

American Sand Association

# "IN THE DUNES"

UNITE, INFORM and MOBILIZE



Vol. 13 • Issue 1 • January 2013

## **ASA OPPOSES THE ISDRA BUSINESS PLAN AND THE PROPOSED FEE INCREASE**

On October 24, 2012 BLM released the 2012 draft Imperial Sand Dunes Recreation Area (ISDRA) Business Plan that proposes that permit fees be doubled. Weekly fees purchased off-site are proposed to increase from \$25 to \$40. Weekly permits purchased on-site would become \$70 and season permits would be doubled to \$180. On December 1, 2012 ASA representatives submitted a statement opposing the ISDRA Business Plan and the proposed fee increase to the Bureau of Land Management (BLM) at the CA Desert District Council (DAC) meeting in El Centro.

The ASA submitted to BLM an "Opinion Letter" prepared by McClure Consulting, LLC at the request of the ASA Board of Directors. The McClure letter addresses, in its critique of the ISDRA Business Plan, a number of concerns expressed by ISDRA visitors, elected officials and Imperial Valley and the Yuma County business community. The ASA opposition to the Plan is based on the lack of sufficient information to make an informed decision and the short time frame that BLM has imposed. The McClure letter, along with public comments provided to BLM, sets forth the rationale for the lack of public support for the ISDRA Business plan as written. Click [HERE](#) to view the McClure "Opinion Letter."

During discussions with BLM officials they have acknowledged that the ISDRA visitation data presented in the Business Plan is inconsistent with the permit revenue projections used to develop the proposed fee increase. Based on this concern, the lack of supporting information and the numerous comments from ISDRA visitors, stakeholders and elected officials BLM has agreed to redraft the plan. At the DAC meeting BLM was receptive to working with stakeholders to understand and incorporate public input in the redraft of the plan.



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## ASA BOARD OF DIRECTORS

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Nicole Nicholas Gilles  
Email: [ngilles@asasand.org](mailto:ngilles@asasand.org)

If you’d like to contact the board,  
please email: [asaboard@asasand.org](mailto:asaboard@asasand.org)

**American Sand Association**  
**PO Box 1872**  
**Canyon Country, CA 91386-1872**

**Phone: (888) 540-SAND**  
**[www.asasand.org](http://www.asasand.org)**

## EXECUTIVE DIRECTOR’S MESSAGE

### Seriously... can’t you at least put your trash in the dumpster?

I was lucky enough to spend the Thanksgiving holiday out in the dunes. We camped at Wash Road and had a fantastic time. Much to my horror, when we were taking one last ride on Sunday afternoon before packing up to come home, we saw trash bags everywhere! Are people so lazy that they can’t drop their trash at the dumpsters or take it home with you?

Trash on the ground gives the environmentalists more ammunition to close the dunes. The argument is that trash on the ground brings ravens and ravens like to feed on baby endangered tortoises. That is why all of the dumpsters have covers on them so that they can be closed to keep the ravens out.

People who want to recreate in the ISDRA have to pay a permit fee to be there. Included in your fee are trash services. The current trash contract is costing the BLM over \$200,000 a season. Please do your part to keep your camp clean and pick up after yourself when you leave. If your neighbor leaves their trash behind, please be a good duner and take their bag to the dumpster.

Let’s help keep the dunes beautiful for all of us to enjoy. Please be sure to mark your calendar for the MLK Cleanup taking place on Saturday, January 19th and remember to be good stewards of the land.



Nicole Nicholas Gilles  
Executive Director



# WHAT YOU NEED TO KNOW BEFORE JANUARY 1ST IN ORDER TO BE COMPLIANT WITH YOUR SIDE X SIDE VEHICLE

## YOUR QUESTIONS ANSWERED ABOUT AB 1595 / 1266

During many of our Info Meetings, our members asked many questions about the new side x side law that goes into effect January 1, 2013. We submitted your questions to the Off Highway Motor Vehicle Recreation Division of CA State Parks who is in charge of implementing the new laws.

If you have additional questions, please email [ohvinfo@parks.ca.gov](mailto:ohvinfo@parks.ca.gov) with a subject line of AB 1595. The Off-Highway Motor Vehicle Recreation Division will respond to all of your inquiries.

### ***This is how your questions were answered:***

#### **• What is an ROV?**

An ROV is a Recreational Off-Highway Vehicle. An ROV is also commonly referred to as a Side-by-Side, a Recreational Utility Vehicle (RUV), or a Utility Terrain Vehicle (UTV). These new laws introduce a new definition into the California Vehicle Code (CVC) for an ROV.

CVC Section 500 reads; Recreational Off-Highway Vehicle means a motor vehicle meeting all of the following criteria:

- (a) Designed by the manufacturer for operation primarily off of the highway.
- (b) Has a steering wheel for steering control.
- (c) Has nonstraddle seating provided by the manufacturer for the operator and all passengers.
- (d) (1) Has a maximum speed capability of greater than 30 miles per hour.  
(2) A vehicle designed by the manufacturer with a maximum speed capability of 30 miles per hour or less but is modified so that it has a maximum speed capability of greater than 30 miles per hour satisfies the criteria set forth in this subdivision.
- (e) Has an engine displacement equal to or less than 1,000cc (61 ci).

#### **• Do I need to wear a helmet, as well as my passengers, while operating my ROV?**

**Yes.** Effective January 1, 2013, CVC Section 38001 requires all passengers and the operator to wear a safety helmet while operating an ROV.

#### **• Do I need to wear a helmet, as well as my passengers, while operating my sand rail, dune buggy or Jeep off-highway?**

**No.** These new laws apply to a vehicle defined as an ROV.

#### **• What type of Safety Helmet am I required to wear?**

CVC Section 38601 reads; A person shall not operate, or allow a passenger in, a recreational off-highway vehicle unless the person and the passenger are wearing safety helmets meeting the requirements established for motorcycles and motorized bicycles pursuant to CVC Section 27802.

CVC Section 27802 defines the guidelines to be used as meeting the Federal Motor Vehicle Safety Standards (FMVSS), Standard 218. FMVSS 218 defines those standards, of which, identifies the requirement of a DOT label.

#### **• Do I need to wear my seat belt/shoulder belt or safety harness while operating my ROV?**

**Yes.** CVC Section 38602 reads; A person operating, and any passenger in, a ROV shall wear a seatbelt and shoulder belt or safety harness that is properly fastened when the vehicle is in motion.

