American Sand Association Inc.
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# American Sand Association
# "IN THE DUNES"

Volume 7 Issue 4
November 2007

Unite, Inform, and Mobilize

## Counting Visitors at the ISDRA

By Dr. Glenn Haas

The most common measurement fundamental to good recreation planning and management is the number of visitors to a location. This measurement can influence agency budgets, staffing, priorities, the timing and distribution of maintenance and law enforcement efforts, visitor capacity decisions, and decisions about how to manage the area. This measurement can also influence a local community's effort to market their nearby recreation opportunities or provide desired services for their tourists.

At first glance this task sounds easy. Imagine for a moment visiting a state or national park: you pass through a designated and controlled entrance station, 2-3 staff people are present, there are set closure hours, they charge a fee for each vehicle and have designated campsites. Now imagine for a moment visiting the Imperial Sand Dunes Recreational Area (ISDRA): there are no entrance stations, limited agency staff, numerous access points, 24/7 access, some of the fees are paid offsite, and there are no designated campsites. My point is not to suggest which is a better recreation opportunity or better way to manage, but rather to simply point out the ability to count visitors in dispersed recreation settings around the West is much more challenging than in developed settings.

The Bureau of Land Management (BLM) and the United Desert Gateway (UDG) communities (El Centro, Brawley, Yuma) certainly recognize the value of knowing the number of visitors to the ISDRA. They also recognize the special challenge of this dispersed recreation setting. Thus, the BLM and UDG have undertaken a project to upgrade and use two advanced techniques to counts visitors: aerial photography and traffic counters which record vehicles hourly and daily.

Last Easter, through the generosity and assistance of Robert Parks at Aerial Mapping Company, Inc., in Phoenix, a fixed-wing aircraft flew at about 4,000 feet over the ISDRA snapping pictures. The photographic equipment was high quality and the flight pattern was chosen to ensure full and accurate coverage of the dunes. The pictures were then sent to dunes enthusiast Mike Morgan of MorganTech, in San Diego. Mike's job was to see if there was a practical and effective way to count the primary vehicles where visitors would sleep at night. Using a nationally recognized program called AutoCad, he was able to focus in or out on the pictures to ensure clear resolution, and then was able to number the vehicles to

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*Mike Gilmore (Gilmore Offroad) receiving the DeJong car.*

## We Have Winners!

At the 9th Annual *Sand Sports Super Show* congratulations go to Robert and Susan Hairrel of Norman, Oklahoma who had the winning ticket for the DeJong Off Road Sand Car! How lucky is this, the winning ticket was a thank you gift, read more about it on page 7.

We also gave away the 2nd prize, a Pace American 24' enclosed trailer to Larry and Roberta Garcia of Norwalk, CA. They were the lucky people to receive the beautiful toy hauling trailer.

A special thanks to Sand Limo and D&D Motorsports of AZ as Enrique Flores of San Diego, CA won the Bearcat Quad giveaway done at the show (and he's promising it to his grandchildren!).

A sincere Thank You to everyone who purchased a raffle ticket and supported the ASA in the fight for our sand dunes. We can't do this without your support!

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ASA Quarterly Newsletters
February
May
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# *President's Message*

### *By Grant George*

### *Thanks for the Ride*

**Back in June of 2000 I heard the rumblings about a meeting in AZ where they were discussing some of the problems at the Dunes. Being the inquisitive person I am, I jumped into a plane and headed to Arizona. Little did I know it would be the start of a life-changing experience. I was introduced to the A.S.A.**

**The people I have met and the personal growth I have gained has been phenomenal. From day one until now, the primary goal has been consistent. "Take down those damn signs". I still believe today, as much as I did then, that the A.S.A. will accomplish that goal. Albeit, it has been a longer task than any of us had ever imagined.**

**It is with a heavy heart that I write my last presidents message (my least favorite duty). As I step down, there are a few things to look forward to in the next year. A new R.A.M.P. process will be starting at the I.S.D.R.A., I hope each one of you takes the time to attend a meeting and write those important comment letters. I look forward to a new O.H.M.V.R. (green sticker program). By the time of this publication, our hope is that Governor Schwarzenegger will have signed SB742, a total rewrite of the CA OHV program. We should finally take back what is rightfully ours as OHVers and see some on the ground dollars going back to our riding areas.**

**Without question the most rewarding aspects of my ASA involvement has been the privilege of working alongside the volunteers that comprise the ASA. From the past Presidents and Board members to the volunteers that donate an hour here and there, to the 30,000+ members, I sincerely thank you, from the bottom of my heart.**

***Thanks for the ride and see you in the dunes!***

***President***

***Editors note: SB742 was signed, please see page 22 for more information on the new program.***

# *Chairman's Report*

## *By Bob Mason*

### *"ASA Continues to Facilitate"*

***At the July 14, 2007 San Diego ASA Board meeting, BLM California State Director Mike Pool acknowledged the ASA's role as a "Facilitating Partner." During the past several months the ASA Board has reinforced Director Pool's observation. The scope of ASA's role as a facilitator has been wide and varied as you will see as you read this edition of the Newsletter.***

***In the area of public outreach, the new "Time Out for Safety" DVD is available free of charge to ASA members. Bill Jones, ASA Chairman Elect coordinated the production and funding. The BLM, the Sheriff's Office, and the United Desert Gateway (UDG) were all involved. Weekend Warrior paid for the duplication of 20,000 DVDs.***

***Visit the ASA website to learn more.***
***http://www.americansandassociation.org/pages.php?pageid=48***

***Over the past several months, the ASA has met with the Fish and Wildlife Service (FWS) and BLM regarding planning issues at the Imperial Sand Dunes Recreation Area (ISDRA). Representatives of the Center for Biological Diversity (CBD), the Public Employees for Environmental Responsibility (PEER) and the Sierra Club have been in several of these meetings. The ASA has encouraged a collaborative planning environment in an effort to enhance the agencies response to Judge Illston's orders which vacated the BLM proposed ISDRA Recreation Area Management Plan (RAMP).***

***Most recently, ASA has engaged the services of McClure Consulting to support our comments on the FWS Piersons milk-vetch (PMV) Critical Habitat Proposal (CHP). ASA attorney David Hubbard prepared ASA's comments on the proposed Critical Habitat Designation for the Pierson's Milk-vetch (PMV) Critical Habitat Proposal (CHP) and on the Economic Impact Assessment that accompanied it. Several ASA business sponsors also provided comments regarding the economic impact of the CHP***

***ASA, the Off-Road Business Association (ORBA) and the United Desert Gateway (UDG) have been invited to participate in the Western Sheriff's Summit hosted by Bill Woody, BLM Director of Law Enforcement in Washington, DC in early November. Meetings will be scheduled with agency management and congressional representatives during the DC visit. ASA has employed the services of Dennis Stephens of K&L Gates, Government Affairs Counselor to coordinate these meetings. The trip will enhance awareness of the ASA and UDG ISDRA partnership activities and funding requirements. We will encourage PMV de-listing and emphasize the economic impact of the PMV CHP. The time table for revision of the RAMP and the Biological Opinion (BO) while encouraging federal appropriations to BLM and FWS in support of the ISDRA RAMP and BO will be a priority topic.***

***Please take time to learn more about ASA's activities in this edition of the Newsletter.***

***As Always, thanks for your support,***

***Chairman of the Board***

## 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 known as 501(c)(4). Leaders of the ASA are volunteers.

The ASA has joined with the Off Road Business Association (ORBA), San Diego Off-Road Coalition (SDORC), AMA District 37 and California Off-Road Vehicle Association (CORVA) to fund EcoLogic Partners Inc. Ecologic has filed lawsuits against the Bureau of Land Management and the Fish and Wildlife Service and has standing in other lawsuits affecting the ISDRA. We stand poised to oppose any legal actions brought by any anti-access groups that would prevent the new Recreation Area Management Plan from being implemented. This plan would remove some of the closures entirely and grant conditional access to others.

