American Sand Association Inc.
www.asasand.org

American Sand Association
"IN THE DUNES"

Volume 10 Issue 4
November 2010

Unite, Inform, and Mobilize

ONGOING KAWASAKI UTV DONATION – YEAR ROUND ASSET

Every year since 2007, Kawasaki Motors Corporation has generously donated an off-road UTV, through the "Partners in Stewardship" program for use in the southern portion of the ISDRA. The Buttercup camp hosts Jerry and Pat Vine use the UTV extensively, riding the south dunes picking up trash and handing out safety information. The UTV is also reallocated to an emergency responder vehicle when needed, thus increasing BLM medical services in the dunes.

The season for the Kawasaki UTV does not end when the duners leave for the river. In fact, it follows suit. The BLM Yuma Field Office recognizes the value of this vehicle and "borrows" it for the summer. The Kawasaki UTVs have been an invaluable tool for contacting folks who are enjoying routes and trails leading to and from the Colorado River. They are also great tools for spreading the word about seasonal fire restrictions, providing educational materials, dealing with site management issues, and in allowing BLM staff to more easily make contact with the public. Project work times in the dunes, and at the Colorado River, have been shortened because the UTV allows staff to more easily navigate in and out of rough areas, carrying tools and equipment.

The United Desert Gateway, American Sand Association and other partners are extremely grateful to Kawasaki for their continued generosity and assistance to the El Centro and Yuma Field Offices. Their altruistic spirit is to be commended and we look forward to many more years of productive partnership with Kawasaki.

Buttercup campground hosts Pat & Jerry Vine utilize the Kawasaki UTV to pick up trash and hand out safety information.

2010 ASA Banning Motorsports Giveaway Raffle Car Winners!

ASA member David Hunter of Nuevo, CA was the lucky winner of the 2010 ASA Banning Motorsports dual sport Giveaway Raffle Car. The winning ticket was drawn at the Sand Sports Super Show on Sunday, September 19th. Pictured are David and his lovely wife Devyn standing next to their new Banning Motorsports Dual Sport Car while being congratulated by Lee Banning of Banning Motorsports.

We would like to thank all the sponsors that make our raffles such a great fundraising effort for our organization.

Congratulations David!

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

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ASA 4 Quarterly Newsletters
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President's Message

By Bob Mason

"Common Sense and Courtesy"

The importance of riding in a responsible manner and following safe duning practices cannot be overemphasized. A good place to start is by knowing the rules. Challenge others in you group to do the same. Never over drive your line of sight. Be aware of your surroundings. Expect the unexpected.

Do You Know?

- **DUI laws off-road are the same as in the family car.**
- **Quite time is from 10 PM to 6 AM.**
- **Packing your trash out is the "Right Thing" to do.**
- **The speed limit is 15 mph within 50 feet of camps or groups of people.**
- **Burning wood with nails --Pallets – is now against the law.**
- **Your dog must be on a leash.**

Take Time Out For Safety

Start by Knowing the Rules

Visit the following website and read the rules!

http://www.blm.gov/ca! /st/en/fo/cdd/cdd_supplementary.html

Just because there are no speed limit signs it is not legal or prudent to drive through neighboring camps in an unsafe manner. Please use Common Sense and extend Courtesy to fellow duners and avoid a citation.

As Always, thanks for your support,

President

Director's Report

By Nicole Nicholas Gilles

As the desert weather starts cooling off, we're dusting off our toys and getting ready for our next camping trip and off road excursion. Please make sure to use caution during your visit. After a long summer, I know it's tempting to go all out on our first rides in the dunes. We want to see what our new quad can do or test the tweaks we've made to our buggy. Remember to practice Safety First and get used to the softer Fall sands as you familiarize yourself with your equipment again.

Also, make sure to watch out for the little ones around camping areas. Our dunes are like the biggest sand box ever and our children's excitement and innocence calls for extra caution. To ensure that everyone has a great dunes experience, we all need to obey the laws and slow-down around the camping areas.

Speaking of kids, your child might find themselves being rewarded for good behavior this season. Bureau of Land Management Rangers will be on the lookout for kids "doing the right thing" and will be rewarded with a super cool Dune Guard t-shirt. So be on the lookout for the Dune Guard camouflage and be a good example to others.