#### **• May I install a Car Seat in my ROV?**

The use of a child passenger restraint system, commonly called a car seat, is not mentioned in the law, therefore not specifically prohibited. A car seat will occupy a seat location designed by the manufacturer to transport passengers. The driver of a manufactured two seat vehicle, for example, will be compliant if s/he is transporting a child seated in a car seat in the passenger seat position. The driver of a manufactured two seat vehicle will not be compliant if s/he is transporting a child seated in a car seat and a third passenger in a location not designed and provided by the manufacturer for passengers.



*(See WHAT YOU NEED TO KNOW Continued on page 7)*

### ***For a complete list of the new laws, please visit the OHMVR website.***

*The ASA is currently developing a strategy to deal with the aftermarket seat issue. We suggest our CA members continue to write your elected officials regarding this issue. We will continue to keep you posted as more information becomes available.*





LOCATION  
32° 58' 33.93" N 115° 10' 29.24" W  
GLAMIS, CALIFORNIA

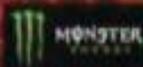
**JOIN US** **DECEMBER**  
**AT CAMP RZR** **28<sup>th</sup>**  
**31<sup>st</sup>**

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## ***Volunteers Needed***

**Polaris Camp RZR**  
**December 28 – 31, 2012**

The ASA Raffle vehicles will be on display at the Glamis Beach Store.

We are looking for people to serve 3 hour shifts. Camp RZR hours are from 9:00 a.m. – 5:00 p.m.

Come join your friends at the ASA booth and volunteer your time to help us protect our right to recreate!

Contact Nicole Gilles at (760) 996-8983 or [ngilles@asasand.org](mailto:ngilles@asasand.org)

## ***Volunteers Needed***

**Barrett-Jackson / Scottsdale**  
**January 13 – 20, 2013**



The ASA Raffle vehicles will be on display at the Barrett-Jackson Collector Car Event in Scottsdale, AZ.

Are you available to volunteer a few hours?

We are looking for people to serve 4 to 6 hour shifts. The show times are 8 am thru 10 pm daily.

Selling raffle tickets for 4-6 hours will provide you general admission for the rest of the day at the event.

Your early response will be appreciated. Contact Bob Mason at 602 818 1748 or [rwmskm@cox.net](mailto:rwmskm@cox.net)

## STATUS OF ISDRA RECREATION AREA MANAGEMENT PLAN (RAMP)

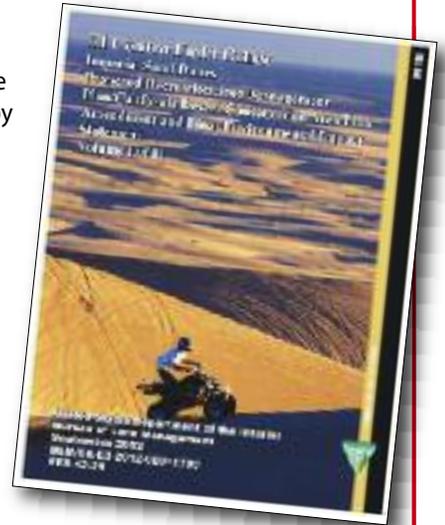
### ASA FILES PROTEST

Of primary importance is that the **RAMP** (Recreational Area Management Plan) has been released. Everyone with an interest has had an opportunity to comment on it during the protest period which is now closed. It is our understanding that in addition to the ASA protest, one additional protest was submitted by the Center for Biological Diversity. With a proposed significant reduction in the closed riding areas, the ASA is generally pleased with the proposed RAMP, but feels that the blocking of access to Patton Valley from the west should be changed. This is the basis for the ASA protest letter that was filed.

The BLM has reviewed the two protests received and have received a protest resolution from the DC office. The BLM contractor is currently looking at a Record of Decision (ROD) sometime in early January 2013. After the State Director signs the ROD, then each plaintiff has 90 days to review the ROD and ask the courts for any further action. If there is a challenge to the ROD, it may delay the implementation of the RAMP and thus delay the re-opening of some of the current closures. Any delay would be undesirable because it negatively affects the BLM El Centro Field Office's ability to efficiently manage the dunes.

We certainly hope this twelve year ordeal will have a positive ending, but legal challenges by the Center for Biological Diversity will require the ASA to engage our attorneys to counter those challenges. The earliest we see the closures opening would be spring or summer of 2013. The outcome of the RAMP will likely hinge on what the court says during their review, but the opposition will likely do everything they can to prevent or delay the reopening of the closed areas. In any event, it is a surety that the ASA attorneys will be involved and may need to counter the efforts against the RAMP.

The ASA will continue to keep you up-to-date as this continues to unfold. Be sure to check out our [website](#) for all the latest information.



## Protect your Sandrail AND Your Family with Accident Liability coverage now!

*Don't take the chance of driving your Sandrail, quad, dune buggy or any off-road recreational vehicle in the dunes without insurance protection!*

### **Basic Liability Protection** (per occurrence)

\$300,000 bodily injury  
\$300,000 bodily injury  
\$100,000 Property damage

Liability protection pays injuries and damages for the other party

**\$54/year!**

Don't wait for an accident to happen --- contact the Downtown Insurance Agency today to start a policy to protect your Sandrail and your family!

**213.622.3307**

We insure California residents throughout the state! Our agency is open Monday to Friday, 9 am to 6 pm.

Drivers on the policy required to meet California good driver qualifications and other policy requirements.

### **Full Coverage Protection** (per occurrence)

Basic Liability Protection plus: Physical damage protection to your sandrail with a low \$100 deductible. Coverage up to \$20,000 in value.

**\$43/month!**

Downtown Insurance Agency, 900 Wilshire Boulevard, Suite 878, Los Angeles, CA 90017 [www.DowntownInsurance.com](http://www.DowntownInsurance.com)

## ASA BUSINESS SPOTLIGHT

### RIDEHARDANDPRAY.COM – THE #1 ONLINE COMMUNITY FOR RECREATIONAL MOTORSPORTS

After a year of research and development, [RideHardandPray.com](http://RideHardandPray.com) was officially launched on August 1, 2012. It was created from our vision of having a place where people in the recreation and motorsports industries can go to find things they need, and know they are working with merchants they can trust.

