEM Profession Expenditing Methods
Inc.
Pensar Otra Vez
PEP Shocks
Performance Express
Peterson's Upholstery
Play Tech Fabrication Inc.
Plaza Automotive Inc.
Polar Cooling
Poles and Holders
Powdertech Powder Coating
Premier Racing Products
PRIMO Powder Coating
PrintAbilities Printing
Privateer Sportswear
Progressive Trailers
Project Sand
Prudential California Realty
Quad Performance
Quad Tech
Quicksand Performance Rails
R&R Duners Club
Race Craft Suspensions Seats
Raceway Muffler Tires & Wheels
Racewerks.com
Rancho Performance Transaxles
Raw Motorsports
Real Fast Rails Motorsports
Renegade Suspension Seats
Richard's ATV
Ricochet Motorsports
RIS Designs
Rocky Mountain ATV MC
Ron Davis Racing Products
RTS Powder Coatings
S & M Motorsports
S.C.S. Fun Runners Club
San Diego Off Road Coalition
San Diego Off Road Magazine
San Diego's House of Motorcycles
San Jose Yamaha
San Luis Motorsports
Sand Cars Unlimited
Sand Fanatics Performance Sand Ra
Sand Limo
Sand Rail Fabricators
Sand Sports Super Show
Sand Times Magazine
Sand Tires Unlimited
Sandbuggy Supply

Sandbullet Superlite Sand Cars
Sandcar Specialties Inc.
Sandgear Dune Apparel
Sandrail Manufacturing Company
Sandtech Racing
SandTrix High Performance Toys
Sandwinder Sandcars
Santa Clara County ATV Association
Savage Sandcars
Sawyer Petroleum
Schley Products
Scotty's Auto Repair
Screwie Lewie's Motor Sports
Scribs ATV
Shook Properties Inc.
Sick Racing Corporation
Signwerks
SJH Power Sports
SlappyMcDuner.com
So. Cal. Imports
Sonny's Motorcycles and ATV's
South Bay Yamaha
Southwest Fourwheel Drive Inc.
Southwestern Dirt Exchange Inc.
Sport Tires Of America
Sport Trailers
Sports West
Steve Wark Plumbing Inc.
Steve's Cycle
Suck It Up Racing Apparel
Sunland Custom Buggies
Sunnymead Ace Hardware
Sunnymead Electric & Lighting Suppl
Sunset Homes
Suspensions Unlimited
Swank Audio Visuals
Sway-A-Way
Sweet Marie
Talley Wacker Unlimited
Tatum Motor Sports
Taylor Accounting
TBR Products
Team Apache
Techweigh Scale
Temecula Cycles
Temecula Motor Sports
Temecula Off-Road Performance
Terry's Snap On Tools
The Cooling Spot
The Medicine Shoppe
The Motorcycle Accessory Shop
Threat Racing LLC
Tom Pro Design
Totally Toyhaulers Trailer Rentals
Toyz 4 Big Boyz Motorsportz

Trail Boss
Trailtech
Transmissions West
Trick Racing Products Inc
Tri-County Gear
Triton Power Lifts
True Excitement Inc
Tucson Motorsports
Turn Key Engine Supply
Twisted Tin Custom Fabrication
UMI Racing
Unlimited RPM's
USA Motorsports
Verde Powersports
Verdone Auto Upholstery
VP Racing Fuels Inc.
Walt's Kawasaki / Yamaha Plus
Wayne's Engine Rebuilders Inc.
Webb's RV Supply
Weddle Industries
Weekend Concepts
West Central Glass
West Coast Yamaha Inc.
Whiplash Motorsports
White Bros
Willy Works Inc
Wilson's Motorcycles
Woods Off Road Products
Woodside RV Center
Wright Publishing
X Factor Racing
X-Racing.com Extreme Engineering
Xtreme Tire Co.
Yamaha Dealers Association
Yamaha in Goleta
Yamaha of Cucamonga
Yamaha of Salinas
Yamaha Santa Cruz County
Yamaha Suzuki of Lemon Grove
Yarnell Specialties

YOUR AD COULD BE HERE

**Build your Business while supporting an
Organization that is fighting to save your
business**

ASA NEWSLETTER ADVERTISING RATES

(ad sizes are close approximations)

	Ad Sizes	1 issue	4 issues
Full Page	7.5" x 10"	\$650	\$2200
3/4 Page	7.5" x 7.5"	\$550	\$1900
1/2 Page	7.5" x 5.0"	\$350	\$1200
1/4 Page	3.75" x 5.0"	\$200	\$700
Back Cover – see below			

The location of ad is chosen on a first come, first served basis. All ads quoted above are for black on white. Front cover is not available for ads.

Business Sponsor to provide 300 DPI artwork 60 days before the publication date. Art work to be in .JPEG format. All ads are subject to approval by the ASA Board of Directors.

Back cover is available in 3/4 page only and costs \$3500 for four issues. Sorry, no single issue rate. The ad may contain 3 colors: black, red and blue - spot colors only.

Full-page ads consist of 7.5" x 10" of space. Other ad sizes are based on full-page dimensions divided respectively. Currently, 14,000 copies of each issue are mailed, 4000 are emailed, and an additional 5000 copies are distributed to various shops, organizations, etc.

Please contact:
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**STAY CLEAR OF
CLOSED AREAS
UNTIL THEY
BECOME
OFFICIALLY
REOPENED!**