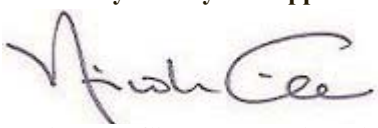
The BLM will Emphasize the Speed Rule this Season. So please REMEMBER! 15 mph within 50'. BLM Rangers will be conducting special emphasis patrols utilizing RADAR to enforce the 15 mph speed limit around campsites, concentrations of people and on the sand highways.

SPEED: Within 50 feet of a campsite or group of people, the speed limit is 15 mph. It is illegal to drive an off-highway vehicle at a speed greater than is reasonable and prudent, and in no event at a speed that endangers the safety of other persons or property. (CVC 38305 and 38310)

On behalf of the American Sand Association, I wish you all a great season and I look forward to seeing you in the dunes.

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) and 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.

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.

US Border Patrol Asks Duners to Report Suspicious Activity

As the 2010-2011 dune season approaches, so does illegal activity in the Imperial Sand Dunes. The United States Border Patrol needs your help to ensure our nation's border is safe and secure. While the majority of dune enthusiasts come to ride and socialize, there also exists a criminal element which may very well be camped right next to you. These criminals make every attempt to "blend in" and look like every other dune enthusiast. We ask you to notify the United States Border Patrol (USBP) when suspicious activities exist. USBP Agents are always on roving patrol and may be contacted either in person or via telephone (866-999-8727) 24 hours a day, 7 days a week.

Another method in which dune enthusiasts can assist the USBP protect the nation's border is to maintain a minimum distance of 100 yards from the International Boundary Fence. With the dune enthusiasts' compliance, it is very easy for USBP Roving Patrols to identify the criminal element when they approach the International Border Fence. In addition, the International Boundary Fence has protrusions at the base to secure it to the shifting sand. If a collision occurs it would be very easy to become entangled in this structure. The International Boundary Fence has made a significant impact in cross border criminal activity but it is also dangerous, so we ask that you please stay back.

The Buttercup Campground will have a white USBP trailer parked near the Bureau of Land Management Ranger Station. This is a great place to report any suspicious activity or ask questions involving border security. Please report any suspicious activity whether it is, people riding, vehicles driving or campers that just don't fit the dune enthusiast persona. The criminal element is there, help us identify them. We ask for your cooperation to make this a safe dune season for all.

Checkered Flag Program

by Scott Swenka

With the dune season fast approaching, every dune user needs to think about safety and passing the safety message on to our fellow duner's. The endorsement of the Checkered Flag program helps to inform others of the responsibilities we hold in respecting others and the environment. Make sure you fly your checkered flag and let other duner's know that you have respect for other people, safety and the environment and that you act in a responsible manner.

We also want to remind you there are a number of new rules that will be enforced in the ISDRA this season. Many of these new rules are common sense based, and include examples such as the prohibition of burning any wood containing metal, including pallets, so please leave your pallets at home, and bring only metal free wood with you to burn. Another example is public nudity, remember this is a family recreation sport, and nudity is not appropriate for any public use areas. Lastly, though the trash situation has gotten better over the years, it still remains a large problem in the camping areas and around the popular gathering areas such as – Competition Hill and Oldsmobile Hill. Please remember to pack out what you've packed in. These and all of the new rules can be found at:

http://www.blm.gov/ca! /st/en/fo/cdd/cdd_supplementary.html

So with all that being said, have fun, be safe, and keep it upright this season. The ASA is offering a free classic checkered flag and new pledge card with the Store Special made online. (see store special, page 13) Proudly fly the Checkered Flag on your sand toy and show your support for doing the right thing.

ASA CAMP FLAG

YOU CAN SHOW YOUR SUPPORT BY FLYING A CAMP FLAG TOO.

Support the ASA

and win this car

MONSTER ENERGY SX-5 by BUCKSHOT RACING

GRAND PRIZE!

Drawing will be held at the
Sand Sports Super Show
September 18th, 2011

Thanks to these generous sponsors!

Buckshot Racing • Monster Energy • Rancho Performance Transaxles • PBS Transmissions • King Shock Technology • CBM Motorsports Summit Steel • Weddle Industries • Gear One • IMZZ Industries • Xtreme Tire • Central Powder Coating • Twisted Stitch • Reach Hannemann Fiberglass Inc. • Douglas Wheel Technology • GTR Clutch • Kartek Off-Road • Gibson Performance Exhaust • St Clair Insurance CBR Performance Products • Toy Box Covers • Napa Auto Parts • DJ Safety Inc. • Livorsi • West Coast Batteries • Vision X • Lat Oil

asa 10th Anniversary
americanSandAssociation.org
All proceeds to benefit the ASA General Fund

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:
Buckshot Buggy Raffle, P.O. Box 1872, Canyon Country, CA 91386
Or Call: 888-540-SAND

Winners need not be present!
Visit the ASA website at www.asasand.com for more information

HOW TO SAFELY OPERATE YOUR OHV

As we gear up for this dune season, there have been some questions regarding what constitutes the safe and legal operation of an Off-Highway Vehicle. The following frequently asked questions will help you determine if you are operating your OHV in an appropriate manner.