Since our launch, feedback and our growth have been amazing. With features like our discussion forums, photo and video galleries, classified ads, our Redneck Corner and more, we create an environment where people feel they are part of a community. Every month we add new merchants and gain new members. We extend this community feel to the social media world with our Facebook Fan Page. The number of people visiting our website and Facebook page has exceeded our expectations. We have been viewed and are being followed by thousands of people in almost every state in the US and in many countries throughout the world.

Bottom line – we help merchants and customers find one another. Merchants not only benefit from exposure on our website, they also get huge exposure on Facebook, Pinterest, and soon, all of the top social media sites. For customers, they visit our community knowing that RideHardandPray.com is a safe and secure place where they know they're working with merchants they can trust.



# Gordon's Well RV PARK & STORAGE

Full Hook-ups.  
Season or Week-End.

For rent or storage contact the  
park manager: Brit Ford (619) 818.6555  
RV Park next to Diner's Diner  
Interstate 8, Gordon's Well Exit



#### HT Products

ATV 6 Pack Rack Accessories



6 Pack Rack Foam Cooler Inserts (available in 2" & 4" Heights)

6 Pack Rack Personal Coolers (Red & Blue)

6 Pack Rack Adjustable Velcro Straps 2"x36"

(Straps Available in Black, Red, Blue, Orange, Green, Pink, Camouflage, & Yellow)



[www.KillerKoozies.Com](http://www.KillerKoozies.Com)

Email: [HT\\_Foam@Veloce.com](mailto:HT_Foam@Veloce.com)

Distributor & Dealer Inquiries Invited



[www.polesandholders.com](http://www.polesandholders.com)

#### Corky King

OWNER/SEF

9970 Bell Ranch Road Ste 105  
Santa Fe Springs, CA 90670

Phone: 562-946-9019

Fax: 562-946-9029

[sales@polesandholders.com](mailto:sales@polesandholders.com)

(WHAT YOU NEED TO KNOW Continued on from page 3)

**• Will my child be required to wear a helmet if s/he is in a car seat?**

**Yes.** CVC Section 38601 reads; A person shall not operate, or allow a passenger in, a recreational off-highway vehicle unless the person and the passenger are wearing safety helmets meeting the requirements established for motorcycles and motorized bicycles pursuant to CVC Section 27802.

The law states that passengers and the operator must wear a safety helmet while operating in an ROV. At this time, legislation does not allow a child seat to be a substitute for the requirement of the use of a helmet.

**• May I install aftermarket seats in my ROV?**

**Yes.** CVC Section 38603 reads; a person operating a recreational off-highway vehicle shall not allow a passenger to occupy a separate seat location not designed and provided by the manufacturer for a passenger.

Because this section refers to seat "location," it does not prohibit removal of manufacturer provided seats with aftermarket seats, to be placed in a location already designed and provided by the manufacturers for a passenger. For example, stock front seats in a two person ROV may be removed and replaced with other aftermarket seats. Additionally, seatbelt/shoulder belt and safety harness aftermarket installations would also be permitted per CVC Section 38602.

**• May I install an aftermarket bench seat in my ROV?**

**Yes.** CVC Section 38603 reads; a person operating a recreational off-highway vehicle shall not allow a passenger to occupy a separate seat location not designed and provided by the manufacturer for a passenger.

Because this section refers to seat "location," it does not prohibit removal of manufacturer provided seats with aftermarket seats, to be placed in a location already designed and provided by the manufacturers for a passenger. However, if the intent and result of the bench seat installation is to allow a third passenger in an area designed and provided by the manufacturer to transport two passengers, then the operator is no longer compliant with and is in violation of, CVC Section 38603.

**• My vehicle was modified before these new laws were passed. Will these new laws apply to my ROV or will my ROV be "Grandfathered" in?**

They will apply to your vehicle. There exists no language in AB 1595 or AB 1266 which addresses a "Grandfather" clause for pre-existing and modified ROV's. Therefore, without specific language allowing for a "Grandfather" clause, all ROV's, regardless of the year in which they were sold or modified, will be subject to these new laws.

**• May I allow a 14 year old to operate my ROV?**

**Yes.** CVC Section 38600 reads; a person operating a recreational off-highway vehicle shall be at least 16 years of age, or be directly supervised in the vehicle by a parent or guardian or by an adult authorized by the parent or guardian.

Additionally, the provisions of CVC Section 38304, Reach and Operate all controls, still apply.

**• If my ROV does not have an occupant handhold, will I be required to add one?**

If a manufacturer installed handhold has been removed, or is not present, then one shall be installed on the vehicle to satisfy the requirements of CVC Section 38604, if no other vehicle component provides the same safety feature. A handhold shall meet the intent of the law, which is to keep the occupants hands inside of the vehicle. The roll cage shall not meet the intent of a handhold. The seat cushion shall not meet the intent of a handhold. CVC Section 38604 reads; a person operating a recreational off-highway vehicle shall not ride with a passenger, unless the passenger, while seated upright with his or her back against the seatback, can grasp the occupant handhold with the seatbelt and shoulder belt or safety harness properly fastened.

There is no definition of occupant handhold in the CVC. The American National Standard for Recreational Off-highway Vehicles (ANSI/ROHVA 1-2011) defines handhold as "A device grasped by an occupant to provide support and to assist in keeping arms and hands inside the vehicle." This is the standard that ROHVA member manufacturers use when designing and manufacturing recreational off-highway vehicles.

**UDG**  
United Desert Gateway

# 16th Annual ISDRA Martin Luther King Weekend Dunes Cleanup

**Free T-shirts & Free Lunch  
Plus Thousands of Dollars in Prizes!!**

**Date:**  
Saturday, January 19, 2013

**Registration:**  
8:00 a.m.

**Lunch Prize Giveaway:**  
11:30 a.m.

**North Dunes Locations:**  
Glamis Flats (main staging area),  
Gecko Road, Oldsmobile Hill,  
Roadrunner Wash Road

**South Dunes Locations:**  
Gordon Well (main staging area),  
Buttercup (vendor row), Midway,  
Ogilby Camp (past the tower towards  
the south)

For more information on participating or contributing as a sponsor, please contact the United Desert Gateway  
760.337.4155 [www.UnitedDesertGateway.org](http://www.UnitedDesertGateway.org) or e-mail us at [Charla@UnitedDesertGateway.org](mailto:Charla@UnitedDesertGateway.org)

The photograph shows a man and a child in white t-shirts and dark pants, both holding large white plastic bags filled with trash. They are standing on a wooden platform, likely the back of a truck or a trailer, during the cleanup event. In the background, other people and vehicles are visible, suggesting a busy outdoor setting.