In addition to our legal actions, we filed a precedent-setting delisting petition to remove the Peirson's Milk Vetch from the Endangered Species List. This plant was used to create the closures put in place in 2000. These closures total over 49,000 acres of sand dunes and are located south of Highway 78, south of Highway 8, and at Mammoth Wash.

Our delisting petition is based on good, solid science derived from biological studies paid for by the ASA, ORBA, and SDORC. This science cost over $150,000 so far and we are budgeting for more. Our efforts don't stop there. We have two lobbyists on retainer: one in Washington D.C. and the other in Sacramento.

We have made several trips to Washington D.C. and Sacramento to present our case and plan to make several more. Our Public Safety and Education makes us known as a group that is not only interested in a World Class duning experience, but Stewards of the land and its resources: a very good connection with the current administration.

The ASA has received the US Dept. of Interior's 4C's Award, recognizing our organization's commitment to working with the Bureau and others to enhance recreational conservation on public lands in Southern California.

## *"Get Caught Doing the RIGHT THING"*

***Safe duning is no accident, it's important for all of us to "KNOW THE LAWS AND RULES" and follow "SAFE DUNING" practices. To assist you in being "RESPONSIBLE DUNERS" the American Sand Association, the BLM, United Desert Gateway and the Imperial County Sheriff's Office have developed the "Time Out for Safety" DVD.***

***Law Enforcement Officers will be looking for you doing the "RIGHT THING."***
***Try to get caught! Get a free DVD, It's not hard to do.***

### *Some things you can do right to get caught!*

*Attend a safety course*
*Supervise children under 14 riding ATVs*
*Staying out of close areas*
*Pick up your or someone else's trash*
*Drive your OHV responsibly*
*Don't Drink and Drive*
*Drive an OHV with low noise emissions*

***Set a good example and receive a reward***

## *K"CD"F Donates 2 Rescue Vehicles For The Dunes*

**The Kris "Chili Dog" Frick (KCDF) a public benefit corporation and Gold Cross Ambulance Service worked together during the past 12 months to equip Gold Cross with two new Ford F-150s for the upcoming Glamis season. The trucks were purchased from donations raised by K"CD"F, which was established by six families after the death of K"CD"F's namesake, Kris "Chili Dog" Frick. Frick died on April 9, 2006, as the result of a sand rail accident in the Glamis dunes. When he was injured in the dunes, it took more than an hour to get medical help to him, and he died before reaching the hospital.**

**As a result, Frick's family and friends learned about the limited availability of effective and timely emergency medical services out in the dunes. In the months after Frick's death, they formed the Kris "Chili Dog" Frick Public Benefit Corporation (K"CD"F), a nonprofit organization whose mission is "To increase dune rider safety awareness and to conduct fundraising to enhance the medical services at the Glamis dunes."**

**K"CD"F contacted Gold Cross after the incident and asked if there was anything it could do to help avoid another incident happening to other families at Glamis Dunes, California.**

**One way to prevent that was to outfit Gold Cross with the new Ford F-150 pickups, which are being outfitted to meet the demands of an Emergency Medical Services (EMS) vehicle designed for off-road emergencies. The 2 new units will be available for the upcoming dune season.**

**KCDF and Gold Cross also joined with Imperial County Emergency Medical Services, the U.S. Bureau of Land Management, UDG and the El Centro Regional Medical Center to pursue goals in four different areas:**

- **Provide additional vehicles for the EMS personnel and driver training to EMS personnel for dune rescues**
- **To provide a climate-controlled triage facility with two beds and restroom facilities for the EMS personnel to use while on call at the dunes**
- **Provide a storage facility for the emergency vehicles for quick access to the dunes area.**
- **In addition, to provide free information and handouts to the users of the dunes, identifying "ride-safe" sand sport activities along with what to do and where to go if an emergency arises.**

**To support the efforts of the K"CD"F Public Benefit Corporation please call 714-784-7184, or write to: KCDF 3940 E. Miraloma Ave., Anaheim, CA 92806 or visit: www.KrisFrick.com for more information.**

# Support the ASA

## and win this EXTREME PERFORMANCE ECO II

## GRAND PRIZE!

**Drawing will be held at the**
**Sand Sports Super Show**
September 21st, 2008

## Thanks to these generous sponsors!

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***The ASA would like to acknowledge that this is the second giveaway car built by Extreme Performance***

aSa
americanSandAssociation.org
**All proceeds to benefit the ASA General Fund**
*Visit the ASA website at **www.asasand.com** for more information*

*Must be 18 years of age to enter and win*
*Tickets are $20 each (only 15,000 will be sold)*
*Purchaser of ticket subject to all terms and conditions of raffle*

**For mail orders send check or money order to:**
Extreme Performance Buggy Raffle, P.O. Box 1872, Canyon Country, CA 91386
**Or Call:** 888-540-SAND

**Winners need not be present!**

Ad design by dla design concepts.com

## Business Owner Alert

**The ASA has worked with BLM, ICSO and the UDG to produce a DVD to inform sand sport enthusiasts of "Safe Duning" practices. This DVD has been produced in such a manner as to assist sand car builders and component suppliers in educating their customers. You may view the DVD on the ASA website at: http://www.americansandassociation.org/pages.php?pageid=48**

**As an ASA Business Sponsor you can assist in educating fellow duners and your customers by purchasing DVDs to distribute with the sand cars or components you deliver. In order to replenish our supply we ask that you cover the replacement cost of $1.25 per DVD. They come packaged in boxes of 30. Please consider providing a DVD to the participants in your customer appreciation events this season.**

**Contact Bill Jones at: 562-965-1378 or email to: billjones@joneselectric.com to obtain your supply.**

## >>> LEGISLATIVE REPORT <<<

**By Vicki Cossey**

**What a busy month September turned out to be. As the legislative representative for the ASA, I attended the fall California Republican Party State Convention held this year in Indian Wells back in early September along with Ed Waldheim, President of California Off Road Vehicle Association (CORVA), Meg Grossglass, Off Road Business Association (ORBA) and Pete Conaty, Lobbyist, California League of Off Road Voters (CLORV). With the ASA being a part of CLORV, my time was spent educating the people who stopped by the CLORV exhibit about its mission and the organizations it was formed by as well as networking with state representatives and their staff. I did also meet a small handful of candidates that will be running for various southern California districts next election who seek an endorsement from the CLORV Political Action Committee (PAC).**

