American Sand Association Inc.
www.asasand.org

American Sand Association
"IN THE DUNES"

Volume 10 Issue 3
September 2010

Unite, Inform, and Mobilize

The ASA "Ten Years and Growing"

ASA's roots go back to two dedicated duning enthusiasts. In 1998, Vince Brunasso and Keith Rosewitz planted the seed that grew to be ASA as we know it today. Vince and Keith recognized the need to inform the Sand Sports community of the rules for the Imperial Sand Dunes Recreation Area (ISDRA). They started it all on their GlamisOnLine.Org (GOL) web page.

Then Jerry Seaver, who at the time was Chairman of the Bureau of Land Management (BLM) citizen's advisory ISDRA Technical Review Team (TRT) joined Vince and Keith when the TRT asked for assistance in communicating with ISDRA visitors. The light dawned on these three dedicated duners. Something more than a web page would be needed to deal with the dune closures that were made public in 2000. The ASA was born when it was incorporated by GOL.

They conceived the motto "Unite, Inform and Mobilize" as the catalyst that would spark many donations as ASA membership soared. By the end of 2000, there were 10,000 members and several business sponsors. These three ASA founders recognized the need for support from the sand sport business community. They invited Mark Harms, owner of Sand Tires Unlimited and Grant George, General Manager of FUNCO Motorsports to join the ASA Board of Directors.

The ASA has grown into the lead organization fighting to keep Sand Sport recreation opportunities open to OHV use. The ASA is an advocate on behalf of recreationists and a viable source of information to all Sand Sport enthusiasts. During the past ten years, the ASA has grown into a dynamic, aggressive organization fighting hard to protect your right to recreate on public lands!

ASA MISSION STATEMENT

"The mission of the ASA is to Unite, Inform and Mobilize. 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."

As ASA matured it has been recognized as a "Partnership Builder." In 2004 former Director Kathleen Clarke presented the BLM Director's Four C's Award in recognition of its outstanding contributions to the Imperial Sand Dunes' Public Safety and Education Program. In 2007 ASA received the BLM California State Director's award in recognition of numerous partnership building examples. Included in the long list of partnerships facilitated by the ASA is the creation of the United Desert Gateway organization with the local ISDRA gateway communities. This partnership along with the more recent creation of the American Desert Foundation have provided well over $1,000,000 to enhance visitor education and services at the dunes.

Current ASA membership exceeds 35,000 individuals and over 400 Business Sponsors. Since its inception, ASA funds have been used to file several lawsuits and conduct seven biological studies. ASA has hired state and federal lobbyists, and filed 2 petitions to delist the Peirson's Milk vetch. ASA is a founding member of EcoLogic, the legal arm of the OHV community.

The list of ASA public safety and educational brochures and programs is long. Working in conjunction with the BLM, Imperial County Sheriff's Office, the US Border Patrol, Arizona Game and Fish Department, US Forest Service, and California State Parks OHV Recreation Division, the ASA has facilitated several Info Meetings designed to assure that the pubic and agencies were on the same page regarding OHV recreation laws and rules.

Thanks to all of our faithful supporters. ASA can proudly say we've been around for ten years and with your continued support, we will continue to *protect your right to recreate on public lands*. ASA has been, and will continue to be, your voice in the Sand Sport Recreation community.

Sincerely,
Your ASA Board of Directors

FIND MORE INFORMATION AND STORIES IN OUR ONLINE VERSION OF THIS NEWSLETTER

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ASA 4 Quarterly Newsletters
February - May
September - November
Editor:
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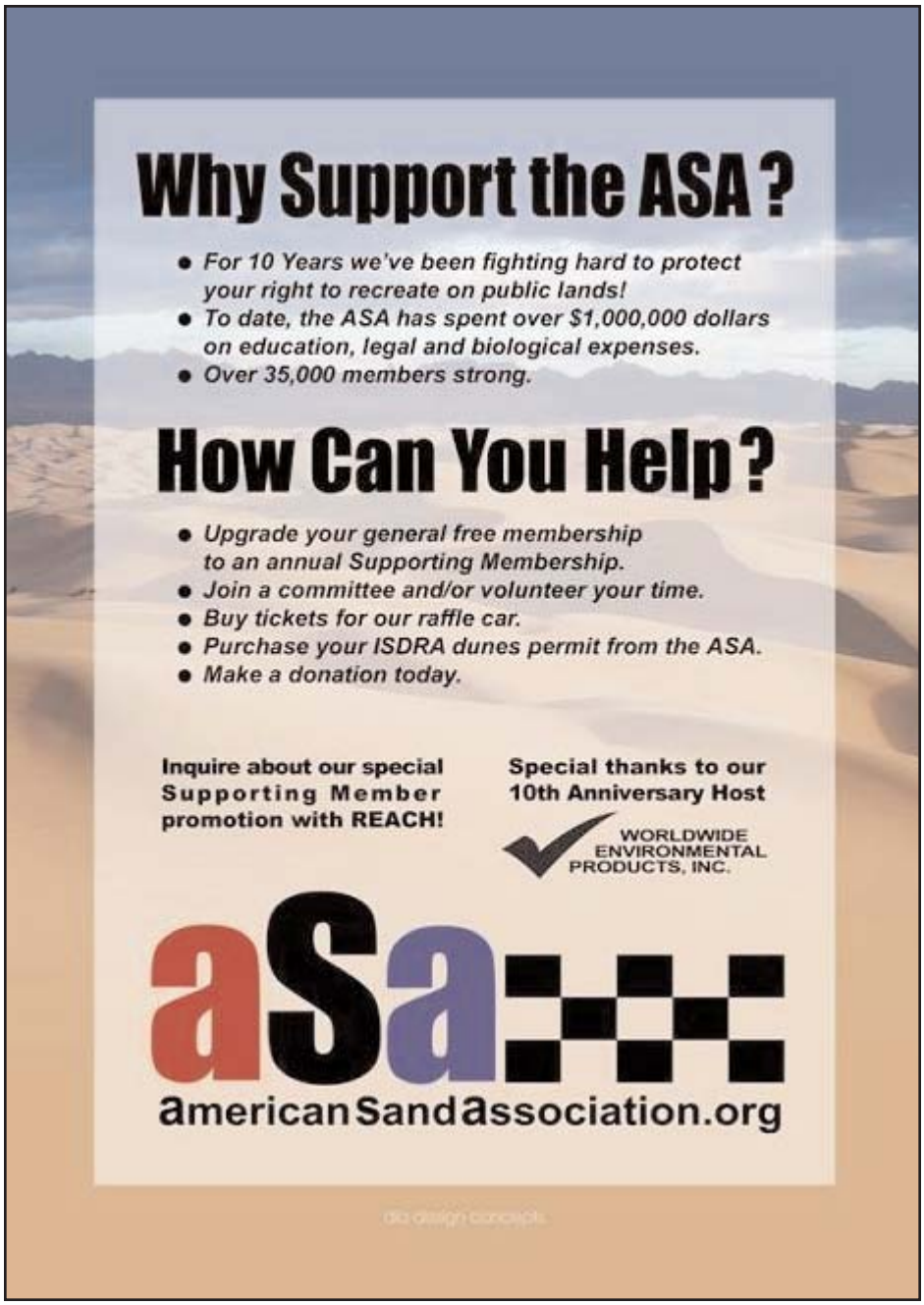
President's Message

By Bob Mason



As Always, thanks for your support,

Bob Mason

President

Director's Report

By Nicole Nicholas Gilles

Even though it's the "off" season for ISDRA recreation, things have still been busy here on the home front. The ASA doesn't slow down during the summer months.

We were happy to participate in this year's Orange County Fair. This was part of a special exhibit arranged by the Sand Sports Super Show to help promote our sport and the upcoming show in September. Since it was such a huge commitment, we had many volunteers who stepped up to the task to educate people about the ASA and sell tickets for the Banning Motorsports raffle car. A special thanks goes out to our volunteers and the staff from Banning Motorsports.