### Foddrill Motorsports Meeting

ASA President Bob Mason conducting an Info Meeting at Foddrill Motorsports in Peoria, AZ regarding the status of the RAMP and providing information on the new side by side rules that go into effect this January 1st.



### Orangewood RV Donation

ASA Volunteer Gary Johnson accepting a donation check from Orangewood RV Sales Manager Darrel Nagler. The ASA would like to thank Orangewood RV for being such a generous partner with the Pound Sand event.



# ATV Safety Training!

Classes are available in Glamis, Gordon's Well and Superstition Mountain. Visit our website at [www.americandesertfoundation.org](http://www.americandesertfoundation.org) for dates and details.

Completing this class **IN PERSON** meets the State of California's requirement that all riders under the age of 18 must be certified or be under the direct supervision of a certified adult.

The online E-Class offered by the ATV Safety Institute **DOES NOT** meet the California requirement.





**AMERICAN DESERT FOUNDATION**

# Maintain Access to Public Land for Motorized Recreation

# Support the ASA *and win!*



## GRAND PRIZE! POLARIS RZR XP 4 900

Drawing will be held at the  
**Sand Sports Super Show**  
September 22nd, 2013



Polaris Industries • RideNow Powersports • Safeglow Whips • Dragon Fire Racing • Sand Line • Precision Billet • ProCharger  
Carillo Pistons • RZR P Brake • Supreme Tool & Machine Inc. • DynoJet • No Limit Wheels • Toy Box Covers • Rigid Industries  
Duner Tunes • STI Wheels • Schuffler Customs • LG1 Designs • Triple X Seats • St. Clair Insurance • Barrell-Jackson  
REACH Air Medical Service • Sand Sports Super Show • Sand Sports Magazine • Firebird International Raceway

### Winners need not be present! Tickets are \$20 each or 6 for \$100

Must be 18 years of age to enter and win. Purchase of ticket required to sit tickets and conditions of entry. Winner will be required to sign a liability Release as a condition to accepting the prize. A copy of the Release is available for public review. Offer valid where prohibited by law.

For mail orders send check or money order to:  
Sand Truck Raffle, P.O. Box 1872, Canyon Country, CA 91389  
Or Call: 888-540-SAND

### 2<sup>nd</sup> PRIZE! POLARIS RZR S LE



## SAVE THE DATE – UPCOMING EVENTS

### **Polaris Camp RZR**

December 28-31, 2012

9:00 a.m. – 5:00 p.m. daily at the Glamis Beach Store property

### **Barrett Jackson Classic Car Auction**

January 13-20, 2013

8:00 a.m.-10:00 p.m. daily at Westworld of Scottsdale  
Visit [barrett-jackson.com](http://barrett-jackson.com) for more details.

### **16th Annual ISDRA Martin Luther King Weekend Dunes Cleanup**

January 19, 2013

Registration: 8:00 a.m. / Lunch & Prize Giveaway 11:30 a.m.  
Visit [uniteddesertgateway.org](http://uniteddesertgateway.org) for event details and registration locations or see the advertisement in this newsletter.

### **Roughneck Rendezvous Geocaching Adventure**

January 26–27, 2013

Ocotillo Wells SVRA. For event details and registration information please visit  
[http://ohv.parks.ca.gov/?page\\_id=26912](http://ohv.parks.ca.gov/?page_id=26912)

## **ECOLOGIC PARTNERS WIN CEQA LAWSUIT AGAINST STATE PARKS:**

### **TRUCKHAVEN TRAILS STAY OPEN**

After nearly 18 months of hard-fought litigation, EcoLogic Partners, Inc. (“EcoLogic”) has prevailed in its CEQA lawsuit against the California Department of Parks and Recreation (“State Parks”) over the closure of recreational vehicle routes in Truckhaven (also known as the “Freeman Property”). On October 16, 2012, Judge Jeffrey Jones of the Imperial County Superior Court issued his final Judgment in the action, finding that State Parks violated CEQA when it approved a “boundary signage and fencing” project without first analyzing whether and to what extent the project would have adverse impacts on natural and recreational resources. As a result of the Court’s ruling, State Parks’ decision to approve the boundary signage and fencing project has been set aside.

State Parks first approved the project on February 8, 2011, claiming that it was “categorically exempt” from CEQA because it only involved the installation of signs and fences. EcoLogic brought suit alleging that the project had the obvious, if not intended, effect of closing pre-existing recreational vehicle routes – a discretionary action for which no CEQA exemption exists. Both parties submitted extensive briefing to the Court, which held two hearings on the merits of the case. Ultimately, the Court ruled in EcoLogic’s favor:

*“As is acknowledged by respondent [State Parks], a major component of the project is the closure, or opening, of roads to vehicular travel . . . . It is beyond argument that the determination of where roads are is a determination likely to have a significant effect on the environment.*

*“Respondent’s implicit determination that designation of traversable roads and trails is categorically exempt from CEQA review is unsupported by any evidence in the record.*

*“For the foregoing reasons, the petition is GRANTED.”*

The Court issued a Writ of Mandate setting aside State Parks’ decision to approve the boundary signage and fencing project. The practical effect of the Writ is to reopen those trails which were either closed or slated for closure as part of State Parks’ decision from February 2011. As the prevailing party in the litigation, EcoLogic is entitled to reimbursement of its attorney fees. The cost of these fees will be borne by State Parks. For additional information, please contact attorney David Hubbard at (760) 431-9501 or [dph@ecobalance.biz](mailto:dph@ecobalance.biz).



Photo: Neal Rideout Photography

# DUNE SMART

**The American Sand Association wants you to have a great recreation experience. One unsafe act can last a lifetime!**

- *Use care when navigating the dunes. Scan the path ahead of you to pick the safest route.*
- *Always wear your safety harness or seat belt.*
- *Observe the 15 mph speed limit within 50 feet of camps and people.*

The goal of the American Sand Association is to “Unite, Inform and Mobilize” the sand duning community to help maintain access to Public Land for Motorized Recreation.