How do I know if an OHV is the right size for the rider?

The operator of any OHV must be able to reach and operate all controls to safely operate the vehicle. Additionally, parents can be held legally responsible when allowing their kids under age 14 to operate an inappropriately-sized OHV where all controls cannot be reached and operated for safe operation and a parent can be cited when failing to do so.

Are there any speed limits for OHVs?

Yes. The off-highway speed laws are similar to on-highway speed laws in that your speed must be reasonable and prudent for the situation. In addition, you are limited to no more than 15 mph within 50 feet of campsites, animals, or groups of people.

Are there laws regarding unsafe operation off-highway?

Yes. You must obey official signs and regulations. You may only move or turn your OHV when it is safe to do so. You may not operate in a reckless manner.

Is a driver's license required to operate a vehicle off-highway?

No, but if you're driving privilege is suspended or revoked, you cannot operate any vehicle either on or off-highway in California.

Is there a size or age limit to operate a vehicle off-highway?

No. There is no law that specifies a minimum age to operate any OHV, but operators of all OHVs must be able to reach and operate all controls. There are safety training and supervision laws for youth operating ATVs that are age specific.

Is there a passenger limit for my OHV?

Yes. OHVs must be safely loaded and ATVs generally are not allowed to carry any passengers. If you carry passengers anywhere other than a seat provided by the manufacturer, you could be cited for unsafe operation depending on the terrain, speed, traffic, and other factors. Check with the land management agency where you plan to ride to verify current laws and any special restrictions for that area.

What about towing passengers?

Towing a passenger may be considered unsafe, and subject to citation, unless the towed passenger is riding on a vehicle designed to carry passengers.

Can an OHV ever be operated on the highway in California?

Yes. OHVs, meeting specific equipment requirements, when used by an operator with a valid driver's license, can be driven on highway sections that have been legally designated and signed for combined use of both off-highway vehicles and highway legal vehicles. These sections cannot be more than three miles long and must be signed describing the combined use status. Additionally, all OHVs can cross a two lane highway at an angle of approximately 90 degrees to the direction of the roadway, and at a place where a quick and safe crossing may be made.

Can I be arrested for DUI when driving my OHV off-highway?

Yes. The laws regarding driving under the influence of alcohol or drugs apply throughout California, both on and off-highway.

Can I or any of my passengers have an open container in or on an OHV?

No. The CVC prohibits open alcoholic beverage containers in OHVs.

For more safety information please visit
California State Parks Off-Highway Motor Vehicle Recreation website at:

http://ohv.parks.ca.gov/?page_id=1234

ATV Training For Kids: A Class That Pays For Itself

Since new laws regarding Children riding ATV's on public lands were implemented nearly 3 years ago, it is now becoming easier to comply with them while at the Imperial Sand Dune Recreation Area (ISDRA) because of the availability of ATV safety training. And not a moment too soon! As the opposition pushes to ban ATV use by children under the age of 16, "statistics" fuel their effort. By following the law and instilling good judgment upon our children, we can reduce accidents that sometimes lead to hospital visits. These preventable emergency room visits become statistics used to motivate the ban of kids ATV use!

Parental control and supervision is a vital part of safe child ATV riding. As parents, we literally hold the key to our children's safety. Every ATV has an ignition key, and when we control the key, we control the use. As a parent or adult supervisor, child ATV riders are under our care and control. Children look to parents and adults to keep them safe, don't let them down. We are the key to every ride beginning and ending safely, without injury.

BE LEGAL!

California State Law requires that Parents or Guardians maintain an active role in a child's ATV use.