Volunteers are a key component to the prosperity of our organization and the ASA needs more volunteers. We have a membership of over 35,000 with many various skill sets and no volunteer effort is too small. If you want to help the ASA, you can do so from the privacy of your home. We need "virtual volunteers" who can help us with the following tasks:

- **Raffle car display support – this is a matter of calling up various businesses to see if they'd be able to display the ASA raffle car and sell tickets.**
- **Letter writing campaign support – contacting some of our supporters with a follow up phone call.**
- **Fundraising – do you have expertise in this area? Please contact us and share some of your ideas.**
- **Business Sponsor Liaison – helps contact industry businesses who support the ASA and contacts potential business members to tell them about ASA benefits.**
- **Online Services – helps webmaster with ASA website.**

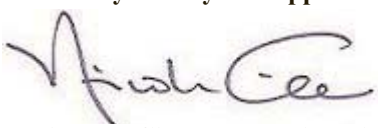
We also have many opportunities for people to volunteer their time on the ground. The ASA participates in many shows throughout the year and we can always use help at these events. It's a great way to meet new like-minded people, learn more about the ASA and support your right to recreate on public lands!

You can also help us provide outreach at the dunes. Carry ASA info with you and help sign up members. Encourage people in your camp to be good stewards of the land by knowing and obeying the rules. The more educated visitors are, the better experience everyone will have at the dunes.

Please contact us at volunteers@americansandassociation.org or by calling 888-540-SAND and I thank you for your support.

Should you have any questions or concerns, please do not hesitate to contact me by calling 760-996-8983 or you can always email me at ngilles@asasand.org

Thank you for your support.



Nicole Nicholas Gilles - Executive Director

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), American Motorcycle Associaton (AMA District 37) 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's were based on good, solid science derived from biological studies paid for by the ASA, ORBA, and SDORC. However our petition's were not successful and other avenues are being planned to address the potential for delisting of the PMV. We have two lobbyists that we work with 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.

American Desert Foundation Provides "On-The-Ground" ISDRA Improvements

By Bill Jones

The American Desert Foundation (ADF) began from a strategic plan of the American Sand Association (ASA) to form a corporation that would partner with businesses, land owners and land managers to better serve the ISDRA visitors. In 2008 the American Desert Foundation was formed and immediately began identifying areas where the Foundation could offer assistance. The ADF met with the BLM El Centro Field Office, United Desert Gateway and the ASA and developed a comprehensive plan to improve safety, support organizations that perform environmental clean ups and educate visitors on the unique geography they are recreating in.

The ADF applied for a grant from the California State Parks to accomplish these varied services. The grant was funded in 2009 and the ADF began implementing their projects. Monthly ATV training was scheduled to provide certificates required by California State law when ATV riders are under 18 years of age. The ADF partnered with the Kawasaki Corporation to provide on-site transportation for the BLM Camp Host at Buttercup Dunes in the South ISDRA to assist them in performing their duties. The ADF purchased 5 automatic external defibrillators and donated them to the BLM to assist in providing medical assistance to ISDRA visitors suffering heart problems in the sand dunes. The United Desert Gateway publishes a visitor's guide each year to provide visitors with valuable information, such as clean up dates and ISDRA rules and regulations. The ADF provided funds to help pay for the printing of the UDG Visitors Guide for 2009 and that allowed 20,000 copies of the guide to be distributed to businesses and visitors. The BLM had wanted to develop a multi-media center in the Cahuilla Ranger Station once they observed how popular the interpretive center was in the Buttercup Ranger Station. The ADF has assisted the BLM in developing and implementing the Cahuilla Ranger Station Interpretive Center, which will be complete and open to the public in October of 2010.

To accomplish its goals the ADF partnered with the American Sand Association, the BLM El Centro Field Office, the United Desert Gateway, the ATV Safety Institute, Kawasaki Motors, Sand Sport Super Show, Sand Sport Magazine, Sand Addiction Magazine, the Glamis Beach Store, the Glamis Dunes Compound, and with the many volunteers who generously donated hundreds of hours of their own time to make the ISDRA a better and safer place.

As the Chairman of the American Desert Foundation, I believe that without partnerships the ADF could never have accomplish so much, in such a short time. I am honored to be a part of such a great organization that can reach out to such a wide variety of companies, organizations and volunteers and pull them together to work toward common goals to improve safety and visitor awareness in the ISDRA.

Classes offered monthly at Glamis, Gordon's Well, and Superstition Mountain
Visit http://www.americandesertfoundation.com/atvtraining.html for dates and details.

Support the ASA

Win this amazing "Dual Sport" car by BANNING MOTORSPORTS

This fully equipped car comes complete with sand tires and wheels in addition to the off-road tire and wheel package shown

GRAND PRIZE!

Drawing will be held at the
Sand Sports Super Show
September 19th, 2010

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All proceeds to benefit the ASA General Fund

*Visit the ASA website at **www.asasand.com** for more information*

Ad design by dla design concepts

Tickets are $20 each
Must be 18 years of age to enter and win
Purchaser of ticket subject to all terms and conditions of raffle

For mail orders send check or money order to:

Banning Motorsports Buggy Raffle, P.O. Box 1872, Canyon Country, CA 91386

Or Call: 888-540-SAND

Winners need not be present!

BLM El Centro Welcomes New Field Manager

Avid recreation enthusiast Margaret L. Goodro joins the BLM as the new field manager for the El Centro Field Office. With a lifetime history of outdoor pursuits, Goodro is a great match for managing a resource area with a multitude of recreation opportunities. Well versed in multiple uses of resources through these personal endeavors, Goodro's pastimes run the gamut from hiking and backpacking, to ATV riding, snowmobiling, boating and flying. Goodro is passionate about recreation and the importance of recreation opportunities for the public. Goodro has provided emergency medical services for the majority of her career and is dedicated to ensuring the safety of the visitors. So don't be surprised when you see her out and about in the open areas, or riding one of the numerous OHV routes, or wandering afoot through a Wilderness Area. And when you do? Better be safe!

A native of Washington State, Goodro spent her formative years camping and boating on the lakes and coasts of her native state. It was hardly surprising, then, that she opted to study outdoor recreation management, receiving her degree from Central Washington University in 1996. Goodro began her career working for Whatcom County Parks in 1993 and then moved to Washington State Parks at Lake Chelan. Her first federal job was as a park ranger at North Cascades National Park (WA) in 1994. Goodro also served as a park ranger at Glacier Bay NP (AK), Crater Lake NP (OR), Yosemite NP (CA), Glacier National Park (MT) and Lake Mead National Recreation Area (NV). She achieved the position of Chief of Visitor and Resource Protection at Lake Roosevelt National Recreation Area (WA) in 2007, spending two years before joining the Department of Homeland Security in 2009.

Goodro anticipates a busy future working with staff and stakeholders in facilitating efforts to protect resources, promote recreation, and harness the area's array of renewable resources. With the agency taking a lead role in renewable energy, Goodro envisions El Centro prominently leading the charge to a cleaner energy future for the Nation. With 1.4 million acres in Imperial and San Diego counties to manage, Goodro will have her hands full overseeing 10 Wilderness Areas, three open off-highway vehicle use areas and more than 2,000 miles of OHV routes. The El Centro Resource Area also protects nine threatened or endangered species and 26 sensitive species.

CONSISTENT RULES FOR THE CALIFORNIA DESERT DISTRICT (CDD)

The ASA has been working with the BLM California Desert District Advisory Council (DAC), CDD District Office and the various BLM field offices to generate consistent rules for recreation areas in the California Desert. There has been a prohibition on the burning of firewood containing metal (like pallets) at Dumont Dunes and other desert recreation areas but not at the ISDRA. This revised set of supplementary rules will make the prohibition on possession or the burning of firewood containing any metal, including pallets consistent across the CDD and will be in force at the ISDRA starting with the 2010-2011 dune season.