**Become a Supporting Member or Business Sponsor today!**



dla design concepts

## MEMBERSHIP THANKS!

The American Sand Association would like to thank the following people who have either joined, renewed or became supporting members of our organization since the publication of our last newsletter. Your support is helping us protect your right to recreate on public lands.

Nick Accettura	Don Coe	Rick Greven	Steven Long	Zachary Perez	Mark Sunderman
Victor Acevedo	Steve Cole	Dan Gribbon	Patrick Lorenz	Earl Potts	Alan Svoboda
Trevor Allen	Grant Collins	Shawn Griffin	James Low	Jason Ramsey	Mark Swift
Albert Allen Jr.	Stewart Cottis	Paul Grossberg	Jim Lumia	John Reans	Rick Tabor
Michael Arnold	Jim Courson	Kyle Hadley	David Lydick	Kevin Robinson	Ryan Tacy
Howard M. Ault	Eric W. Cowan	Thomas Hale	Matt Lysiak	Rick Robinson	Jerry Tangeman
Stephen Austin	Janice Craney	Jeremy Hanley	Randea Mahanke	Ron Rogers	Scott Tant
Robert C. Bainbridge	Scott Crowley	Paul Harris	Dan Mahanke	Brian Rojas	Ronald Tesarski
Stephen Baker	Jose Cunanan Jr	Philip Hatch	Brian Mankin	Kevin Romine	Dan Thomas
Mike Beck	Dan DeVoy	Phil Heft	Steve Mann	Russell Root	Greg Thomke
Rick Beck	Ron Dowda	Michael Hellman	Marc Marks	Clint Rufenacht	Janet Thompson
Michael Beel	Dave Dreher	Samhar Herrera	Steve Marshall	Stan Sandgren	Mike Thompson
Rob Beggs	Herb Engel	Donald Hickle	Mikol Martin	Nichollette Sargent	Daniel Thompson
Mark Belshe	Michael Fichera III	Todd Hills	Jon McCall	Carl Sbarounis	Robert Thompson
Fred Bennett	Joe Ford	Lee Hlucky	Dianne McGee	Mark Scharrer	Erin Tice
Karen Bergkvist	David Fortuna	Mark Hoekstra	Alan Mcginnis	David Schuchman	Richard Van Ginkel
Adam Bernard	Bruce Friedman	Walter Hollada Jr.	S.A. McKesson	Colby Schwartz	Richard Van Ginkel III
Doug Blanchard	Ron Fuller	TJ Holston	Dave McKnight	Frederick Schwartz	Robert Wakefield
Matt Blenkle	Mark D. Fulton	John Huchting	Marco Mendez	Chuck Setterland	Jeff Wall
Mark Blindauer	John Gagel	David Ireland	Kurt Meyers	Michael W. Sharp	Dennis Wallace
Mike Boatman	Rob Gagne	Tim Jarnagin	Chris Mock	Bob Sherwood	Joseph Ward
Richard Borman	Efrain Garcia	Bob Jenkins	Timothy Moore	Steven Shimono	Mark Watkins
Neal Bornhoft	Glenn Garrison	Mike Johnson	Nathan Morehead	Keith Shomaker	Jack Weddle
Chris Brant	Kasey Geary	Jay Johnson	Colin Morgan	Ronald Siewert	Brian Wensel
Chuck Buehler	Thomas Gell	Gary A. Johnson	Glenn Morris	Phil Skeen	Jeff Weyers
Peter Buell	Bill Geltch	Charles Johnson	Jon Mueller	Monte Skidmore	Rick Wheeler
Rex Bullock	Terry Gess	Suzy Johnson	David Mullins	Derrell Smith	Reid Wicker
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Robert Ciarloni	Harold Gottschalk	Rollin Lanpher	Jim O'Malley		
Jim Clark	Eric Graham	Edward Lauer	Sam Osinga		
Ryan Coady	Jon Gregory	Mat Lenz	Mike Parker		

Visit the ASA's website for more information or to join today:  
**WWW.ASASAND.ORG**

## MEMBERSHIP HAS ITS PRIVILEGES

- Receive a special "Supporting Member" discount with REACH for Life.
- Just for upgrading your ASA "General Membership" or renewing your "Supporting Membership" you automatically receive a \$25.00 gift card to Rocky Mountain ATV/MC.
- You will receive a membership card good for discounts at our participating "Premium" sponsor businesses.
- With your membership kit, you'll also receive a "Supporting ASA Member" license plate frame and ASA sticker.
- Be a part of an organization that is over 40,000 members strong and allows you a prominent voice on Imperial Sand Dunes Recreation Area issues.
- Help to fight for your right to recreate on public lands!





### **WHAT IS THE ASA?**

The ASA is the lead organization fighting to keep the Imperial Sand Dunes Recreation Area (ISDRA) open to OHV use. We are a nonprofit California corporation under the IRS Tax Code 501(c)4.

The ASA has joined with the Off Road Business Association (ORBA), San Diego Off-Road Coalition (SDORC), and American Motorcycle Association (AMA District 37) to fund EcoLogic Partners Inc., an OHV coalition that advocates on behalf of recreationists on legal matters.

### **WHY SUPPORT THE ASA?**

We are a dynamic, aggressive organization fighting hard to protect your right to recreate on public lands!

### **WE OFFER THE FOLLOWING:**

- 40,000 members strong allows us a prominent voice on ISDRA issues
- Connections and respect at high levels of the government and in the business community
- Dedicated, business-like leadership
- Aggressive legal and biological strategy
- Lobbying efforts in both Sacramento and Washington, D.C.
- Partners with the United Desert Gateway (UDG), United States Border Patrol, Bureau of Land Management, Imperial County Sheriff Office, EcoLogic Partners, Inc. and American Desert Foundation.