- **Children under the age of 16 must be actively supervised at all times when riding an ATV. A parent or guardian must allow continued use only if you determine that your child has the ability and judgment to operate the ATV safely.**
- **No person under the age of 14 shall operate an ATV on public lands located in California unless that person holds an appropriate safety certificate and, in addition, is accompanied by and under the direct supervision of a parent or guardian who is also certified.**
- **Anyone operating an off-highway vehicle must be able to reach and operate all controls necessary to safely operate the vehicle.**
- **No person under the age of 18 shall operate an ATV on public lands located in California unless he/she has received the safety certification in this state, or another state, or is under the direct supervision of an adult who has the appropriate safety certification in his/her possession.**

Presently, law enforcement officers are issuing citations under CVC Section 38504.1 and a judge can order a fine for the adult who fails to provide supervision. After a horrible accident, it is possible for the state to consider a parent to be liable for a child's ATV accident if they have neglected to comply with the Law.

BE SAFE!

While we have all heard that "ATVs are not one-size-fits-all," consider for a moment the ramifications of sending your 12 year old out for a ride on your new 450cc quad. The ATV Safety Institute reports that approximately 90 percent of youth ATV-related injuries occur when a child under the age of 16 is operating an adult-sized ATV. Follow the manufacturer's recommended age limitations for every ATV.

GET CERTIFIED!

To help all of us ride smart by following the law, ATV Safety Training is available at the Imperial Sand Dunes! A total of 19 ATV Safety Training Classes will be held by the American Desert Foundation (ADF) in the North Dunes, South Dunes and Superstition Mountain locations throughout the 2010-2011 riding season. The hands-on, half-day ATV Rider Course is conducted by licensed ATV Safety Institute Instructors. It offers students an opportunity to increase their safety knowledge and to practice basic riding skills in a controlled environment under the direct supervision of a licensed instructor. ASA Volunteer Mike Reber recently attended one of the courses and said, "Last Winter, I took my six year-old son to a class and in just a few hours, he earned his certification. The Glamis location couldn't be more convenient for our family!" ATV manufacturers and the State of California ensure all children under 18 can take this training without a fee, parents and the rest of the family may qualify for free training, as well. It is now possible to enroll on the ASI on-line web site for the ATV training classes in Glamis, Gordon's Well and Superstition Mountains. For more information, visit

http://www.americandesertfoundation.org

By setting a good example, parents and adults can help keep children safe on ATVs and reduce the statistics used against us by opponents of our family recreation.

Dune Guard Program Launched

There is no future without our children and their safe passage while navigating life's changing landscape is critical. To that end, young riders observed obeying rules and regulations, modeling appropriate behavior, riding responsibly and caring for the dunes are rewarded on the spot by BLM rangers with a "Dune Guard" t-shirt. The t-shirt recognizes and acknowledges the youngsters' efforts, while encouraging them to continue this behavior and inspire those around them.

The vision: a whole cadre of young riders promoting safety and stewardship.

For more information please see these links:

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

Warrior Lifestyles Honored at American Sand Association Anniversary Party

ASA President Bob Mason is presented a check from Larry Broyles

Larry Broyles from Warrior Lifestyles was honored at America Sand Association's (ASA) 10th Anniversary celebration held on September 18, 2010 at the Sand Sports Super Show. He received an award from REACH Air Medical and presented the ASA with a check from Weekend Warrior Water.

Warrior Lifestyles supplied a trailer for the REACH Air Medical Glamis landing pad location. The trailer is used as the ground headquarters for the area where pilots spend comfortable hours on call for potential immediate first response calls. "We want to thank these folks who allowed REACH Air Medical to do some amazing things out there this season, this is a small token of our appreciation for the work that they have done, that has allowed us to have our service as close to those that recreate as possible," said Don Wharton, West Coast Regional Manager for REACH.

Larry Broyles, President of Weekend Warrior Water, presented the yearly check to the American Sand Association based on water sales. Five cents from every bottle of water sold goes directly to ASA with the intention of helping keep the dunes open. "Read the bottle, I have sent the message to people that have no idea about riding, being safe or even being on an ATV," said Broyles. "Thank you, I am glad to be a part of this organization, this is my second year and am very proud to work with Bob Mason and all you folks."

The American Sand Association would like to thank Warrior Lifestyles for their contribution and continued support.

Check out www.supportyourlocaldunes.com for information on Weekend Warrior Water.

REACH for Life Offers Up To $20 Discount For ASA Supporting Members

Are you aware of the opportunity to support the ASA and receive the benefits of air medical transport http://reachair.com/membership/ from the dunes in the event of an accident? If you upgrade your current ASA free general membership to that of an ASA Supporting Member ($25 per year) you are eligible for the following discounted package:

REACH and the American Sand Association are offering ASA Supporting Members a substantial discount on a REACH for Life membership! ASA Supporting Members can join REACH for Life for just $25 per year for an individual or family membership (regularly $40-$45 respectively).