**Mid-September I also attended the state's Off Highway Motor Vehicle Recreation (OHMVR) Commission Meeting on behalf of the ASA. The Commission heard updates from the OHMVR Division, Forest Service and BLM since their last Commission meeting back in March. They also touched on the Desert Riparian Policy, the strategic plan and grant funding. New business covered included an update on SB742 (proposed legislation that rewrites the green sticker program), Carbon Footprint and impacts on the Rubicon Trail. The next Commission meeting will be December 6-8 in Folsom, CA**

**For more information, contact Vicki Cossey at: legislativeaffairs@americansandassociation.org**

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## The California League of Off Road Voters

**The California League of Off Road Voters Inc. (CLORV) is a coordinating and educational umbrella organization dedicated to keeping existing off road motorized recreation opportunities open.**

**The newly expanded membership of CLORV Inc. includes: the American Motorcycle Association D-36, American Motorcycle Association D-37, American Motorcycle Association-National, American Sand Association, California Association of Four Wheel Drive Clubs, California Nevada Snowmobile Association, California Off Road Vehicle Association, Friends of Oceano Dunes, Off-Road Business Association, and the San Diego Off-Road Coalition, all working together for a common cause.**

**In order to elect more OHV friendly candidates to state offices, CLORV has formed a state level political action committee (PAC) to endorse candidates, donate money and provide volunteers to off highway friendly legislators and candidates. This is where you come in; The organizations making up CLORV cannot donate directly to candidates. This must come from the grass roots level, YOU. Several of the races in the last primaries were won by candidates who attribute their success to the OHV community! This is fantastic, as it is these people who will remember us when they get into office. So help support our sport by completing the form to the right and sending in a donation today.**

**Every dollar helps, no donation is too small!**

**www.CLORV.org**

# Sand Sports Super Show Recap

**by Brian Trapp, ASA Show Coordinator**

**The 9th Annual Sand Sports Super Show (SSSS) was an absoutely wonderful experience! There were over 400 vendors showing their wares, you just couldn't see it all in a day! The ASA had a new location this year and we received a lot of compliments on our "new" booth arrangement. I'm already thinking of things to improve our booth for next year!**

*The ASA booth in its new location under the trees*

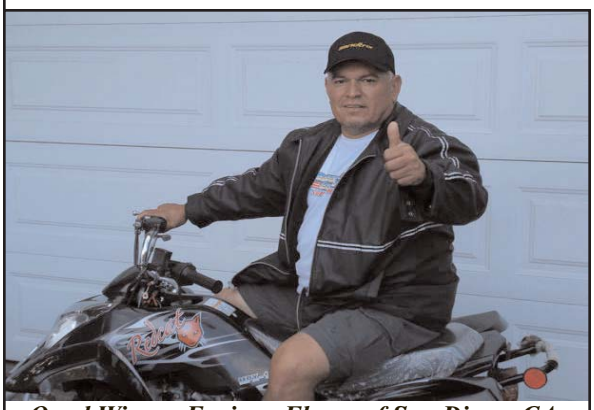
**The ASA also introduced several new items to our line of clothing; new shirts (we have 3 new ones), new hats, beanies and camp flags! They all looked so nice that I had to get several for myself!**

**Oh yes!! the DeJong Sand Car was given away! Congratulations to Robert and Susan Hairrel of Norman, Oklahoma for winning the high performance DeJong Sand Car. As the story goes, the ticket was given as a thank you gift by Mike & Michelle Gilmore to their good friends for coming to the dunes and then helping them out in the Gilmore Offroad vendor location last Christmas. How is that for a nice thank you!**

**Thousands gathered for the raffle drawing on Sunday. Everyone gathered around the main stage to win the DeJong car and see the unveiling of the next ASA Giveaway Car. Total attendance at the show was 57,000!**

*Winners Roberta and Larry Garcia of Norwalk, CA*

**Allan and Melissa Nimmo were on hand with a huge crowd of Extreme Performance employees to show off the new ASA Giveaway car. The next sand car is a beautiful Extreme Performance Eco II sand car with a LS engine by Turn Key Engine Supply exhaling through a Gibson Exhaust. It has a Mendeola Transaxle with a Kennedy Engineering clutch and adapter plate. King Shocks to soak up the jumps and the whoops. The driver and passengers will be sitting in fancy PRP racing seats with Crow Enterprises seat belts and talking on a PCI race radio. A Howe power steering package and an AIM Sports Digital dash will make driving a pleasure. This bad boy will have Xtreme paddle tires throwing rooster tails everywhere it goes. This is the second sand car that Extreme Performance has donated to help keep our dunes open. We all wish to thank everyone at Extreme Performance for their dedication and being the first manufacturer in ASA history to donate 2 sand cars. Tickets are now on sale by calling 888-540-SAND. Buy now to make sure you get a chance to win the incredible Extreme Performance Eco II.**



*Quad Winner Enrique Flores of San Diego, CA*

**At the show, the ASA also debuted its "Time Out for Safety" DVD. This comprehensive user guide for safe duning includes information on safe duning practices as well as guest appearances from NASCAR driver Greg Biffle. This DVD is available free of charge on our web site. Order yours today and see what everyone is talking about.**

**The Jerry R. Seaver Award (JRS) was given out on Saturday night and I was this years recipient and I'm truly honored to receive this award. This was my 6th year doing the coordination of this show. While this award is located at my house, it must be shared with all of the people that have worked so very hard on behalf of the ASA and all of the volunteers that give of their time to make the ASA look so good at the SSSS. Doing the SSSS truly is a group effort and the ASA is blessed to have an absolutely wonderful bunch of people! Thank you all! Brian**

*Brian Trapp (on right) receiving the JRS Award*

## ASA Open Board Meeting - August 25th - Ontario, CA

**The ASA held an Open Board Meeting in Ontario, CA on August 25, 2007. These meetings are always filled with a great deal of information, and this one did not disappoint those who attended. At the meeting, we had the following guest speakers:**

**Theresa Dodge, County Sanitation Districts of Los Angeles County briefed the duning community on the upcoming landfill project just East of Glamis.**

**Dee Bradshaw, Imperial Irrigation District updated the current status of the canal relining project in the South dunes.**

**Joe Cuccio, Dunesafe provided an overview of this groups efforts to educate the many new duners on how to safely enjoy the dunes.**

**Neil Hamada, BLM discussed plans for the upcoming season, including new signs reminding OHV's to remain off all roads.**

**Sgt. Preciado, ICSO OHVEST shared law enforcement statistics from the last year, and provided an overview of their identified enforcement areas for the coming season.**

**Sgt. Hayes, ICSO Fee Collection discussed the plans for camping permit sales for this year.**

**Dave Hubbard, ASA Attorney briefed the audience on the ASA's legal activities.**

**The Board would like to thank all of our guest speakers for taking the time to help educate our membership on some of the many issues facing our continued enjoyment of the dunes. This meeting also marked the first sales of season camping permits, with several being sold. Every season permit sold by the ASA will result in 10% of the sale being returned to the ASA to continue our efforts for dune access.**

***Next ASA Open Board Meeting - March 22nd 2008 - Phoenix, AZ***

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# ASA D.C. Lobbyist Visits the Dunes

On July 9th, ASA board members Brian Crain, Jim Bramham and Bob Mason along with Jerry Seaver met with ASA's Washington D.C. lobbyist Dennis Stephens and National Federation of Independent Business (NFIB) Andrew Langer in El Centro, CA to discuss the ISDRA and the PMV. After a brief meeting in El Centro, the group headed East to visit the South dunes, providing Dennis and Andrew a chance to view the active dune system and the environment in which we recreate.