The supplementary rules contain several rules that were already in place at the ISDRA, such as no glass beverage containers and no public nudity. These rules are now consistent across all the CDD recreation areas. The BLM posted a "Notice of Interim Final Supplementary Rules" and requested comments on these rules. The rules can be found here:

http://www.asasand.com/shorty/blm/cddupdate/

The ASA wishes to thank all the BLM staff that has worked diligently to get these consistent rules put in place. Having consistent rules for all CDD recreation areas will help law enforcement be more consistent in their application of these rules and help visitors to the various CDD recreation areas to know that the rules that are in effect at one location are the same at all locations.

ASA RAMP INFO MEETING AT BUCKSHOT RACING

On May 15, the American Sand Association Board of Directors conducted an information meeting in La Habra, California to discuss the Draft version of the proposed ISDRA Recreation Area Management Plan (DRAMP). The meeting was hosted by Andrew and Vicki Buck of Buckshot Racing.

The meeting was open to all members of the ASA, as well as the general public. In attendance were ASA founders Jerry Seaver and Vince Brunasso, the ASA Board of Directors, ISDRA Dune Manager Neil Hamada, acting El Centro field office manager Daniel Steward, and nearly 100 off-road vehicle enthusiasts. Before we begin to describe the highlights of this meeting, please remember that resources from the meeting, which include each of the Power Point Presentations, the proposed topics and comments regarding the RAMP, and the Maps outlining the Alternatives, are all available at this link:

http://www.asasand.com/shorty/americansandassociation/2010ramp/

The primary focus of the meeting was to outline the features for each of the eight proposed Alternative management plans, and there was also additional information from BLM management that explained why the different Alternatives were being considered. Neil Hamada was took extra time to discuss the Alternatives and answer any questions that people in attendance may have had. He did this so people were able to better understand how the new RAMP could potentially affect off-road recreation at the ISDRA. Hamada also provided attendees at the meeting with official BLM Comment Forms.

Another reason for the meeting was to help people further understand the process involved with implementing a new RAMP, and the public comment period that is involved. To this end, Vince Brunasso gave a presentation to help people understand the most effective approach for submitting a comment to the BLM. Brunasso outlined the importance of submitting a good comment to the BLM. He did this by explaining the differences between well-written comments that includes factual data with official report citing, compared with poorly-written comments that lacked important data which would not necessarily be taken seriously by the BLM.

In addition, board member Dick Holliday also gave a very informative presentation on the ASA's suggested comments regarding the Draft Recreation Area Management Plan. His presentation covered key areas of concern that relate to the off-roading hobby, as well as his personal insight into what the proposed plan really means to the future of recreation at the ISDRA. It became perfectly clear during Mr. Holliday's presentation that he has spent countless hours studying the two volumes of material prepared by the BLM and that he has read every page, some more than once.

Lunch was also served at the meeting, thanks to Andrew and Vicki Buck of Buckshot Racing, and the crew from Monster Energy Drinks. Monster showed up with a very impressive rig equipped with a state-of-the-art sound system and plenty of complementary Monster Energy Drinks for everyone in attendance. And, Buckshot had an impressive line of vehicles on display for everyone to look at while feasting on their gourmet Mexican food. Thanks to everyone that attended.

The official Comment Period has now ended. It was extended to August 9th. We hope you took the time to send in your comments. We will now have to wait for the next step in this process to begin. Please keep your information up to date, your mailing and email addresses so we can better INFORM you when that time comes. Refer to page 12 "Membership News" on how to contact us with your updated information.

"Congratulations From Our Partners"

The ASA Board of Directors appreciates receiving the many congratulatory notes from many of our partners to commemorate the ASA's 10 Year Anniversary. Well wishes were received from ASA Business Sponsors, BLM, U.S. Border Patrol, U.S. Fish and Wildlife Service, Imperial and Yuma County Sheriffs, ASA consultants, OHV organizations, Chambers of Commerce, our founders and many others. It's humbling to receive such an overwhelming amount of support from our partners. The list is extensive and the remarks are much too long to include in this printed edition of the Newsletter. Therefore, we will be running each message in its entirety in our on-line edition of the Newsletter. We would like to thank the following ASA supporters for their contribution to our "Congratulations from our Partners" piece:

Jim Abbott, Acting State Director, BLM-California
Bert Alderete, Director ISDRA Permit Operations
Lee Banning, Banning Motorsports, Banning Farms
Jim Bartel, US Fish and Wildlife Service, (USFWS) Carlsbad, California
Paul Beeson, US Border Patrol Yuma Sector Chief
BlueRibbon Coalition (BRC)
Vince Brunasso, ASA Founding President
Wally Cahill, Radio and TV Motorsports Talk Show Host
Kathleen Dolinar, District Superintendent, Ocotillo Wells District, California State Parks
Funco Motorsports, The George Family
Margaret L. Goodro, El Centro Field Manager, Bureau of Land Management
Daphne Greene, Deputy Director California State Parks
Meg Grossglass, Off-Road Business Association (ORBA)
Dr. Glenn E. Haas, NARRP, NSPR, Colorado State University, Aukerman, Haas and Associates
Mark Harms, President Sand Tires Unlimited, Inc.
Scott Hillier, San Diego Off-Road Coalition (SDORC)
David Hubbard, Gatzke Dillon & Ballance, Legal Counsel for EcoLogic Partners, Inc.
Ron Hull, Chief Executive Officer, Brawley Chamber of Commerce
Bill Jones, Chairman of the American Desert Foundation (ADF)
Cathy Kennerson, CEO El Centro Chamber of Commerce & Visitors Bureau
Wally Leimgruber, Supervisor Imperial County
Ray Loera, Sheriff, Coroner, Marshal Imperial County
Michele Ochs, Mesquite Regional Landfill - El Centro Office
Sheriff Ralph E Ogden, Yuma County, AZ
Arthur M. Phillips, III, Ph.D., Botanical and Environmental Consulting
Teri Raml - BLM California Desert District Manager
Keith Rosewitz, Co-founder
Sand Sports Super Show (SSSS) Staff
James T. Shoaff, BLM Yuma, AZ Field Office Manager
Ed Stovin, San Diego Off-Road Coalition (SDORC)
United Desert Gateway (UDG) Board of Directors
Ed Waldheim, Past President - California Off-Road Vehicle Association (CORVA)
Don Wharton, REACH Business Development Manager/Pilot Southern Region
Jim Woods, President California Off-Road Vehicle Association (CORVA)
Skip and Rhonda Zierolf, Broken Bikes, Vendor - Glamis and Buttercup Dunes and Pismo

Without your support, we would not be where we are today.

Sincerely,
ASA Board of Directors

PLEASE SEE PAGE 19 FOR PARTNERS NOTES

Special Discount
REACH
THE OFFICIAL AIR MEDICAL SERVICE OF THE ASA

The ASA realizes the importance of emergency medical air transportation and the valuable resource REACH provides at the Imperial Sand Dunes Recreation Area. REACH and the ASA know what it's like to work hard and play hard. Sometimes, when you least expect it, the need for emergency medical air transportation arises. REACH is there when you need them most.

We invite you to join the REACH for Life membership program, which protects you from out-of-pocket expenses and costs of an emergency air transport by REACH. Membership covers the gap between your medical insurance (if any) and the cost of emergency air transport by REACH. We recommend that you explore and join other air ambulance providers serving areas where you live, work and play, as our membership does not always guarantee transport by REACH.