Go to this link http://reachair.com/membership/faqs.html to view a list of frequently asked questions that will help you understand the REACH Medical Air Transport Service. Please note that any of your family living under the same roof are covered under your REACH membership. If you have family members not living in your home this would make an excellent early Christmas present.

You can join REACH for Life online today at: http://www.reachair.com/membership/enroll_form.html or by calling this toll free number at: (866) 767-3224. ASA Supporting Members should select "American Sand Association-Supporting Member" from the pull down menu to take advantage of the $25 REACH for Life membership special. Non-supporting ASA members are encouraged to upgrade to the Supporting Member status and take advantage of this special offer. 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 directly at (866) 767-3224.

YOU CAN BE AN OHV AMBASSADOR – VOLUNTEER TODAY!

The off-highway vehicle (OHV) Ambassador Program is a volunteer opportunity that provides a means for private citizens to work with the Bureau of Land Management's (BLM's) El Centro Field Office to promote responsible OHV recreation on public lands. These volunteers contribute their time, experience, and local knowledge of the El Centro Resource OHV Areas in groups of two or more on motorcycles, all-terrain vehicles (ATVs), utility vehicles (UTVs); or 4x4 vehicles; conducting special projects (e.g., outreach events, clean-ups, kiosk maintenance or installation), and distributing informational material at high visitation OHV sites. Through these efforts, volunteers provide a positive image of their recreation activity, and identify resource issues to enhance OHV recreation on public land. OHV Ambassadors receive training and serve as a point of contact for other OHV visitors to obtain helpful information about the areas they ride. Any volunteer is appreciated, particularly those who can dedicate 100 hours this season to work with the BLM.

Visit this site for more details:

http://www.blm.gov/pgdata/etc/medialib/blm/ca/pdf/elcentro/isdra.Par.78863.File.dat/ohv_ambassador_app.pdf

ASA - 10 YEARS STRONG

by Nicole Nicholas Gilles

Over 200 well wishers converged at the Orange County Fair's Memorial Gardens after this year's Sand Sport Super Show to help celebrate the 10 Year Anniversary Celebration of the American Sand Association.

The ASA was honored to have National Bureau of Land Management Director Bob Abbey as the evening's key note speaker. The Director recognized the ASA for all that has been done to stress responsibility and safety in all of the ASA's educational outreach materials. Director Abbey also recognized the ASA with his special "Director's Leadership Award" for the ASA's dedication to the dunes and the sport, the ASA's reputation as a partnership builder – including the creation of the United Desert Gateway, the Checkered Flag program encouraging support for law enforcement, observation of the laws and the ASA's sponsorship of the Public Safety and Education program.

The prestigious "Jerry R. Seaver (JRS) Award" was presented to Gary & Irma Johnson and Family for years of dedicated service they've given the ASA by being the Arizona Merchandise Trailer Coordinators. The ASA would also like to recognize all of this year's JRS nominees for their dedicated service: Doug Adair, Bob Ford, Mike Reber and Dwayne Williams.

The first "Founder's Award" was presented by ASA Founding Members Vincent Brunasso and Jerry Seaver to ASA President Bob Mason. The Founder's Award recognizes people who have significantly contributed to Sand Sport public safety and education. Mason has been Chairman of the ASA's public safety and education committee for many years.

The Bureau of Land Management also presented an "R.P.M." Award to Bill Jones from the American Desert Foundation, "Code 3" Award to Rusty Massie, "Badger" Award to Pat & Jerry Vine and "Ranger of the Year" Award to Peter Thompson. The evening culminated with the unveiling of the ASA's new Buckshot / Monster raffle car. Andrew Buck and representatives from Monster Energy Drink were in attendance to show off the beautiful new car to all attendees. Director Abbey had an opportunity to check out the car as well.

On behalf of the ASA Board of Directors, we thank everyone who helped make the Anniversary Celebration a success.

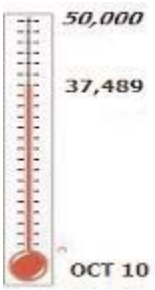
BLM National Director Bob Abbey presents his "Director's Leadership Award" to ASA Board Members at the 10 Year Anniversary Celebration

Gary Johnson and Jay Gallagher receive the prestigious Jerry R. Seaver Award from BLM National Director Bob Abbey

President Bob Mason receives the "Founder's Award" from two of ASA's Founding Members, Jerry Seaver and Vincent Brunasso

BLM's El Centro Field Office Manager Margaret Goodro, California Desert District Manager Teri Raml and National Director Bob Abbey present the "Partners in Stewardship Award" to ASA Executive Director Nicole Nicholas Gilles.