Andrew Langer - Dennis Stephens - Brian Crain

Dennis Stephens is a government affairs counselor at K&L Gates. Previously, he served as a senior staff member for several House Republican members, including Majority Leader Dick Armey. Dennis also worked as Representative Pombo's first legislative director. Prior to working on Capitol Hill, Dennis spent three years in the second term of the Reagan Administration, including the Office of Presidential Personnel in the White House. Dennis Stephens serves on the board of directors of Yorktown University.

Dennis Stephens is no stranger to off road recreation; his first contact with OHVs was in 1968 while camping in Baja California. In 1972, while living in Texas, Dennis bought a VW powered rail and has fond memories of off-roading.

Andrew Langer is the Senior Manager for Regulatory Policy with the National Federation of Independent Business. Andrew helps Administration policymakers understand the impact of laws affecting small business, and how that impact differs from the impact of laws on large businesses. Also, he is responsible for protecting the interests of small business in the face of an ever-increasing burden from regulatory agencies, as well the protection of the private property rights of small business owners.

*CONTINUED FROM FRONT PAGE*

## ( Counting Visitors at the ISDRA by Dr. Glenn Haas )

eliminate any double counting.

We were pleased with the results of the initial flyover and hope to increase our efforts this coming season. But of course, it is not practical to fly everyday, every weekend or every month.

Aerial photography gives us an accurate one-time sample (count) of the vehicles present. The second tool, which gives us a continuous 24/7 coverage, is a network of advanced traffic counters. The BLM and UDG have purchased 15 state-of-the art traffic counters which will be placed at the primary access points around the ISDRA. TrafX (www.Trafx.com) counters are widely used by the USFS and BLM because they (a) have a very high accuracy rate, (c) can be adjusted based upon the type and speed of traffic, (c) adjusted to single or multiple lanes, and (d) can record the number of vehicles by the second, hour, day or month.

The challenge with traffic counters is that they need to be calibrated or adjusted, and thus, the connection to the aerial photography. That is, while counters can accurately tell you the "gross" number of vehicles that pass by, the "gross" number needs to be adjusted for two-way traffic, visitors taking multiple trips during one visit (e.g., traveling to the store), for non-recreational traffic (e.g., agency, vendors), or other situations.

Through direct observation counts from aerial photography and on-the-ground visual counts by rangers and volunteers, we can calibrate or adjust the gross vehicle counter numbers, and thus do a much better job to reasonably estimate the number of visitors to the ISDRA.

I believe the BLM and UDG should be commended. They have upgraded their recreation monitoring system and will be better prepared to ensure the future integrity of the recreation opportunities and the natural resources at the ISDRA.

# How much does it cost to use a toilet in the Imperial Sand Dunes?

**By Neil Hamada,**
**BLM Imperial Sand Dunes Recreation Area Manager**

**A lot. 1.4 million visitors a season. Everyone has one thing in common, well, actually two. Even with many visitors in self contained motorhomes and toy haulers, many are still "roughing it" in tents or sleeping under the stars in the back of a truck or right on the sand. With bushes far and few between, a problem can occur…**

**Ever have a Bureau of Land Management (BLM) job with "other duties as assigned" in the position description? Have you ever been to the Dunes on the Wednesday following Thanksgiving Weekend? Have you ever had to pick up tents, five gallon buckets, mayonnaise jars, and cups left full of feces and urine? Not once, not twice, how about all day long, for several days. Sound like fun?**

## Porta Potties

**In October 2003, the BLM, with the support of the Imperial Sand Dunes Technical Review Team (TRT), hired a contractor to place portable toilets in various locations in the Imperial Sand Dunes Recreation Area (ISDRA) where vault concrete toilets were not in place. It was expensive and was only a temporary solution to the issue. The toilets were only available on the major holidays - six times a season. But they made a difference. Just imagine, we had 38 porta potties and about 50 gallons were pumped from each of them every day. They were out on site an average of four days per holiday, six holidays per season. If you do the math, that's about 47,600 gallons of, eh hum, effluent, not deposited on the sand every year!**

## Vault Toilets

**In 2006, BLM stopped the annual $61,000 portable toilet service and installed 28 new concrete vault toilets in addition to the existing 33, for a cost of $382,831. $75,000 came from the American taxpayer and $307,831 came from fee dollars collected in the Dunes. Each unit holds about 1,000 gallons.**

**A concrete vault toilet installation in Dunebuggy Flats**

## Cost Effectiveness

**So what's the bottom line? Do you get more bang for your buck? Do you have a cleaner, healthier and safer place to ride? We think so. In 2004, you paid about $131,000 for the ISDRA vault toilets to be maintained and to provide portable toilets six times a year with fee dollars. In 2008, you will pay about $136,000 for maintenance for all vault toilets, all season long. We now have 61 vault toilets at 1,000 gallons each. They are pumped three times a year. That's about 183,000 gallons pumped out every season. If you really want to break it down, that's about $1.35 a gallon. A 12 pack is a little over a gallon and cost about ten times as much!**

| Service | 2004 | 2005 | 2006 | 2007 | 2008 |
|---|---|---|---|---|---|
| New Vault Toilet Installation | | | $382,830 | | |
| Portable Toilet Service | $61,000 | $61,000 | | | |
| Vault Toilet Cleaning | $35,000 | $38,000 | $39,000 | $87,000 | $99,000 |
| Vault Toilet Pumping | $35,000 | $21,000 | $19,000 | $34,000 | $37,000 |
| Totals | $131,000 | $120,000 | $440,830 | $121,000 | $136,000 |

**Note: All prices are from the lowest bidding contractor.**

## BLM ISDRA Concession Concept

**By**
**Michael Ayers, BLM CA State Office**

**The Bureau of Land Management (BLM) is considering issuing a concession agreement for the operation and maintenance of the Imperial Sand Dunes Recreation Area (ISDRA). The action, still under study, could provide for only the contracting of the fee collection duty or could include any number of other tasks up to the total operation of the area. Other tasks might involve emergency medical services, facility maintenance (such as cleaning of restrooms and camping areas and minor repairs), other maintenance (such as sand removal, general road maintenance, and signing), ranger station volunteer management, refuse removal, and management of retail sales. The BLM would retain law enforcement responsibility and overall management no matter what type of concession agreement is deemed appropriate.**