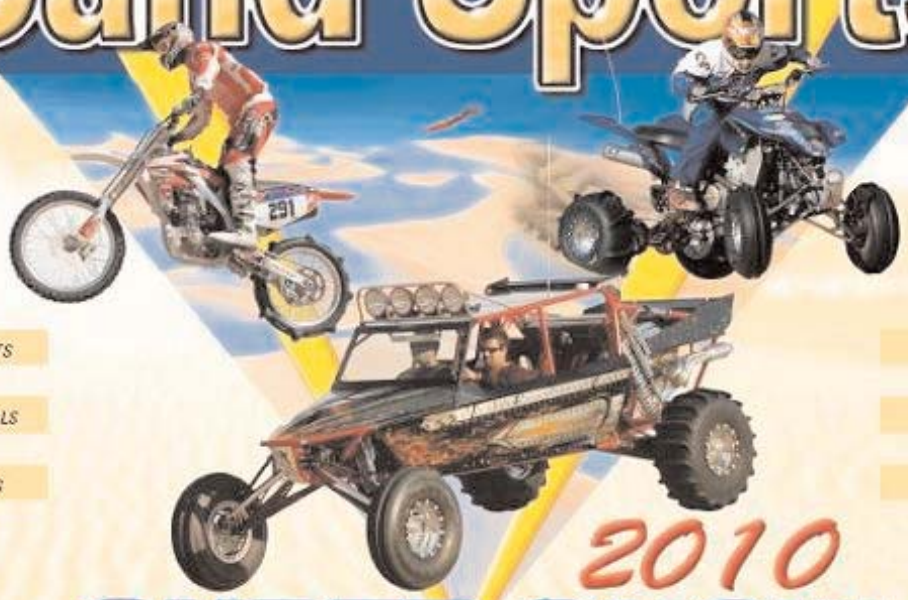
REACH and the American Sand Association are offering ASA Supporting Members a special Sand Sport Super Show substantial discount on a REACH for Life membership! From September 15 - October 15, 2010, ASA Supporting Members can join REACH for Life for just $25 per year for an individual or family membership (regularly $40-$45 respectively).

You can join Reach For Life online today at https://www.reachair.com/membership/enroll_form.html or call 866-767-3224. ASA Supporting Members should select "American Sand Association-Supporting Member" from the pull down menu to take advantage of the limited $25 REACH for Life membership special. Non-supporting ASA members are encouraged to upgrade to Supporting Member status and take advantage of this limited time offer too. If you are not an ASA Supporting Member, you can still get a discounted REACH for Life membership for $40 by selecting: "American Sand Association" from the pull down menu. If you're already a REACH member and would like information about your rate, your discount or renewal information, please call REACH at 866-767-3224.

Stop by the ASA booth at the show and sign up for $25 and we'll give you a card to submit to REACH for your ASA discount. Your ASA Supporting Membership also entitles you to a $25 gift card to Rocky Mountain/ATV and special discounts at over 20 participating Premium Sponsor Businesses. Sign up today so you can save money as you gear up for the season! (see page 15 for more details)

12th ANNUAL

Sand Sports



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September 17 · 18 · 19

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SATURDAY – 9am to 7pm
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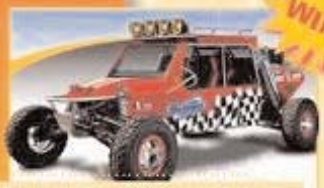
Awesome dream vehicles throughout the Fair Grounds.



Support ASA and you could win this awesome "Dual Sport" Giveaway from Banning Motorsports!

Check out the latest rhinos, rails, trucks & cycles!

SandSportsSuperShow.com

ASA GEARING UP FOR 10 YEAR ANNIVERSARY & AWARDS RECEPTION

http://www.asasand.com/shorty/sandsportssupershow

Ten years ago, who would've thought that GlamisOnLine.org, created by three avid duners to inform and clarify important dune related issues to the users, would turn into today's – over 35,000 member strong - American Sand Association?

It's hard to imagine the ASA has been fighting for your right to recreate on public lands for a decade. The ASA will be commemorating this momentous occasion at this year's Sand Sports Super Show in Costa Mesa on September 18th.

Many people will be on hand to congratulate the ASA. One of which is Bureau of Land Management Director Bob Abbey flying out from Washington, DC. Director Abbey is scheduled to give the key note address and present the prestigious Jerry R. Seaver Award to an outstanding individual who exemplifies what the ASA is all about – Volunteerism.

Buy Your Ticket for the 2010 Sand Sports Super Show Online and Help the ASA

If you are planning to attend this year's Sand Sports Super Show (Sept. 17-19) in Costa Mesa, CA you can purchase your ticket now.

$2 per ticket will be donated to the ASA

The 2010 Sand Sports Super Show is just around the corner. Many of you will be attending and enjoying yourselves again this year and this is a perfect opportunity to visit the ASA booth and volunteer. It's a fun, busy booth and you get to help out the ASA and meet lots of new people and make new friends. You get to help spread the message that the ASA is still in the fight for our dunes and is not going to quit. So, if you have an hour or two, please come over and volunteer for the ASA. Come on out! We'd love to see you! So just contact us by email at: ssssvolunteers@asasand.org Thank you very much!

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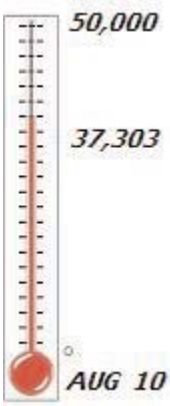
>>> MEMBERSHIP NEWS <<<



You may have noticed some reference to the ASA having 35,000+ members. Well we have a few more that have not informed us that they moved and to where. So when you see your duning buddies at the dunes soon, please find out if they are still receiving information from us, like this newsletter or emails.

If you find a pound sign (#) in front of your name on the mailing label of this newsletter then your email address on record is no longer good. We tried to send you an email and it bounced or was returned as undeliverable. Please send us an email so we can send you our "What's New in the ASA" each month.

ARE YOU AN ASA FACEBOOK FAN YET?

Make sure you're utilizing your Facebook account as another tool in receiving all the latest information about the Imperial Sand Dunes Recreation Area. Join the American Sand Association Facebook group today at: http://www.asasand.com/shorty/facebook

Thank you for your support of the ASA in our fight to Keep Our Riding Areas Open
Dick Holliday - ASA Membership Director - membership@asasand.com

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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Got Desert I.D.?

We all know that we shouldn't ride in the dunes alone. Even though we have been taught this rule since we've been going to the dunes, often times this rule is broken. What would happen if something catastrophic happened to you and no one knew who you were?

This happened to a friend of Russ and Valerie Rogers. It prompted them to create "Got Desert I.D.?" Working in conjunction with officials at the dunes, they are implementing a way to ID and locate all dune lovers. The easy to fill out yellow fluorescent card will list pertinent information so one can be easily identified.

For more information visit their website at: www.gotdesertid.com

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>>> UPCOMING EVENTS <<<

12th Annual Sand Sports Super Show - September 17-19th - Costa Mesa
11th Annual Off Road Expo - October 9-10th - Pomona Fairgrounds
CORVA Southern Jamboree - October 16-17 - Johnson Valley OHV Area
9th Annual Glamis Poker Run - November 6th - Vendor Flats Area

FOR UP-TO-DATE EVENTS & MORE INFO, PLEASE SEE OUR WEB SITE CALENDAR

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Notes from Desert Advisory Council ISDRA Sub Group (DSG) meeting July 23rd 2010

By Dick Holliday

The meeting of the Imperial Sand Dunes Recreation Area (ISDRA) DSG was held at the El Centro BLM office on 7-23-2010.

The group heard reports from representatives from the Mesquite Regional landfill, All American canal lining project and the Drop two storage reservoir.

The canal project is essentially complete with only some environmental monitoring to be carried out.

The landfill is currently in the construction phase for the railroad spur and that should be completed in about 18 months with an expected start up of accepting trash via rail in 2012. In the meantime trash will be transported to the landfill via truck. Varying amounts of truck traffic will be observed on both highway's 86 and 78 until such time as the rail access is completed.

A detailed explanation of the purpose, construction and progress on the project for the Drop Two reservoir was presented by Mike Vandevelde from the Bureau of Reclamation.