>>> MEMBERSHIP NEWS <<<



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!

Nick Accettura
Eric Adair
Alan Adams
Devin Adkins
Rich Alcaraz
Terry Allen
James E Allen Jr
Dennis Allison
Lance Alm
Justin Alsabri
Tony Ambrosia
Erick Anderson
John Anderson
Jim Arbogast
Bruce Atwell
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John Austin
Frank Avila
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Michael Deveny
Fred DeVries
David Diamanti
Thad Dirksen
Ron Dowda
Howard Ebel
James Ellis
Paul Ellwood
Herb Engel
Larry Engwall
Pat Estfan
Robert Estrella
Dennis Felger
Thomas Finnegan
Walter Fisher
Gary Fluharty
Erika Fly
Shirley Ford
Neil Fox
Tom Freeland
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Erika Friedman
Chad Frisby
John Gagel
Ronald Garry
Charles Garvin
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Clifford Gordon
Greg Gorman
Marshall Gothelf
Jon Gregory
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Meg Grossglass
Marcus Grover

Alex Groza
Ed Grubbs
Gary Hagman
Craig Hainsworth
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14th Annual ISDRA Martin Luther King Weekend Cleanup

Family Fun that helps keep our dunes open!

Free T-shirts*, Free Lunch
and Thousands of Dollars in Prizes

United Desert Gateway

INFORMATION
Date: Saturday January 15, 2011
Registration: 8:00 am
Lunch: 11:30 am-12:30 pm
North Dunes, Glamis Flats
South Dunes, Gordon's Week
Vender Row
Prize Giveaway: 12:30 pm until done

LOCATIONS
NORTH DUNES:
Glamis Flats (Main Stage area), Gecko Road, Oldsmobile Hill, Roadrunner, Wash Road
SOUTH DUNES:
Gordon's Well (Main stage area), Buttercup (Vendor Row), Midway, Ogilby Camp (Past the Tower towards the south)

For more information on participating or contributing as a sponsor, please contact the United Desert Gateway (760)-337-4155 www.uniteddesertgateway.org or email us at Charla@uniteddesertgateway.org

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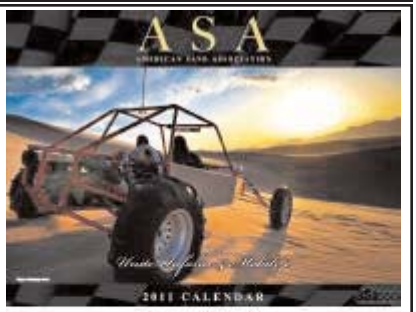
>>> ASA STORE SPECIALS <<<

ASA Calendar, Camp Flag & Checkered Flag
Special Deal - $20.00 *(s&h included)*

Please send check payable to ASA:
ASA
11419 Daybreak Trail
Moreno Valley, CA 92557-5504

Your purchase is helping to fund your future of duning!



Get an ASA 2011 Calendar, ASA Camp Flag (half off) and receive with this special a new Checkered Flag too! ALL FOR ONLY $20.00

ASA QUARTERLY NEWSLETTER ADVERTISING RATES

(over 26,000 distributed each quarter)

Ad Size:	(1 issue)	(4 issues)
Full Page (approx.7.5" x 9")	$450	$1600
Three Quarter Page	$350	$1300
Half Page	$250	$1000
Quarter Page	$200	$700
Business Card	$100	$300

Contact Us : Newsletters@AmericanSandAssociation.org OR call 888-540-SAND

>>> UPCOMING EVENTS <<<

8th Annual Glamis Poker Run - November 6th - Vendor Flats Area
SDORC Lost Lizard Fun Run - November 13th - Ocotillo Wells SRVA
14th Annual ISDRA MLK Cleanup - January 15th - North & South Dunes

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

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

ASA BUSINESS SPONSORS

Our New and Renewing Sponsors since our September issue!

ACTIVE SHEET METAL INC
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LONDON BRIDGE AIR, LLC
QUALITY INTERNATIONAL ELECTRONICS, INC.
RACE401
TOM PRO DESIGN
VP RACING FUELS INC

PLEASE SUPPORT ALL OUR SPONSORS WHEN MAKING YOUR PURCHASES

ISDRA Season Permits Promptly Available From The ASA

The ASA has ISDRA Season Permits available in our on-line store. Purchasing from the ASA benefits your sport as the ASA receives $9 for every season permit sold. This is a great way to get your Permit and help the ASA at the same time.