**Under Department of the Interior policy, the BLM may use a concession authorization for commercial visitor services that are in accordance with bureau-specific missions, policies, and guidance. Such an agreement must preserve resources, demonstrate sound environmental management and stewardship, ensure a fair return to the government, and provide fees that are returned for use at the sites from which they are collected.**

**BLM California State Director, Mike Pool, said that he wants to see the private sector assume a larger role in preserving and promoting the recreational use of the Dunes. He said, "I feel confident that the BLM and a commercial concern could work together to provide the best recreation experience possible."**

**No decision has yet been made about whether or not a concession operation of the Imperial Sand Dunes Recreation Area may be worthwhile. If anyone is interested in providing suggestions about the proposal, please contact Michael Ayers at the BLM Sacramento Office, 2800 Cottage Way (W-1928), Sacramento, CA 95825 or email at: mayers@blm.gov**

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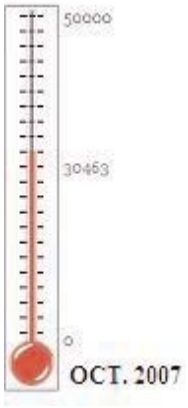
## >>> MEMBERSHIP NEWS <<<




**In early September, we mailed out our Annual Letter and we received back a great response and many new members were added. This was a first for us to have a "personalized" letter that included other contact information such as: email address, phone numbers and how we contact you. Many email addresses were added or updated in the process yet we still have THOUSANDS listed with a " # " in front of the first name. Are you one of them? PLEASE look at the back page right now and check. If you see that pound sign please send us a quick email so we can update your information. Send one to: membership@asasand.org**

**With the Sand Sports Super Show we added another 1500+ members in the 3 days along with 130 of them that signed up as proud paid Supporting Members. Please see the list below, are you one yet?**

**Thanks for your support**
**Dick Holliday**
**ASA Membership Director**

***We would like to welcome all the new and renewing Supporting Members that have signed up or renewed since our last newsletter. Their commitment goes a long way in supporting the fight to keep our riding areas open now and for our future. Thank You!***

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**CONTINUED ON PAGE 14**

## >>> BIOLOGICAL UPDATE <<<

**By Dr. Art Phillips**

**As this is written in early October, summer at the dunes is giving way to fall with its milder temperatures and the possibility of rain. The summer was hot and dry, and the drought conditions continued the pattern of last year. From November 1, 2006 to October 1, 2007, rain gauges at Buttercup and Cahuilla have both recorded less than one-half inch of rain.**

**While things have remained dormant at the dunes, there have been developments on the management front. In late July the U.S. Fish and Wildlife Service (FWS) published a proposal to designate revised Critical Habitat (CH) for Peirson's milkvetch (PMV). The proposal calls for designation of 16,108 acres, based upon the BLM's surveys in 2005. FWS calculates that the proposal includes 92% of PMV habitat.**

**The first CH designation was published in August 2004, recognizing 21,836 acres of PMV habitat. This was overturned by order of the Ninth Circuit Court in September 2006, which directed FWS to prepare a new proposal, based in part on flawed economic analyses. The 2007 proposal was prepared in response to this Court order.**

**The new proposal includes a narrow swath along the western edge of the dunes from Mammoth Wash to Buttercup. There are some breaks, but there are also areas of continuous designation a number of miles in length.**

**What does "Critical Habitat" mean to recreational use of the dunes? In itself, very little. There are no closures or restricted use regulations associated with CH. Its potential importance could rest with the use of the final CH designation as a template for BLM in preparing its new RAMP, which was also overturned by the Court last year. BLM must satisfy FWS that it is adequately managing the dunes for the protection of PMV. Will BLM use the CH map to propose use restrictions in its revised RAMP? This is a red-flag issue that requires vigilance on the part of ASA and all duners. ASA studies over a seven-year period have shown that no special management is necessary, and BLM's studies have come to the conclusion that there is no significant negative effect of OHVs on PMV. But as long as the species is listed by FWS as "Threatened," an agreement between the two agencies on its management is required by the Endangered Species Act. (ESA)**

**The comment period for the CH proposal ended on September 25, and a final ruling is anticipated in early February, 2008. Meanwhile, still pending is the ASA's proposal to delist PMV, which was submitted in June 2005. According to the CH proposal, FWS expects to publish its finding on the delisting petition "later this year." Delisting would make a CH designation moot. But even if FWS publishes a proposal to delist PMV, the finalization of the ruling is likely to be a long and convoluted legal process.**

**What does the upcoming season hold in store for PMV? Aside from legal proceedings, its growth this season as always depends on rainfall. By the time you read this, we may have an idea if early winter rains have fallen, resulting in seed germination and another active growth year. If there are no rains, there will be very few PMVs to see this year. But as ASA members know, ASA's research efforts have shown that regardless of rainfall there is a huge seed bank of dormant seeds lying in the sand, just waiting patiently for the right conditions.**

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**7th Annual Glamis Poker Run - Nov. 3rd - Boardmanville 9:00am**
**Mini Cleanup - Nov. 10th - Olds Hill**
**ARIZONA SAND EXPO - December 7-9th - Arizona State Fairgrounds, AZ**
**Mini Cleanup - Dec. 1st - Olds Hill & Dunebuggy Flats**
**11th ANNUAL MARTIN LUTHER KING Weekend Cleanup - January 19th**

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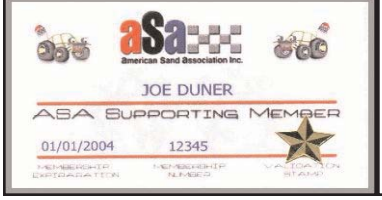
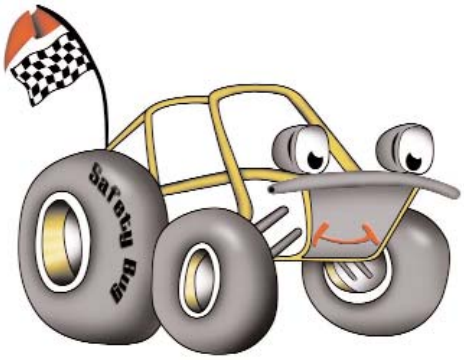



### *ASA SUPPORTING MEMBERS*

***Receive a Discount from our Premium Sponsors***

***Only $25.00 for an Annual Membership***

***Sign Up Today!***




# The SAFETY BUG says,

***A little sand in my Turkey is OK,***
***but dust in the air while enjoying it isn't.***
***Remember to slow down in the camping areas***

The Safety Bug is the official mascot of the public safety and educational program embraced by many organizations and businesses.