A review of the ISDRA fee collection and proposed FY2011 budget was discussed. A special meeting will be scheduled for DSG members to work with the BLM on the proposed 2011 budget.

The BLM reviewed the revised supplemental rules that will be in force for the next season and the reasons for these additional rules.

BLM management presented a recap of the visitation, medical and law enforcement statistics for last season.

A copy of the full minutes from the meeting will be available on the BLM DSG web site in the near future.

The next DSG meeting will be held on October 22, 2010 at the El Centro field office.

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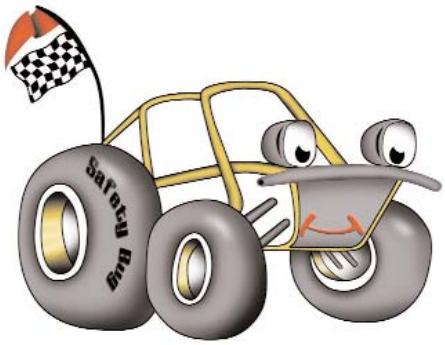

The SAFETY BUG says,

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

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El Centro Police Baja Bug to be featured in monthly magazine

By SILVIO J. PANTA, Staff Writer - Saturday, July 24, 2010

PLASTER CITY — The Baja Volkswagen Beetle El Centro Police Chief Jim McGinley built as a promotional vehicle for public events always grabs people's attention. The glossy off-road racing machine McGinley restored from his own money has also caught the attention of Dune Buggies and Hot VWs, an international magazine devoted to Volkswagen vehicles.

McGinley took the prized Beetle, made to look like a black and white patrol car, out here Friday to show how it handles as an off-road vehicle.

Bruce Simurda, editor of the 43-year-old monthly magazine, said the story on McGinley and the El Centro police vehicle could be published in October or November.

"Oh yeah, it's an honor for him to consider it," McGinley said of the prospect of being featured in the magazine that has an international circulation. "I knew it was more than a national magazine."

The Baja Bug has a 1968 Volkswagen body and a 2010 Crumco Class 5 racing chassis. The off-road vehicle is powered by a 1915 cc Volkswagen engine McGinley built.

The "507" number that adorns the side of the vehicle refers to the class of off-road vehicle it is, as well as the month and day McGinley was hired to lead the El Centro Police Department, he said. Simurda said McGinley called the magazine staff in the spring and asked if it would be interested in doing a story about the vehicle.

"We were definitely interested," Simurda said. "It's actually a very nice car. We're always looking for nice Baja Bugs."

The overall production, or effort into making the Baja Bug into what it is, included "many resources here in the Imperial Valley," a sign about the vehicle read. For McGinley the effort paid off as he got inside the vehicle with racing gear on and took it out for an off-road ride that made an impression on Simurda.

"It's unusual to see a Baja Bug made up as a police car," Simurda said. "It's city specific."

>> Staff Writer Silvio J. Panta can be reached at 760-337-3442 or at spanta@ivpressonline.com <<
>> JOSELITO VILLERO PHOTO <<

ASA Board of Director Meeting Minutes Available On-Line

The ASA BOD would like all our members to be able to track the action of your BOD therefore we have generated a place in the ASA on-line document library where the approved BOD meeting minutes can be found.

The meeting minutes will be found in the document library accessible from the "About ASA" drop down menu on the ASA Home page. They can also be accessed directly from the link below.

http://www.americansandassociation.org/access_files.php?dir_all=/ASA_BOD_Meeting_Minutes&dir_member=

Dunes Dust Reduction Deal OK'd

By April Charlton/Senior Staff Writer - acharlton@santamariatimes.com - Santa Maria Times

A deal to reduce dust emissions at the Oceano Dunes State Vehicular Recreation Area has received the final approval needed to move forward. On Tuesday, (July 27th) the Board of Supervisors voted 4-0 to approve a memorandum of agreement with State Parks and the County Air Pollution Control District to develop ways to reduce dust pollution generated at the Oceano Dunes SVRA.

Fourth District Supervisor Katcho Achadjian recused himself from the hearing because of a conflict of interest. The air pollution board approved the cooperative agreement last week, and it has also been signed by State Parks officials.

Under the two-year agreement, a seven-member technical advisory committee will be formed to develop dust-control pilot programs that could be implemented by State Parks at the popular off-highway park.

A nine-member management oversight committee also will be formed to oversee the technical advisory committee.

However, many Nipomo Mesa residents believe the agreement is flawed and does nothing to protect their health, which they say is being ignored.

"We can't breathe," Mesa resident Katrina Delinsky told the supervisors.

"Please take that very seriously," she added. "We need a moratorium. Silica is like asbestos."

A controversial and contested scientific study released earlier this year concludes off-road vehicle use in the dunes breaks up a natural crust that forms on the sand, allowing tiny particles of dust to be blown onto the Nipomo Mesa.

State Parks officials have concerns about the study and don't necessarily agree that the pollution on the Mesa is caused by off-highway vehicle use at the beach.

The study didn't identify the percentage of dust pollution caused by off-highway vehicles, however, many local residents believe the dunes should be shut down to vehicle traffic to mitigate the problem.

Delinsky, along with numerous others, have repeatedly urged the supervisors to use the county's "police powers" to enact a temporary moratorium at the dunes, closing the area to vehicle use. Tuesday's meeting was no different.

"Stopping (vehicles in the dunes) now is essential to the health and well being of 3,000 of your constituents," said Jerry Boyle, a 40-year Mesa. "Significant health issues like this always trump economics."

"Until you shut down the dunes to traffic, more and more of us will continue to suffer, and, even die, while you delay this," said Grover Beach resident Samantha McTighe.

Sand contains silica, a carcinogen, and long-term exposure to particulate matter, like the fine, coarse sand particles detected on the Mesa, can lead to many upper respiratory illnesses and even premature death, according to health officials.

Residents also are concerned that the agreement doesn't include deadlines for reducing emissions. Some of the supervisors expressed the same concerns.

Second District Bruce Gibson said he's starting to see the agreement "as the minimal effort" that sets a low bar.

"The county can and might have to do something on its own in the future," he said.

Possible methods for reducing the pollution discussed previously include planting more vegetation in the riding areas and installing wind fences.

The committees are expected to be formed within the next two weeks, and a scope of work is envisioned by mid-November. A draft plan is anticipated to be completed by summer 2011, with a final plan expected in September 2011.

"Congratulations From Our Partners"

Our congratulatory notes from many of our partners to commemorate the ASA's 10 Year Anniversary

"Happy Tenth Anniversary to the ASA and all its members. ---- It's true that time does fly; in the ten short years the ASA has been in existence the group has done more good for our duning community that any other group that I am aware of. I have been very proud to be involved in many of the ASA functions, from rubbing elbows with past BLM directors to helping out with placing the yearly raffle car. No other group has captured the attention of the dune managers quite like the ASA has and those relationships have brought out the best in all involved. Happy Birthday ASA and may you celebrate many many more ".

Wally Cahill, Radio and TV Motorsports Talk Show Host, "I'm not speeding.....I'm qualifying"

"Congratulations to the ASA as they reach their milestone of 10 years of service to the dune using community. As the County Supervisor whose district encompasses the entire Imperial Sand Dune Recreation Area, I have enjoyed a very special working relationship with the ASA ever since the inception of the organization. I hope to continue to maintain this special partnership between the County and the ASA long into the future. Congratulations on achieving this significant milestone."

Wally Leimgruber, Supervisor Imperial County

"Over my 30 years of working in the outdoor recreation profession, I would say the American Sand Association is the most effective and well-organized grass roots advocacy group I am aware of. Of course, there are larger national organizations with broader national missions and decades of development, but ASA is focused on sand sports and relatively young. The dedication, passion, tenacity and influence of ASA are most impressive----sand sporters are lucky to have ASA in their corner."