### **THE ASA FOCUSES ON SIX CORE COMPETENCIES:**

1. **Education** – We educate our membership by producing four newsletters and eight “Endangered Duner” online newsletters sent out to all email subscription members annually.
2. **Safety** – Starting with our “Checkered Flag” program and expanding to safety billboards, the “Safety Bug” program and our “Dune Smart” safety book, the ASA has helped ISDRA visitors become familiar with the rules and information needed for a safe duning experience coupled with responsible use of public lands.
3. **Membership** - The ASA strives to increase membership in order to have a strong voice for the duning community.
4. **Legislation**- In the past, the ASA has filed lawsuits against the Bureau of Land Management and Fish and Wildlife Service on legal actions that could have closed the dunes. We continue to stand poised to oppose any legal actions brought by any anti-access group.
5. **Communication** - The ASA attempts to keep the lines of communication open between the managers of the recreation area and the visitors. We do this via newsletters, monthly emails to our members, informational meetings and participation at events where recreational visitors can learn more about the issues affecting the recreational use of their public land.
6. **Fundraising** – Funds are raised to help further the mission of the ASA.

### **ACCOMPLISHMENTS:**

Only through the support of our members and business sponsors, has the American Sand Association been able to pursue various activities. Here are some of the many achievements made by our organization.

- The ASA contracted for an economic assessment that resulted in a portion of the proposed Pierson’s Milkvetch (PMV) critical habitat being excluded by the Secretary of the Interior due to the economic impact on the local economy.
- Petitioned the Department of Interior (DOI) to de-list the PMV. Although we weren’t successful, we are researching other avenues to address the potential for delisting.
- Designed and implemented a public safety education program at the Imperial Sand Dunes Recreation Area.
- Produced Duner’s Survival Kits for distribution by local businesses, at information meetings and by the BLM to thousands of visitors at the dunes.
- Started the Partners in Dune Safety program with the Bureau of Land Management (BLM), and the Imperial County Sheriff’s Office (ICSO). Working together, we’ve enhanced public awareness of the rules and laws that apply to the Imperial Sand Dunes Recreation Area (ISDRA). Well informed duners are more likely to follow the rules.
- The Washington, D.C. Director of the BLM presented the Four-C’s Award to the ASA for their leadership in conservation and recreational safety programs throughout the ISDRA.
- The ASA is a member of Tread Lightly! which advocates responsible off-highway motorized vehicle use.
- In order for the ASA to accomplish its goals, funds have been raised by conducting a raffle car program, business sponsor and supporting membership contributions, donations and ISDRA permit sales.

### **OBJECTIVE / MISSION STATEMENT:**

The ASA’s primary objective is to **“UNITE, INFORM and MOBILIZE”** the sand duning community to protect their right to ride!

We accomplish our mission through the use of volunteers and staff to protect the right to recreate on public lands. We believe in responsible, environmentally balanced management for all public lands. The ASA cooperates with national, regional and local sand sport associations.

### **WHAT ARE THE SOURCES OF ASA’S FINANCES?**

Our funds come from annual membership dues from our Supporting Members as well as from our Business Sponsors. Many of our business supporters also assist the ASA by providing or donating copying services, printing services or through the donation of equipment and sand toys for fundraising raffles. Lastly, the ASA markets a line of merchandise such as shirts, hats, calendars, flags, signs and banners. These funds are primarily used to support our ongoing legal efforts, biological and technical studies, public awareness and outreach campaigns.

## LET THE ASA HELP YOU PROMOTE YOUR BUSINESS

How would you like to have your business name in front of over 40,000 people? Advertising in the **ASA quarterly newsletter** allows you to do just that. Reach a guaranteed audience of off-road enthusiasts at affordable rates.

Your advertisement in the pages of the ASA newsletter helps to cover our costs distributing the newsletter four times per year; two of which are printed and all four are available online and emailed to our membership.

There are five options available for you to choose from:

Ad Size	1 Issue	4 Issues
Full Page	\$400	\$1400
3/4 Page	\$300	\$1100
1/2 Page	\$200	\$700
1/4 Page	\$150	\$500
Business Card	\$75	\$225

**SAVE MONEY WITH  
THE 4 ISSUE OPTION**

### We also offer an opportunity for businesses to advertise on the ASA website.

There are four options for you to choose from:

#### Package #1

Home page rotation ad, 120 x 60 size, clickable button to a website of your choice.

6 Month Pre-Pay (from the time of contract signing) \$250.00

12 Month Pre-Pay (from the time of contract signing) \$400.00

#### Package #2

Side Bar Static Banner Ad, 200 x 100 size, clickable button to a website of your choice.

6 Month Pre-Pay (from the time of contract signing) \$300.00

12 Month Pre-Pay (from the time of contract signing) \$500.00

#### Package #3

Lower Home Page Static Banner Ad, 500 x 100, clickable banner to website of your choice.

6 Month Pre-Pay (from the time of contract signing) \$400.00

12 Month Pre-Pay (from the time of contract signing) \$700.00

#### Package #4

Premium Flash Based Ad on ASA Homepage. 450 x 375 ad size. Not clickable or linkable.

6 Month Pre-Pay (from the time of contract signing) \$550.00

12 Month Pre-Pay (from the time of contract signing) \$1000.00

Advertiser is responsible for providing production ready ad material. We reserve the right to reject any material that we deem inappropriate. Gold and Platinum sponsors receive an additional discount.

For more info please contact us (888)540-SAND or [asaoffice@americansandassociation.org](mailto:asaoffice@americansandassociation.org).



### FREE - ATV Safety Certification classes

ATV Safety Certification classes will be offered over the New Year's holiday weekend. Two classes will be offered on Saturday, December 29th at the Glamis Flats location (Vendor Row 2), one at 9:00am and another at 1:00pm. Visitors in the south dunes will find classes at Duner's Diner (Gordon's Well) on December 29, 30, and 31st, with classes starting each day at 9:00am. Classes are free to California residents aged 6-17, and attendance satisfies required rider safety training. Visitors are encouraged to register in advance at **800-887-2887** for the class, as they often fill up. To see a complete list of scheduled ATV classes at the dunes, please visit [www.blm.gov/ca/isdra](http://www.blm.gov/ca/isdra). The classes are provided through a partnership with the American Desert Foundation (ADF), helping to fulfill objectives of BLM CA's Strategic Framework, and working towards increasing public safety.

## USE YOUR SUPPORTING MEMBERSHIP TO SAVE MONEY!

In addition to all of our businesses that help support your right to recreate on public land, following is a list of our **Premium Sponsors** who have chosen to give you, as an ASA Supporting member, an additional discount.