## ATV LAW CHANGES FOR KIDS UNDER 14

**On January 1, 2007, the law changed**

CALIFORNIA STATE PARKS SINCE 1864 OHV

**PARENTS, GUARDIANS & ADULTS DESIGNATED BY PARENTS- BE ADVISED, KIDS ARE YOUR RESPONSIBILITY!**

**New law requires any child under the age of 14, on an ATV, to be directly supervised by a parent, guardian, or an adult designated by the parent or guardian, when operating an ATV on public lands.**

**Law enforcement officers can issue a citation under CVC Section 38504.1 and a judge can order a fine for the adult who fails to provide direct supervision. First offenders may be ordered to attend an ATV safety certificate training class (adult, child or both) or fined. Second or third offenses result in larger fines.**

**Their safety depends on you.**

**FOR MORE INFO. PLEASE CHECK OUR *ONLINE VERSION* AT: WWW.ASASAND.ORG**

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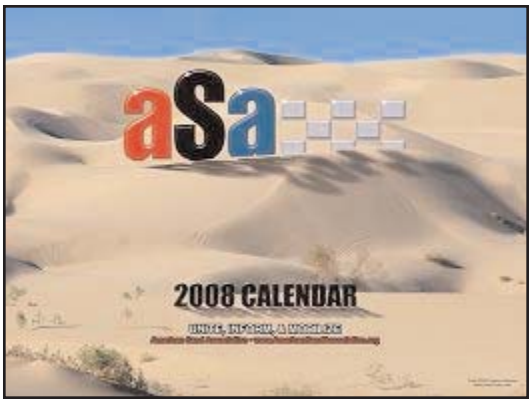
## *GET YOUR CALENDAR NOW!*




**We are very excited to announce the 2008 ASA Calendar is available for purchase! Purchase your calendar by September 13th and take advantage of our "Presale" value of only $5.00 per calendar!**

**It's an awesome calendar which is made possible by the dedication of our volunteers and the generosity of the 12 sponsors in the calendar. These sponsors pay for the printing of the calendar which makes it then possible for every dime to go towards the fight to Keep Our Dunes Open!**

**We have added new personal picture pages and feel this is the best calendar ever produced. We highly recommend you purchase one! (or more) Our Calendar is one of our biggest fundraisers for the year.**

**Please visit our website store and purchase your 2008 calendar today!**

**http://www.americansandassociation.org/home.php**

**Your photo could be on the 2009 fundrasing calendar by submitting them to the following email: asacalendar@americansandassociation.org**

## *ASA APPRECIATION AWARDS*

**The ASA Board recently acknowledged the extraordinary volunteer efforts of Bryan Henry and Lee Banning.**

**Bryan is recognized for his service as the California Events Chairman and for the support he has provided at the Open Board meetings for the past several years. Bryan also provided audio-visual support for the ASA/GOL RAMP Info Meetings (before the ASA was incorporated - approximately 8 years ago). He has been a steadfast pillar of the ASA machine since its inception. Because of Bryan, ASA has had the benefit of all the latest audio and video equipment.**

**Lee Banning has been less visible however, and is always there when ASA needs help. Equally indispensable, Lee and his family, in the background and in addition to many other needs, are there to provide seats for the Desert Advisory Council tour, transportation of the raffle car, and maintenance of the ASA hospitality trailer. None of this is at any cost to ASA.**

**Volunteers like Bryan, Lee, and their families, working, not for recognition, but for the good of the common goal, are what make the ASA what is today.**

**The sincerest appreciation of the ASA and its founders goes out to these exceptionally dedicated volunteers.**

*Volunteer Bryan Henry (far right) working at the raffle ticket booth*

## DRINKING WATER DONATION

**Working in the desert takes a toll on the BLM employees. Since, BLM regulations prohibit the agency from procuring water for employee consumption in the desert, the ASA and Yamaha Motor Corp. have donated two pallets of drinking water. The water will be transported and iced for all rescue and law enforcement staff to drink during the busy holiday weekends. The water bottle label below is another example of a private, government, and ASA partnership to support responsible recreation and management in the dunes.**

## CAMP SMART

**During the 2006/2007 season, the Imperial County Sheriff's Office, (ICSO), Off Highway Enforcement Safety Team, (OHVEST), is starting a new visitor education plan called the "Camp Smart" OHV safety campaign. It includes a dune visitor educational brochure as another way to get the safety message out to the public. This new "Camp Smart" brochure was developed with the assistance of Melissa Nimmo from Extreme Performance Buggies, who developed the "Dune Smart" campaign and was a key part of the billboard program.**

**The "Camp Smart" OHV safety campaign's mission focuses on safety and education. The brochure has targeted information for the dune visitor on laws that will receive priority enforcement, safety tips, maps, and important emergency contact number information.**

## FORE!!!!!

**Mike Wallace, ASA Golf Director is exploring the addition of a tournament to be held in Phoenix in addition to the California event. Please contact Mike Wallace at asagolf@sbcglobal.net if you can help with an Arizona tournament. Watch for future announcements.**

## OFF-ROAD EXPO RECAP

**The 2007 Off-Road Expo presented by Toyota, the nation's largest off-road consumer products show series, was held at the Pomona Fairplex on October 6-7. The ASA team of volunteers was on hand in our booth to inform and unite off road enthusiasts. They sold t-shirts and hats, 34 ISDRA Camping permits, signed up 83 new members and sold 83 raffle tickets for the new Extreme Performance Eco II sand car. Jon Pergl led an outstanding team of volunteers that consisted of Jerry Canning, Jim Colln, Chuck Moore and Carolyn and Patty Pergl manning the booth for this show. Volunteers are the lifeblood of the ASA and these people are fine examples of ASA members who actively take part in ASA activities. Thank you all for your dedication and a job well done.**

## 'FODDRILL MOTORSPORTS GRAND OPENING

**ASA was invited to participate in this event which grossed over $3,500. Signed up several new members and sold 58 Raffle Car tickets. Sold 21 ISDRA season permits. Thanks to Gary and Irma Johnson family for their continued volunteer support.**

## ARIZONA OPEN BOARD MEETING

**The next ASA Open Board meeting will be held on Saturday, March 22, 2008. It will be hosted by Bill, Justin and Brandon Schueler the owners of Jagged Extreme and the sponsor of the "Rhino Crash" event at the dunes. The program will include a Dune Info Meeting with speakers from the land manager and law enforcement agencies. Watch for more info; this will be a fun time; a "Rhino Crash" at the Jagged Extreme North Phoenix shop.**

## UDG PARTNERSHIP VALUE

**A summary of the partnership activities is listed below and reflects the more than $610,000 of in-kind services and funding that UDG has received from the off-highway community. These activities have been made possible through two BLM Task Orders that have contributed close to $200,000 to these ISDRA projects. The BLM funding does not reflect the countless staff hours that are contributed through our partners at the El Centro Field Office and the California Desert District office.**

| | |
|---|---|
| Highway Billboard Program | $ 119,715 |
| Dune Smart Brochure | $ 24,567 |
| BLM ISDRA "On the Ground Outreach" | $ 2,050 |
| Print media | $ 14,080 |
| Leo the Lizard | $ 36,400 |
| Media | $ 7,125 |
| ISDRA Cleanup | $ 290,936 |
| Law Enforcement Trailer | $ 25,000 |
| Kiosk Project | $ 2,345 |
| 800 MHz Radios | $ 13,830 |
| Outreach Team Trucks | $ 21,445 |
| ISDRA Signs | $ 14,304 |
| Sand Sports Super Show | $ 19,200 |
| Transportation (Mule) for Camp Host | $ 10,360 |
| Visitor Monitoring Survey | $ 11,300 |
| Bottled Drinking Water | $ 2,673 |
| Total Contribution | $ 615,339 |

| | |
|---|---|
| TOTAL BLM TO #1 FUNDING | $64,985 |
| TOTAL BLM TO #2 FUNDING | $128,000 |
| TOTAL | $192,985 |

## A DUNER GIVES BACK

**Twenty-four years of chasing grit and watching slipfaces edge into razorbacks has given Jerry Canning a unique perspective of dune terrain. He's danced with the sand and witnessed the burgeoning numbers of others who do likewise. And through it all, he's watched as the BLM has sometimes struggled against unruly crowds and visitors who occasionally over-estimate their ability to navigate such a changing landscape, while balancing OHV access and conservation of the natural resources. Over time, he noticed something. He noticed the BLM trying to keep the dunes safe for him and his friends. So he's decided to say thanks. "Thanks for 24 years of some of my best memories of fun and excitement on the dunes with my friends." says Jerry.**