Dr. Glenn E. Haas, NARRP, NSPR, Colorado State University, Aukerman, Haas and Associates

"On the Ten Year Anniversary of the American Sand Association, and the Five Year Anniversary of the United Desert Gateway, the BLM Yuma Field Office positively reflects back on the many accomplishments of our participating friend and partner groups. To say that there have been challenges and change for the OHV Community, and our communities as a whole, would be an understatement shadowed only by the truth that the future holds just as many challenges and opportunity for change. We are confident that with your continued involvement and efforts the future for public lands and its many users will prosper for all. Thanks for your hard work and dedication!"

James T. Shoaff, BLM Yuma, AZ Field Office Manager

"The U.S. Fish and Wildlife Service (Service) has worked with the ASA and others to identify opportunities where we can work together to enhance the public's understanding of the natural resources in the Imperial Sand Dunes Recreation Area," says Jim Bartel, Field Supervisor of the Service's Carlsbad Fish and Wildlife Office. One of the recent projects in which we worked with the ASA and BLM was the creation of a series of Family Activity Cards so visitors to the Imperial Sand Dunes could learn more about the plants and animals that call the Dunes home. "We view our partnership with the ASA as a key to successfully balancing recreational enjoyment of the Dunes with conservation of our natural resources," says Bartel. "

Jim Bartel, US Fish and Wildlife Service, Carlsbad, California

"It is hard to believe that almost a decade has passed since the original members of the ASA came to my law office and asked for help in preserving OHV recreation in the Imperial Sand Dunes. In my 20 years as an environmental attorney, I have never worked with a more intelligent and committed group of people. Without the efforts of the ASA, sand sports in California would be threatened with extinction. At every major venue, from Glamis to Pismo, the anti-access lobby has sought to shut down sand-related OHV use. Each time this has happened -- and it has happened a lot -- the ASA, along with its fellow members in EcoLogic, has spent time, money, and energy to fight back and keep these key recreational areas open. Best of all, the ASA has waged these battles not by rehashing tired arguments, but by using scientific data to demonstrate that sand sports and natural resources can peacefully coexist. Happy 10th Birthday, ASA."

David Hubbard, Gatzke Dillon & Ballance, Legal Counsel for EcoLogic Partners, Inc.

"UNITE, INFORM, AND MOBILIZE!!! Thanks to the dedication and organization of the ASA leaders, we are still able to enjoy the dunes. As a business that has been doing business at the dunes for 12 years, our livelihood depends on it!"

Skip and Rhonda Zierolf, Broken Bikes, Vendor - Glamis and Buttercup Dunes and Pismo Beach/Oceano Dunes

"I believe ASA has been a very vibrant and dedicated group of Sand Duners to keep Glamis Dunes open. Their success is to be commended, and we hope that other groups remember that public lands are "our lands". Government manages them, but it is the citizens who have to make sure we are represented. CORVA and ASA believe in that local concept."

Ed Waldheim, Past President CORVA

CONTINUED NEXT PAGE

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"We would like to recognize the immense contribution the ASA has made to the growth of the Sand Sports Super Show as well as to our sport in general over the past ten years. Going into our twelfth annual show we truly would not have had the success we have had if not for the thousands of hours donated by the many ASA volunteers. The support we have received as well as the passion displayed for our sport by current and former volunteers is truly what has ignited the great growth we have all seen over this last decade and for that we cannot thank enough the current board, past board members and all the volunteers of the American Sand Association. Congratulation on ten incredible years !!! "

Sand Sports Super Show Staff

"Partnerships are vitally important to management of the public lands. This is especially true at the Imperial Sand Dunes Recreation Area and the partnership with the American Sand Association. ASA and BLM work cooperatively in many areas that benefit the resources and the public at large, particularly in the areas of public safety. With programs like the checkered flag pledge -- "we fly it and live by it" -- ASA provides critical support to BLM to ensure that duners and their families have the most safe, but also fun, recreation experience possible. "ASA truly sets a high standard for citizen participation and BLM greatly appreciates ASA's help and assistance."

Jim Abbott, Acting State Director, BLM-California

"The American Desert Foundation (ADF) began from a strategic plan of the American Sand Association (ASA) to form a corporation that would partner with businesses, land owners and land managers to better serve the ISDRA visitors. To accomplish its goals the ADF partnered with the American Sand Association, the BLM El Centro Field Office, the United Desert Gateway, The ATV Safety Institute, Kawasaki Motors, the Sand Sport Super Show, Sand Sport Magazine, Sand Addiction Magazine, the Glamis Beach Store, the Glamis Dunes Compound, and with the many volunteers who generously donated hundreds of hours of their own time to make the ISDRA a better and safer place.

Without partnerships the ADF could never have accomplish so much, in such a short time. I am honored to be a part of such a great organization that can reach out to such a wide variety of companies, organizations and volunteers and pull them together to work toward common goals to improve safety and visitor awareness in the ISDRA."

Bill Jones, Chairman of the American Desert Foundation

"I remember first hearing about the Center for Biological Diversity about 11 years ago at a San Diego Off-Road Coalition meeting. This group sued the government to protect a plant by trying to close the Glamis sand dunes. SDORC joined some other groups to support a lawyer to fight this threat. A little while later, a couple of sand enthusiasts, one of whom I believe was Grant George, came to an SDORC meeting with the idea of starting a nonprofit advocacy organization to focus solely on protecting the dunes. They asked for, and received, $500 in seed money to start what would become one of the most successful land use organizations ever, the American Sand Association. Today the ASA has a close working relationship the land managers who look after the dunes, support a lawyer to fight the legal battles, support both a state and federal lobbyist, have hired staff to run day to day operations, have many loyal supporters and do a great job fundraising to support all their work. The ASA has become a shining example of how to advocate for sensible land use for motorized recreation. Congratulations ASA for 10 years of great work."

Ed Stovin, San Diego Off-Road Coalition

"On this tenth anniversary of the founding of American Sand Association I wish to express my sincere thanks and appreciation to all who have worked so hard to make the ASA what it is today. American Sand Association from its beginning has worked hard for fair and balanced use of public lands, opposed anti-access groups and partnered with government agencies. Today ten years later and over 35,000 members strong the ASA is recognized nationwide as the voice and strength of the sand sports enthusiasts. I am proud to be a member. Congratulations ASA."

Keith Rosewitz, Co-founder

"I'd like to offer a heartfelt Congratulations to the "ASA" family, but just as importantly, I'd like to bid a huge Thank You to everyone that has volunteered their time and treasure to ASA for this collective effort in maintaining our recreational opportunities. And Thank You the Board Members, past and present and the countless hours you've invested (the sausage making if you will). And let's not forget while we spent all those ASA hours and in some cases days, if not weeks the families and friends left behind sacrificed dearly, and in some cases flew to close to the ground and got drafted themselves (sorry Julie). I met some incredible people during my short stay with the ASA, and had Vince, Keith and Jerry not reached out to Grant from FUNCO, me and so many others all those years ago, we most likely wouldn't have much to celebrate about today. ASA, you have my gratitude, and to the many of us that make our livelihood in this industry, we're in your debt."

Mark Harms, President Sand Tires Unlimited, Inc.

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From the beginning of my involvement with ASA in March 2001 I have been impressed with their stance as a voice of reason in a jungle of emotional and controversial issues. The leaders have always worked diligently to get to the bottom of issues, and then provide to the duning community a factual, well-rounded discussion. At my first meeting with the Board I told them that I would seek the truth about the biology of PMV, and the effects OHVs on its well-being, and that the results might not be favorable toward OHVs. The Board said that was exactly what they wanted: a factual, unbiased study. If they were causing harm to PMV, they wanted to know. As it turned out, seven years of study showed that PMV and OHVs coexist quite well. The ASA leadership never wavered in their quest for objective, rational information in formulating their positions on issues in the dunes, getting information out to duners, and acting as a respected representative in working with government agencies.