- ACE AIR COOLED ENGINEERING** SALT LAKE CITY UT 801 943-1234 [www.aircooledengineering.com](http://www.aircooledengineering.com) 10% Off All In Stock Items and Some Special Orders
- AL'S RV SERVICE & SUPPLY** YUMA AZ 928 342-5816 [www.alsrv.com](http://www.alsrv.com) 10% Retail Parts, Free 800 Page RV Accessory Catalog
- AL'S RV SERVICE & SUPPLY** GLENDALE AZ 602 938-4990 [www.alsrv.com](http://www.alsrv.com) 10% Retail Parts, Free 800 Page RV Accessory Catalog
- B&R BUGGIES** OCEANSIDE CA 760 722-1266 [www.pdkracing.bravepages.com](http://www.pdkracing.bravepages.com) 10% Discount Off Parts and Labor
- BEAUMONT POWERSPORTS** BEAUMONT CA 951 845-4882 [www.beaumontpowersports.com](http://www.beaumontpowersports.com) Up to \$1500.00 Off Vehicle Purchases Plus up to 20% Off Parts and Repairs
- BILL & STEVE'S FOREIGN CAR PARTS** DOWNEY CA 562 923-3251 [www.billandsteves.com](http://www.billandsteves.com) 10% Discount on Parts
- BRAWLEY INN** BRAWLEY CA 760 344-1199 [www.brawleyinn.com](http://www.brawleyinn.com) 10% Off Regular Price
- BRM OFFROAD GRAPHICS** FOUNTAIN HILLS AZ 602 421-0880 [www.brmoffroad.com](http://www.brmoffroad.com) 15% Off First Purchase for ASA Supporting Members
- CONCEPT POWDER COATING** RANCHO CUCAMONGA CA 909 945-2991 [www.conceptpowdercoatinginc.com](http://www.conceptpowdercoatinginc.com) 25% Off
- CONSULT-A-TECH** TEMECULA CA 951 693-1074 10% Off All Parts and Labor to ASA Supporting Members
- CSIDENTITY CORP** AUSTIN TX 512 646-2418 [www.csidentity.com](http://www.csidentity.com) Discount On ID Protector
- DIRTNDUNES.COM** PLACERVILLE CA 530 308-5211 [www.dirtndunes.com](http://www.dirtndunes.com) 15% Off
- DJ SAFETY INC** LOS ANGELES CA 323 221-0000 [www.dj-ltd.com](http://www.dj-ltd.com) 12 to 20% Discount off Selected Merchandise
- DON'S BUS BOX** PEORIA AZ 602 670-0192 [www.donsbusbox.com](http://www.donsbusbox.com) Priority Service for All ASA Supporting Members
- DUNCAN RACING INTERNATIONAL** SANTEE CA 619 258-6306 [www.duncanracing.com](http://www.duncanracing.com) 10% Off Any Item Purchased Direct from Duncan Racing. \*1 Special Per Order Only
- ELECTRO TECH POWDER COATINGS INC** SAN MARCOS CA 760 746-0292 [www.electrotechcoatings.com](http://www.electrotechcoatings.com) Show your ASA ID Card and Receive \$10 Off your Order
- EMERY MECHANICAL ENGINEERING** SAN DIEGO CA 619 464-5348 [www.emeng.com](http://www.emeng.com) 15% Off On Title 24 Energy Calculations
- F WORD INDUSTRIES HUNTINGTON BEACH** CA 714 350-1133 [www.fwordindustries.com](http://www.fwordindustries.com) Online 10% Discount: Type Code ASA. OffH Road Shows Show Your Card
- F&L RACING FUEL** LONG BEACH CA 562 432-3946 [www.dionandsons.com](http://www.dionandsons.com) \$0.50 Discount (\$0.25 to the paying customer and \$0.25 to the ASA)
- FIBER-TECH AUTO PARTS** Santee CA 619 448-0221 10% Discount off Selected Merchandise - (excl. tires, wheels & frames)
- FOREMOST SILK-SCREEN & EMBROIDERY** RANCHO CUCAMONGA CA 909 941-1713 [foremostapparel.com](http://foremostapparel.com) Free Setup
- FREEDOM RENTALS** BRAWLEY CA 951 8051652 [www.freedomatrentals.com](http://www.freedomatrentals.com) 10% discount for all ASA Supporting members on rentals with prior reservations
- FUNRUNNER** Santa Fe Springs CA 562 946-4049 [www.funrunr.com](http://www.funrunr.com) 10% off Regular Prices; Sale Items Discounts Will Vary. All Canopies available at Dealer or Below
- GOLF TOURNAMENTS, INC.** Phoenix AZ 602 233-3685 [www.golfcarsales.com](http://www.golfcarsales.com) 10% off on Golf Car Rental
- HIGH FLY FAB** FRESNO CA 559 285-8466 [www.highflyfab.com](http://www.highflyfab.com) 2% Off All Fabrication Work
- HT PRODUCTS** PHOENIX AZ 623 329-6767 10% Off of Retail Sales on All Products
- IMPERIAL VALLEY CYCLE CENTER** EL CENTRO CA 760 353-2110 [www.ivcycle.com](http://www.ivcycle.com) Up to \$1500.00 Off Vehicle Purchases Plus up to 20% Off Parts and Repairs
- IRONWOOD RV STORAGE & FIREWOOD** CERRITOS CA 562 924-7870 10% Discount on Firewood
- JOHN POTOCKI ARCHITECT** SAN DIEGO CA 619 464-7904 Hourly Fee Discount
- LAZER STAR BILLET LIGHTS** PASO ROBLES CA 800 624-6234 [www.lazerstar.net](http://www.lazerstar.net) 10% Off Walk-in Orders or FREE Ground Shipping
- LITTLE DEALER LITTLE PRICES** PHOENIX AZ 623 889-3900 [www.playharderrvs.com](http://www.playharderrvs.com) 10% Discount in Parts and Service Departments, New and Used RVs Discount varies by model-show card
- MENDEOLA TRANSAXLES** SAN DIEGO CA 619 710-8800 [www.mendeolatransaxles.com](http://www.mendeolatransaxles.com) 10% Discount on Magnaflux
- MICRO-ARMOR ADVANCED TECHNOLOGY LUBRICANTS** JACKSON MI 800 531-2920 [www.micro-armor.com](http://www.micro-armor.com) ASA receives a portion of all of Micro-Armor products sales.
- MOBILE RADIO COMMUNICATIONS, INC.** Lancaster CA 661 886-6578 [www.mobileradiocommunications.net](http://www.mobileradiocommunications.net) 5% Discount on All Products with Proof of Membership
- MOUNTAIN MOTOR SPORTS** ONTARIO CA 909 988-8988 [www.mtnride.com](http://www.mtnride.com) 10% Off Parts and Accessories and Labor
- OMF PERFORMANCE PRODUCTS** RIVERSIDE CA 951 354-8272 [www.omfperformance.com](http://www.omfperformance.com) 10% Off All Retail Purchases
- ORANGEWOOD RV CENTER** SURPRISE AZ 623 974-3000 [www.orangewoodrv.com](http://www.orangewoodrv.com) 10% Off All Service Labor, 10% Off All Parts (no conjunction with other specials, coupons or promo items)
- PACIFIC COAST COPPER REPIPE, INC.** ANAHEIM CA 800 870-2024 [www.pacificcoastcopperrepipe.com](http://www.pacificcoastcopperrepipe.com) \$250 Discount Off Any Complete Re-pipe
- PACIFIC CUSTOMS UNLIMITED INC** CORONA CA 951 738-8380 [www.pacificcustoms.com](http://www.pacificcustoms.com) 10% discount with presentation of ASA supporting member card. No other discounts apply
- POLES AND HOLDERS** SANTA FE SPRINGS CA 562 947-2115 [www.polesandholders.com](http://www.polesandholders.com) 10% discount on all phone orders for ASA Supporting Members
- RACE401** OCEANSIDE CA 760 801-2527 [www.race401.com](http://www.race401.com) 5% Off to Supporting Members
- REACH AIR MEDICAL SERVICES** SANTA ROSA CA 877 644-4045 [www.REACHair.com](http://www.REACHair.com) Discount on a REACH for Life Membership
- ROCKY MOUNTAIN ATV/MC** PAYSON UT 800 336-5437 [www.rockymountainatv.com](http://www.rockymountainatv.com) Supporting Members will Receive a \$25 Gift Card in their Supporting Member Packets
- RV SUPERSTORAGE** CHANDLER AZ 602 790-8249 [www.rvsuperstorage.com](http://www.rvsuperstorage.com) 15% Off the First 6 Months Rental
- SCOTTSDALE WEED CONTROL & FERTILIZATION** SCOTTSDALE AZ 480 941-9471 10% Off Olive Trees and Weed Control
- SIDEWINDER SHELL & ATV INC** WINTERHAVEN CA 928 246-4880 [www.sidewindershell.com](http://www.sidewindershell.com) 10% Off All Merchandise & RV Sevices (except fuel, permits and postage stamps)
- SOLID GROUND OFFROAD** PHOENIX AZ 623 203-6948 10% Off Labor
- ST CLAIR INSURANCE** CORONA CA 951 736-6710 [www.stclairinsurance.com](http://www.stclairinsurance.com) All ASA Supporting Members Receive a 5% Discount
- TOY BOX COVERS.COM** CHATSWORTH CA 888 214-8928 [www.toyboxcovers.com](http://www.toyboxcovers.com) 20% Off Custom Covers
- UNITED DISTRIBUTING** PHOENIX AZ 602 353-1300 [www.unitedparts.us](http://www.unitedparts.us) 50% off Retail for selected products
- WARNER TRUCK RENTAL** OCEANSIDE CA 760 757-1908 10% Discount on Rentals
- WEBBS RV SUPPLY** LAKESIDE CA 619 443-5073 [www.webbsrvsupply.com](http://www.webbsrvsupply.com) 10% off Parts & Supplies (excl. sale items and propane)