**To show his appreciation, Jerry has donated a Motorola 800 radio for Emergency Medical Services (EMS) use at the Imperial Sand Dunes. Valued at almost $2,700, this radio allows for direct communication between EMS rangers in the field and paramedics arriving in ambulances, or with helicopter pilots searching for the landing zone in a remote location to save an injured duner. The radio also enhances the BLM's ability to provide effective EMS. Through his donation, Jerry Canning is looking out for everyone…you…your kids. Everything you hold dear from one radio. And yes, it's a big deal.**

## "TAKE IT OUTSIDE" TRADING CARDS

**The newest partnership is the "Take it Outside" program. "Take it Outside" is a BLM National interpretive program and initiative. The BLM El Centro Field Office has tailored this concept to fit the OHV recreationalists need for the Imperial Sand Dunes. The idea was pitched to the ASA Board in San Diego, CA last summer and they immediately donated $5,000. The ISDRA Technical Review Team also recommended fee dollars to be spent on the program in 2008. In the past, the BLM has had a difficult time generating enough interest in the Jr. Ranger Program; so we are taking the program to the kids. The collectable cards pictured on the front page of this report are examples of what will be developed. Topics will cover OHV safety, natural resource conservation, history, and other recreation related topics. All designs and illustrations are being done by BLM and all the printing will be completed by UDG.**

# 11th ANNUAL MARTIN LUTHER KING WEEKEND CLEANUP

**Presented by: United Desert Gateway, Bureau of Land Managment and Take Pride America.**
**Family Fun That Helps Keep Our Dunes Open!**
**Free T-shirt, Free Lunch and hundreds of dollars in prizes and much more!**

**Date: Saturday, January 19, 2008, Locations:**

**North Dunes: Glamis Flats (Vendor Row), Wash Road (Pay Station), Gecko Road (Vendor Row)**

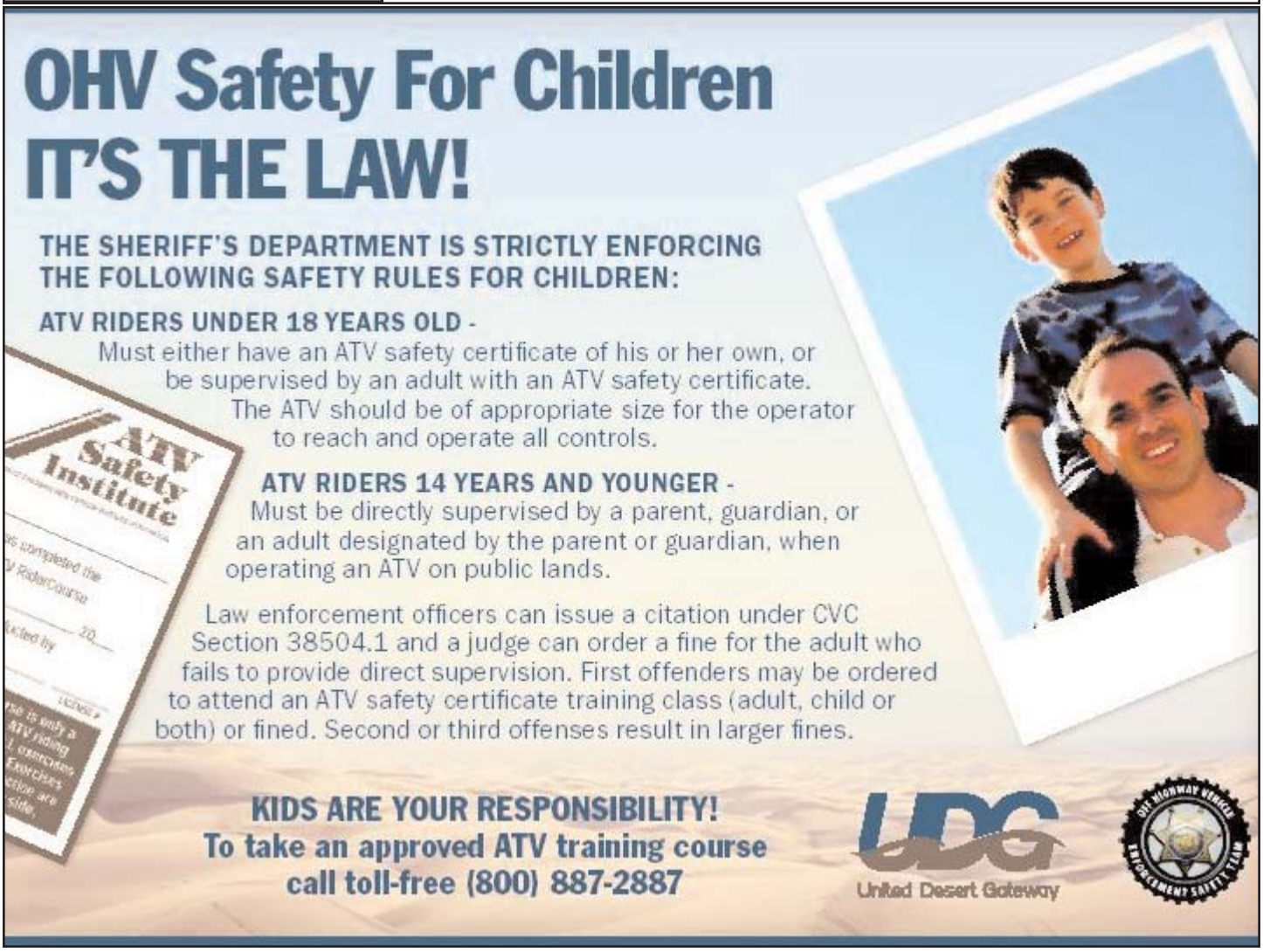
**South Dunes: Buttercup (Vendors Row), Gordon's Well (Vendor Row), and Ogilby Camp (Past the Tower towards the South)**

**Sign Up: All 3 locations in the north and south dunes from 8:00 am to 11:30 am**

**Lunch and the raffle will take place at the main staging areas located at Glamis Flats in the North Dunes and Gordon's Well in the South Dunes**

**Lunch will be served between: 11:30 am – 12:30 pm**
**Raffle prizes from: 12:30 pm until done.**

**For more information on participating or contributing as a sponsor, contact the United Desert Gateway at (760)352-3681 or email us at: cathy@elcentrochamber.com or nicole@brawleychamber.com**



## "I never thought it would happen to me"

I am writing this article in hopes that others can learn the lessons that I have learned.....without the expense. I have been an avid duner for about 15 years now. I've always wanted a dune buggy but was happy with my 2 wheeler and my quad. Earlier this year I placed an order with a reputable builder and after 4 excitment filled months took delivery of my beautiful brand new long travel Hayabusa streetbike powered buggy. After 3 successful but short summer trips to the dunes, the waiting was over and October was finally upon me. We loaded up the trailer and were off to the dunes to start the long awaited 2007 season.