Arthur M. Phillips, III, Ph.D., Botanical and Environmental Consulting

It is amazing to ponder what the ASA has accomplished in just 10 years. From a single web page to a presence in Washington D.C. From 0 members to well over 35,000. From no user awareness of ISDRA rules to several safety DVDs and safety programs, not the least of which is the Checkered Flag Program. From no legal fund to filing 2 petitions to delist the Peirson's milk vetch. From no fundraising to an online store and giving way 2 Golf carts, 2 trailers, 2 quads and a trailer and 10 high end dune buggies. All this on volunteer efforts. The next 10 years should prove very interesting.

Vince Brunasso, ASA Founding President

"ASA has been a constant supporter of Ocotillo Wells SVRA. They are always seeking ways to help State Parks, and all California OHV agencies and recreationists to keep our mission alive well into the future. They promote the best of OHV, and work to make improvements in every aspect of the sport. We are always excited to partner with them on creative new projects, or in the tackling of difficult issues. The ASA team brings the highest level of professional quality to every venture. They are a pleasure to work with, and we look forward to a fantastic ongoing relationship. Thank you to ASA for all you do for us and the people of California."

Kathleen Dolinar, District Superintendent, Ocotillo Wells District, California State Parks

"ASA has been a huge organization that keeps us informed of the safety issues at the dunes and informing us of the rules and laws, they fight to protect our right to recreate on our public lands, from people who are uninformed about the ins and outs of the dunes, the ASA is my first place of choice for any information concerning the dunes."

Lee Banning, Banning Motorsports, Banning Farms

"On behalf the Brawley Chamber of Commerce, I want to congratulate the American Sand Association (ASA) for over ten years of service and collaboration to the desert recreation community. The sand dunes and desert recreation areas would not have survived the onslaught of regulation and extreme use but for the dedication of those early ASA founders.

The sharing and communicating the safe use of the dunes and rules of conduct for those who use the dunes, have built a credible reputation for the ASA. This reputation has fostered cooperation from the Bureau of Land Management (BLM) and the law enforcement community. The direct benefit for the surrounding communities in Imperial and Yuma Valleys has been a boon for recreational dealerships, RV and trailer vendors and the restaurants and markets.

Finally, we must recognize the invaluable contribution monitoring and actively lobbying legislation and regulations to benefit the off-road enthusiast. Keep up the good work!"

Ron Hull, Chief Executive Officer, Brawley Chamber of Commerce

"San Diego Off-Road Coalition would like to congratulate and thank the ASA for its outstanding leadership in educating the public, and fighting for our opportunity to recreate in the sand. The ASA is an outstanding example of what the off-road community is capable of when united and inspired around a cause. It is our hope that other off-road user groups will learn from ASA's example and become strong advocates for their areas also. Thank you to all the ASA members and leaders for your outstanding efforts and leadership."

Scott Hillier, San Diego Off-Road Coalition

"The ASA has been a strong partner and advocate for off-roaders throughout California. Some years ago the founder of ORBA, Roy Denner, had the crazy idea that the OHV community needed their very own attorney. He took this idea to the ASA and they whole heartedly agreed. From this beginning EcoLogic was formed. EcoLogic and the attorney whose work is paid for through them benefit not only the duners of Glamis but off-roaders throughout California. "Since the ASA was formed they have always been on the leading edge of meeting the challenges associated with land management and end-user education."

Meg Grossglass, Off-Road Business Association

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"The UDG congratulates the ASA on their 10th anniversary. We applaud your vision, focus and tireless energy as advocates for the sand sport community, and your commitment to public safety and education. The UDG is honored to partner with the ASA in its mission to protect the rights of sand sport enthusiasts to recreate on public lands."

United Desert Gateway Board of Directors

"Congratulations to ASA on their 10th Anniversary! For the Mesquite Regional Landfill, having open communications with our neighbors in the Glamis dune community is important. We appreciate working with ASA because it works hard at keeping off-road users informed and helps us stay connected with those who recreate on nearby public lands."

Michele Ochs, Mesquite Regional Landfill - El Centro Office

"On behalf of the Imperial County Sheriff's Office I would like to congratulate the ASA on its 10th anniversary. During this, my first term as Sheriff, I have had the pleasure to work with a group of people that have shown nothing but professionalism in the manner which in "dune" business is addressed. I am sure that this relationship will continue to improve as the ASA and the Imperial County Sheriff's Office continue to work together to make this a safe environment for all visitors."

Ray Loera, Sheriff, Coroner, Marshal Imperial County

"The Yuma County Sheriff's Office is proud to be a partner of the American Sand Association as they continue their efforts to promote responsible, safe, and environmentally balanced use of the Imperial Sand Dunes and other public lands. The Yuma County Sheriff's Office has long recognized the benefits of this association and fully supports the work they do to keep sand sports available to families through safety education, cleanup programs, and responsible land use. The actions of this group benefit not only their members, but the Yuma Community as a whole. With the stewardship of the American Sand Association, the popularity of the Imperial Sand Dunes provides a significant source of tourism and recreational travel which benefits Yuma in the form of increased economic opportunity for Yuma businesses. The Yuma County Sheriff's Office is committed to continuing this partnership and shares the vision of the American Sand Association in promoting the ethical use of the Imperial Sand Dunes."

Sheriff Ralph E Ogden, Yuma County, AZ

"Happy Tenth Anniversary ASA! In my short tenure as a Field Manger in the El Centro Office,
I have been impressed by your commitment to promote visitor safety and responsible riding in the Dunes. I am excited to be working with you on our new programs and I look forward to our many successes in the future."

Margaret L. Goodro, El Centro Field Manager, Bureau of Land Management

"The American Sand Association (ASA) has set the standard for saving our dune sports and preserving our dune access. We are proud to be partnered with ASA and their passionate desire to have a future for sand sports in America."

BlueRibbon Coalition

"REACH Air Medical Services is delighted to have partnered with the ASA as the official air medical service for the ASA. Our partnership is just one of many innovative relationships focused on keeping the sand sport community well informed and safe. The tireless commitment to the Sand Sport community is exemplified by the ASA's relationships with all public safety agencies such as Bureau of Land Management, Imperial County Sheriff's Office, Gold Cross Ambulance as well as El Centro Regional Medical Center and Pioneer's Memorial Hospital, to ensure all visitors have a safe and enjoyable place to participate in off-road activities. The ASA has also played a critical role in maintaining access for the thousands and thousands of families that choose to spend their weekends making memories in the Imperial Sand Dune Recreational Area. Without the ASA, this wonderful winter experience would not be possible."

Don Wharton, REACH Business Development Manager/Pilot Southern Region

We congratulate the American Sand Association upon its 10th Anniversary. The ASA continues to be a stellar example of what a successful BLM partnership should look like and we look forward to many more productive years of close collaboration on public land management issues in the California Desert.

Teri Raml - BLM California Desert District Manager

With California being so diverse and large it is a pleasure to have an aggressive organization like ASA to work with. I feel confident through the hard work of your leadership and members that the Dunes will remain open for many generations to come. Congratulations on your 10 year anniversary.

Jim Woods, President - California Off-Road Vehicle Association

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As not only a sand enthusiast, but a sand related business. I would like to acknowledge the important and critical roll the ASA plays in the access and management of the ISDRA. From influencing the land management decisions to informing the duning public of changes to advancing the importance of public safety. It is with great pleasure on behalf of the family and employees of FUNCO MOTORSPORTS that I thank the dedicated and often overlooked management and volunteers of the ASA for the wonderful job they do in the efforts to ensure for future generations the sport we treasure so dearly.