For a complete list of  
ASA Business Sponsors  
visit our website:  
[www.ASAsand.org](http://www.ASAsand.org)

**PLEASE SUPPORT ALL OUR SPONSORS WHEN MAKING A PURCHASE!**

## HELP THE ASA ADVOCATE ON BEHALF OF YOUR BUSINESS

The American Sand Association depends on the business community to validate and support the important issues that affect the Imperial Sand Dunes. The ASA has grown bigger and faster than anyone could imagine and is now the largest, grass-roots organization leading the fight to preserve and protect the public's access at the Imperial Sand Dunes.



The ASA offers different levels of business sponsorship. While your sponsorship is always appreciated, we encourage you to give as much as you're comfortable with. Be it in merchandise, by volunteering or even an additional donation. All donations are always put to good use in **Keeping Our Dunes Open!**

All levels will receive an ASA Business Sponsor Kit. The kit includes 4 signs; (1) large 11"x17" window sign, (2) 4"x6" register or sales counter signs with adhesive tabs and (1) 3"x6" sign for your parts display case. You may also sign up your business online at the ASA website: [www.AmericanSandAssociation.org/sponsors](http://www.AmericanSandAssociation.org/sponsors)

### BRONZE (\$50.00)

- Business Name, City, State and Phone Number listed on sponsor page.

### SILVER (\$250.00)

- Business Name, City, State and Phone Number listed on sponsor page.
- Business Name will be a hyperlink to its own ASA webpage.
- Page will include contact information, email link, your website link, 100 characters of information maximum. A logo picture 240 X 240 max.

### GOLD (\$500.00)

- Business Name, City, State and Phone Number listed on sponsor page.
- Business Name will be a hyperlink to its own ASA webpage.
- Page will include contact information, email link, your website link, 250 characters of information maximum. A logo picture 240 X 240 max.
- Plus receive a 10% discount on ASA & GlamisOnline website advertising.

### PLATINUM (\$1000.00)

- Business Name, City, State and Phone Number listed on sponsor page.
- Business Name will be a hyperlink to its own ASA webpage.
- Page will include contact information, email link, your website link, 500 characters of information maximum. A logo picture 240 X 240 max.
- Plus receive a 20% discount on ASA & GlamisOnline website advertising.
- Annual ASA Sponsor Plaque.

### PREMIUM (FREE with all levels)

- Offer any Discount to our paid Supporting Membership. (your choice)
- Places your business on our Premium Sponsor webpage and in our quarterly newsletters.
- Your discount and contact information is sent to each new Supporting Member.
- Good for All sponsor levels, NO additional costs!

All Sponsorships are renewed annually.

For more information contact [ngilles@asasand.org](mailto:ngilles@asasand.org) or call (888) 540-7263.



# The ASA... Keeping Our Dunes Open!