The buggy was running perfect, all was well as we made several runs through the dunes. Later that Friday night we decided to make a night run out to Oldsmobile Hill. After making several passes up and down the hill, we parked at the bottom and started chatting with some friendly duners that were also out for a night ride. I decided to hop in my car to take it up the hill a few times and since I had an extra seat, asked one of our new found friends if he would like to come along. After we were all strapped in behind the 5-point harnesses, we darted up the hill and made a left 180 at the top. Down the hill I came through the whoops and as we crested the lip at the bottom of the hill, it happened.

The rear end of the car leaped off the ground causing the front end to dig in. Before I knew it we were both passengers as we rolled end over end several times. It was probably the scariest moment of my life. The whole thing seemed like slow motion. I remember talking to my passenger during my debut (and hopefully last) tumbling routine. We came to a stop upside-down and after a few seconds, several people ran over to help. They flipped the car back over before we even unbuckled out belts. I climbed out of my car and saw my beautiful new buggy torn to shreds.

I learned alot that night. Even though my car was basically completely totalled, I was incredibly lucky. Both of us walked away from the wreck basically unharmed. Know your builder. Ask questions. How many cars has he built? How will they hold up in a crash? Due to the knowledge and experience of my builder, the cage of the buggy was completely intact. I couldnt ask for anything more.

I now realize why helmets are so important, even in a dune buggy. I had a bump on my head from where it hit one of the crossbars. I will ALWAYS wear a helmet from now on. My next buggy will also have wrist restraints. Again, I got lucky. This could have been so much worse.

Know your insurance. Know your coverages. Is your passenger covered? Find out. Although my passenger was ok, I am still a little shook up over what "could" have happened. This could have been so much worse.

Protect yourself, protect your family. Most of us including myself have the attitude that bad things will never happen to us out in the dunes. What we need to be asking ourselves is "what is the worst case scenario"? Are you ready for it? Be safe.

Jeff Mellen

# CA LEGISLATIVE HISTORY FOR SB 742

**Last February, legislation was introduced by Senator Darrell Steinberg (D-Sacramento) and coauthored by Assemblymember Lois Wolk (D-Davis). This legislation – SB 742 – was designed to restructure the 2003 Off-Highway Motor Vehicle Act. Since it was first introduced, the legislation went through seven amendments. The final version was passed by the Assembly 74-0 and by the Senate 30-5. This ecologically balanced bill was signed into law by Governor Arnold Schwarzenegger on October 12th. The new changes become effective January 1, 2008.**

**Over the past eight months, a stakeholder group worked closely to create a comprehensive program that allows for increased off-highway vehicle (OHV) recreational opportunities, recognizes that these opportunities need to be funded, and understands that environmental damage associated with off-highway vehicles needs to be responsibly addressed.**

**The following are a few of the major changes that will help accomplish this:**

**The OHMVR Commission is currently made up of seven members. SB 742 changes the membership to nine. The number of Governor appointees increases from three to five, and will require Senate Confirmation. The Commission will become advisory much like the State Parks and Recreation Commission. The OHMVR Commission will no longer allocate money for the grants and cooperative agreements program or will they be able to approve capital outlay projects. They no longer provide general policy guidance for the program. The responsibility for allocating grants and cooperative agreements will belong to the Division. The Commission still approves general plans at the SVRAs.**

**SB 742 makes significant changes to the grants and cooperative agreements program. There will be a new formula for how grant money will be divided up. The old way of only a few hundred thousand out of $18M going to trails and maintenance did not provide for a balanced program. Under the new structure, now 50% of the allocated amount will go to Operations and Maintenance (and studies directly related to trails); 25% to Restoration (scientific studies not relating to trails will now come out of this allotment); 20% to Law Enforcement - 40% to local, 30% to USFS and 30% to BLM; and, 5% to Education and Safety. The law enforcement grants will be distributed on a non-competitive basis and non-profit organizations, as well as educational institutions, can now apply for funding of trail and facility maintenance, and restoration projects. The Division will be required to work with the Wildlife Conservation Board to develop criteria for restoration projects, and all applicants will now be required to provide a 25% match. Only applicants who actually disturb the ground will be required to complete soil and wildlife standards, and a new appeal process is available for applicants. On USFS Inventoried Roadless Areas, funds may be used on a road or trail to prevent resource damage, implement safety improvements and to maintain a system road or trail that exists on or before January 1, 2009.**

**The OHV community understands the importance of having more money available for operations and maintenance of our riding areas while also providing stable funding for law enforcement and restoration. In order to help pay for these programs, registration fees for the Green or Red stickers, will increase from $25 to $50 every two years. This additional $25 will be added to the current $8 that is transferred to the OHV Trust Fund. The amounts going to DMV ($7), CHP ($6) and County in lieu fees ($4) remain unchanged. As part of the grant process, counties must now show how they are using the in-lieu money which they get from the Green or Red stickers. The design of the Green and Red stickers will be changed so the identification numbers will be larger and easier to read. The OHMVR Division will be required to work with the OHV manufacturers to report to the Legislature on ways to improve the identification number of an OHV.**

**The OHV communities and the environmental communities both agree that riding in closed areas is not acceptable. It hurts our image and gives us a bad name. In SB 742 fines for operating a vehicle in a closed areas is not acceptable. It hurts our image and gives us a bad name. In SB 742 fines for operating a vehicle in a closed area have been increased from $35 to $50 for the first offense, $75 for the second, and $150 for the third. On the third fine, the court can charge for the damage you do and for the cost to repair the property.**

**The way the program is funded will be more stable. Currently funding for the program is based on the green sticker registration, entrance fees at the SVRAs and estimates based off of the fuel tax study. This is not a good idea since the fuel tax study is unreliable. With the elimination of the previous formula, money that now goes into the OHV Trust Fund will be equal to the percent transferred in the 2006-07 fiscal year and will be adjusted every five years starting in 2013. Adjustments may be made on the numbers of OHVs registered, the number of street legal vehicles anticipated to be used off-road, attendance and surveys.**

**One of the most important changes of SB 742 is the ten year extension of the program. It is the longest in the history of the program and cannot be changed without new legislation.**

***For more information, please contact Vicki Cossey at:*** **legislativeaffairs@americansandassociation.org**