Funco Motorsports, The George Family

"Yuma Sector of the U.S. Border Patrol is proud of the lengthy association it has held with the American Sand Association and its leaders and members. The Association's belief in "responsible, environmentally balanced management" of the Imperial Sand Dunes is admirable. Equally appreciated is the partnership we enjoy with the Association and its cooperation with our efforts to protect the validity of the dunes as well as the safety of those who utilize this incredible, natural resource. The completion of the "floating fence" along the U.S./Mexico border has created a lot of comments and questions. What is most important for dunes users to remember is that the fence is a barrier that protects recreational visitors from potential threats, i.e. smugglers and bandits, which might cross from the south. Border Patrol agents are constantly patrolling the fenced area and folks recreating at the dunes sites are urged to remember to stay well away from the fence. If there are questions regarding the fence and the patrol area, agents are more than willing to answer these questions. While the Border Patrol and its agents are working to protect the recreating public, the ASA is working equally hard to keep the dunes open and available to OHV enthusiasts and others who want to visit this scenic area. By sharing the dunes responsibly, it is our hope that all can enjoy the areas many recreational offerings while protecting it for generations to come."

Paul Beeson, US Border Patrol Yuma Sector Chief

"Worldwide Environmental Products Inc. would like to congratulate the American Sand Association on its 10th anniversary. On behalf of worldwide environmental Products Inc. would like to thank you, your team and the ASA for all your help and may you have continued success in your contributions to the ISDRA and the duning community."

Bert Alderete, Director ISDRA Permit Operations

"I would like to congratulate ASA on the outstanding work they have done over the last ten years, and wish you many more years of success. It is truly a pleasure to work with ASA on issues related to OHV recreation. The hard work and dedication of the leadership is matched only by the dedication and unselfish activism of the membership. A proactive approach to problems, professionalism, and desire for accountability are the hallmarks of your organization."

Daphne Greene, Deputy Director California State Parks

"Congratulations to the American Sand Association for 10 years of dedicated service to the sand dune community. Your tireless efforts to advocate for keeping public lands open for off-highway vehicle use has been exceptional. We are proud to partner with the ASA through our combined education and safety programs to ensure the Imperial Sand Dunes Recreational Area remain open for generations to come."

Cathy Kennerson, CEO El Centro Chamber of Commerce & Visitors Bureau

America's Great Outdoors Initiative

What you need to know: On April 16, 2010 President Obama signed a Presidential Memorandum that will radically reshape the U.S. Government's conservation policy. The Memorandum created the America's Great Outdoors Initiative which directs the Environmental Protection Agency (EPA) and the Council for Environmental Quality (CEQ) to coordinate with the Interior and Agriculture Departments on a program to promote conservation and outdoor recreation.

According to Obama's Memorandum, the goals of the Initiative shall be to:

1. Reconnect Americans, especially children, to America's rivers and waterways, landscapes of national significance, ranches, farms and forests, great parks, and coasts and beaches by exploring a variety of efforts, including: promoting community-based recreation and conservation, including local parks, greenways, beaches, and waterways; advancing job and volunteer opportunities related to conservation and outdoor recreation; supporting existing programs and projects that educate and engage Americans in our history, culture, and natural bounty.

2. Build upon State, local, private, and tribal priorities for the conservation of land, water, wildlife, historic, and cultural resources, creating corridors and connectivity across these outdoor spaces, and for enhancing neighborhood parks; and determine how the Federal Government can best advance those priorities through public private partnerships and locally supported conservation strategies.

3. Use science-based management practices to restore and protect our lands and waters for future generations.

The Memorandum listed three "functions:" 1) outreach; 2) coordination; and 3) reports. The outreach function includes the listening session mentioned above and directs that special attention should be given to bringing young Americans into the conversation. The coordination function directs the EPA, CEQ, Dept. of Ag and Interior to work with various agencies of the federal government to "identify existing resources and align policies and programs to achieve its goals." The Memorandum also requires the Chair of the CEQ to issue a report by November 15, 2010, and Annual reports by September 30, 2011, and 2012.

Why this matters to you: There is a very real possibility this might just end up being a giant vehicle to hand the "conservation community" whatever is on its latest wish list. What you need to do is Get Involved Now! Participation in the "outreach" portion of President Obama's Memorandum is MANDATORY.

IMPORTANT: The DOI has an online "idea generator." There are many good ideas that you can "vote" for and you might want to submit your own. http://ideas.usda.gov/ago/ideas.nsf/

The DOI also has a "tell your story" web page. If you enjoy OHV riding with your family, please consider taking a minute to jot down a personal anecdote on this web page. http://www.doi.gov/americasgreatoutdoors/Feedback.cfm

Finally, call your congressional representatives! With all that is going on in Washington these days, your Congressman and Senator may not even know about this initiative. Make sure he or she knows and remind them that it is their (Congress) responsibility for provide oversight and represent constituents' interests – especially when access to public lands is at issue. Easily find your Congressman's contact info via our Rapid Response web page. http://www.sharetrails.org/rapid_response/

MORE ON THE WEB:

http://www.doi.gov/americasgreatoutdoors/
http://www.doi.gov/americasgreatoutdoors/Organizers-Toolkit.cfm
Remarks by The President at America's Great Outdoors Conference
http://www.whitehouse.gov/the-press-office/remarks-president-americas-great-outdoors-conference

HOW TO COMMENT ON THE AMERICA'S GREAT OUTDOORS INITIATIVE:

You can email your information to: ago@ios.doi.gov or mail a hard copy to:
Department of the Interior, Fish and Wildlife and Parks, America's Great Outdoors, 1849 C St NW, Washington, DC 20240.

If you participate in the idea generator, the agency is asking for comment on four "topics."

Challenges - What obstacles exist to achieving your goals for conservation, recreation, or reconnecting people to the outdoors?
What Works - Please share your thoughts and ideas on effective strategies for conservation, recreation and reconnecting people to the outdoors.
Federal Government Role - How can the federal government be a more effective partner in helping to achieve conservation, recreation or reconnecting people to the outdoors?
Tools - What additional tools and resources would help your efforts be even more successful?

HOLDING AN EVENT AT THE DUNES?

Special Recreation Permits

Planning a wedding, customer appreciation day, racing event or any other organized group activity? You'll need to apply for a Special Recreation Permit. Click here to find out how...

Vendor Permits

Businesses wishing to sell their products at the dunes require a vending permit. Click here to learn more about permit requirements, fees and how to apply...

This link below is for all types of dunes permits.

http://www.blm.gov/ca/st/en/fo/elcentro/recreation/ohvs/isdra/dunesinfo/permits.html

DUMONT DUNE RIDERS DO IT AGAIN!

A call to action took place once a member noticed that a bathroom had been vandalized. Starting with a call to the Barstow BLM office about the crime, a member was able to get the BLM's authorization for volunteers to paint the bathrooms and they even provided the paint and other stuff to get the job done. The members on the Dumont Dune Riders (DDR) website (www.dumontduneriders.com) were very upset and many offered their time and resources to get the job done.

The ASA would like to commend the DDR members in their support for the Dumont Dunes recreational area. This group has shown great leadership in protecting their dunes.

The volunteers meet out at bathroom #7 about 5am on a Saturday morning. Using an airless gas powered sprayer while the rest of the volunteers scrubbed the windows and signs and toilet! They covered all the graffiti taking 5 colors of paint with the concrete and vent pipe.

On the way out, after completing #7 they noticed that bathroom #5 had been tagged also. So they headed down and made quick work of cleaning it up. Thankfully it was only on the outside and not nearly as bad as bathroom #7 was.

THANK YOU to the DDR Community

9th Annual Glamis Poker Run

PRESENTED BY
ORANGE COUNTY ATV ASSOCIATION

When:	Saturday, November 6th, 2010
Where:	Vendor Flats (Behind Glamis Beach Store)
Start Time:	9:00am Registration Until 11:00am
End Time:	2:00pm
Donation:	$20.00 Per Hand

GRAND PRIZE...

Proceeds to Benefit:

"HELP KEEP OUR DUNES OPEN"

Donated by:

Mid Cities HONDA

TROPHIES AND OTHER PRIZES!

Come enjoy a fun ride through the sand dunes to five locations to draw poker cards for your chance to win.

Contact: www.ocatvassociation.org
jdduner@yahoo.com
or corvairs123@msn.com