Season permits are $90 plus $2.95 for shipping and insurance and we commit to having a Permit in your mail box within a week of your on-line purchase. If you wait until you arrive in the ISDRA to purchase a Season Permit, it will cost you $120 and a weekly permit would be $40.

Visit our web site today to purchase your permit: http://www.americansandassociation.org/pages.php?pageid=51

Please note that ASA does not sell weekly permits. Go to http://www.imperialsanddunes.net to purchase weekly permits.

2010 Sand Sports Super Show Kudos

Once again, the awesome volunteers that make up the ASA came out in full force and made the ASA booth at the SSSS a great success! Set up began on Wednesday evening and was completed by Thursday afternoon. Friday was a very long day with the show opening at 10:00 a.m. and running twelve hours until 10:00 p.m. The ASA booth was slammed with people on Saturday and on Sunday everyone eagerly awaited to hear who had drawn the winning ticket for the 2010 Banning Motor Sports duel sport raffle car. The lucky winner was David Hunter of Nuevo, CA. Thank you to everyone who purchased tickets for this year's raffle car.

At the conclusion of the show, our busy workers tore down the booth and packed it all up for next year. The ASA was happy to sell 400 more ISDRA permits than last year.

Many thanks to the core crew of SSSS volunteers - Flo Haynes, Brian Trapp, Dwayne Williams, Jon Pergl, Justin Bucci, Barry Hannah, Katrina Ashbaugh, D.L. and Lynn Southard, Darren and Katherine Kelsey and Lloyd and Lisa Misner. We would also like to thank all of our additional supporters who came out and volunteered their time to help us out at the booth. Your time and effort, even if only for a few hours, is what truly makes the ASA successful!

We're looking forward to next year and hope to see you soon.

Thank you,

ASA Board of Directors

>>> ASA PREMIUM SPONSORS <<<

Become a **Supporting Member** and receive an ASA Membership ID Card. This card is valid for discounts at our "Premium Sponsors" listed below. This annual membership ($25) helps keep our organization funded and fighting for your right to ride!

PLEASE SUPPORT ALL OUR SPONSORS WHEN MAKING YOUR PURCHASES.

B&R BUGGIES	OCEANSIDE	CA	760	722-1266	10% Discount Off Parts and Labor
COLORADO SANDCARS	WINDSOR	CO	970	674-9967	5% Discount On Any Sale
DAMZL INC	LAKEWOOD	CA	866	413-2695	Discount of 25% All Merchandise
DJ SAFETY INC	LOS ANGELES	CA	323	221-0000	12 to 20% Discount Off Selected Merchandise
DON'S BUS BOX	PEORIA	AZ	602	670-0192	Priority Service
ELECTRO TECH POWDER COATINGS INC	SAN MARCOS	CA	760	746-0292	Show your ASA ID Card and Receive $10 Off Your Order
EMERY MECHANICAL ENGINEERING	SAN DIEGO	CA	619	464-5348	15% On Title 24 Energy Calculations
F WORD INDUSTRIES	HUNTINGTON BEACH	CA	714	350-1133	OnLine 10% Discount: Code ASA Off-Road Shows Present Card
FUNRUNNER	SANTA FE SPRINGS	CA	562	946-4049	10% Off Regular Prices; Sale Items Discounts Will Vary
HIGH FLY FAB	FRESNO	CA	559	285-8466	2% Off All Fabrication Work
HT PRODUCTS	PHOENIX	AZ	623	329-6767	10% Off of Retail Sales on All Products
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MOUNTAIN MOTOR SPORTS	ONTARIO	CA	909	988-8988	10% Off Parts and Accessories and Labor
OMF PERFORMANCE PRODUCTS	RIVERSIDE	CA	951	354-8272	10% Off All Retail Purchases
ORANGEWOOD RV CENTER	SURPRISE	AZ	623	974-3000	10% Off All Service Labor, 5% Off All Parts (no other discounts)
PACIFIC COAST COPPER REPIPE, INC.	ANAHEIM	CA	800	870-2024	$250 Discount Off Any Complete Re-pipe
RACE401	OCEANSIDE	CA	760	801-2527	5% TO SUPPORTING MEMBERS
REACH AIR MEDICAL SERVICES	SANTA ROSA	CA	877	644-4045	Discount on a REACH For Life Membership! Call 866-767-3224
ROCKY MOUNTAIN ATV/MC	PAYSON	UT	800	336-5437	Use Offer Code 10508 to Receive $20 Off your Order of $150
SCOTTSDALE WEED CONTROL & FERTILIZATION	SCOTTSDALE	AZ	480	941-9471	10% Off Olive Trees and Weed Control

GET YOUR $25 BUCKS TODAY!

The ASA is proud to announce a partnership agreement with Rocky Mountain ATV/MC. All new and renewing supporting members will automatically receive a $25.00 gift card to Rocky Mountain ATV/MC. Basically, your membership pays for itself. Support the ASA's mission to Unite, Inform and Mobilize while shopping for your favorite gear. All you have to do is become a supporting ASA member or renew your current membership and we'll mail you your free gift card so you can start shopping right away. You'll also be able to take advantage of all of the other discounts offered by our premium sponsors.

ROCKY MOUNTAIN ATV/MC
OFFROAD APPAREL, PARTS & ACCESSORIES

New members please visit: http://www.asasand.com/shorty/asasand/join

What Do You Need?

To help you find a certain product or service provided by one of our Business Sponsors you can go to our web site and search the list of ASA Sponsors. You can use the "Keyword Search" to locate just what you are looking for and see if one our Premium Sponsors offers a Discount to our Supporting Members.

On our main web page (ASAsand.org) under the "Dunes Info" heading select "See ASA Business Sponsors". Select "Show All Sponsors" and then use the "Search for Keywords" to locate the product you are looking for.

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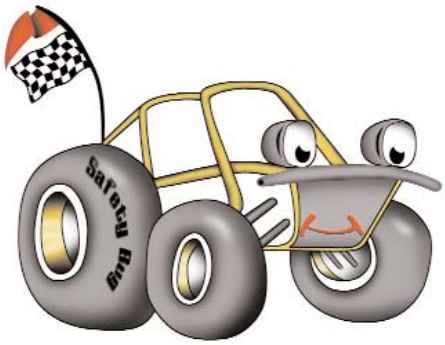

The SAFETY BUG says,

Don't Drink and Drive
Let's make it a SAFE Holiday Season
At The Dunes

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

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

ONLINE CONTENTS

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SOME PHOTOS FROM THE ASA 10TH ANNIVERSARY

Taken at the Orange County Fair's Memorial Gardens after this year's Sand Sport Super Show to help celebrate the 10th Year Anniversary Celebration of the American Sand Association. Photos by Mike Sommer.

A NEW PRODUCT

The CV Grease Tool is a specially designed plunger apparatus which delivers grease directly into the CV joint and boot. The design provides mechanics and do-it-yourselfer an expeditious and easier means of lubricating CV joints and boots.

THE FINAL SOLUTION TO YOUR CV MAINTENANCE FAST, EFFICIENT, AND CLEAN
For more information on this product please visit: www.dandeinnovations.com

The ASA was happy to display the Buckshot/Monster Raffle Car at the annual "Pound Sand" event held at Orangewood RV in Surprise, AZ. We would like to thank all of the volunteers who helped us out at the show.

Jason Seaver in the Little Dealer Little Prices RV showroom in Phoenix, AZ

Roy Denner Memorial ATV Training Track
Dedication Ceremony

Sunday, November 14, 2010 at 11:00 A.M.

The ATV Training Track is located on the north side of Highway 78
just east of the Ocotillo Wells airport

**This training area is dedicated in memory of Roy Denner,
a champion of off-road recreation**

- Roy became active in San Diego Off-Road Coalition (SDORC) in the mid-1990s; SDORC's Director of Land Use for several years
- Member of the California Desert District Advisory Council for eight years.
- Member of the Imperial Sand Dunes Recreation Area Technical Review Team for eight years
- Named OHV Volunteer of the Year by the California Off-Highway Motor Vehicle Recreation Division in 1999
- In 2001, formed the Off-Road Business Association (ORBA), a nonprofit association of businesses in the OHV recreation industry
- Produced two successful ORBA Off-Road SuperShows
- Organized fundraisers for state and federal political candidates—made several trips to Sacramento and Washington, D.C.
- Worked tirelessly to establish an OHV park in San Diego County
- Pioneered the concept of full-time attorney working exclusively on OHV issues
- 2008 Lifetime Achievement Award from Off Road Impact

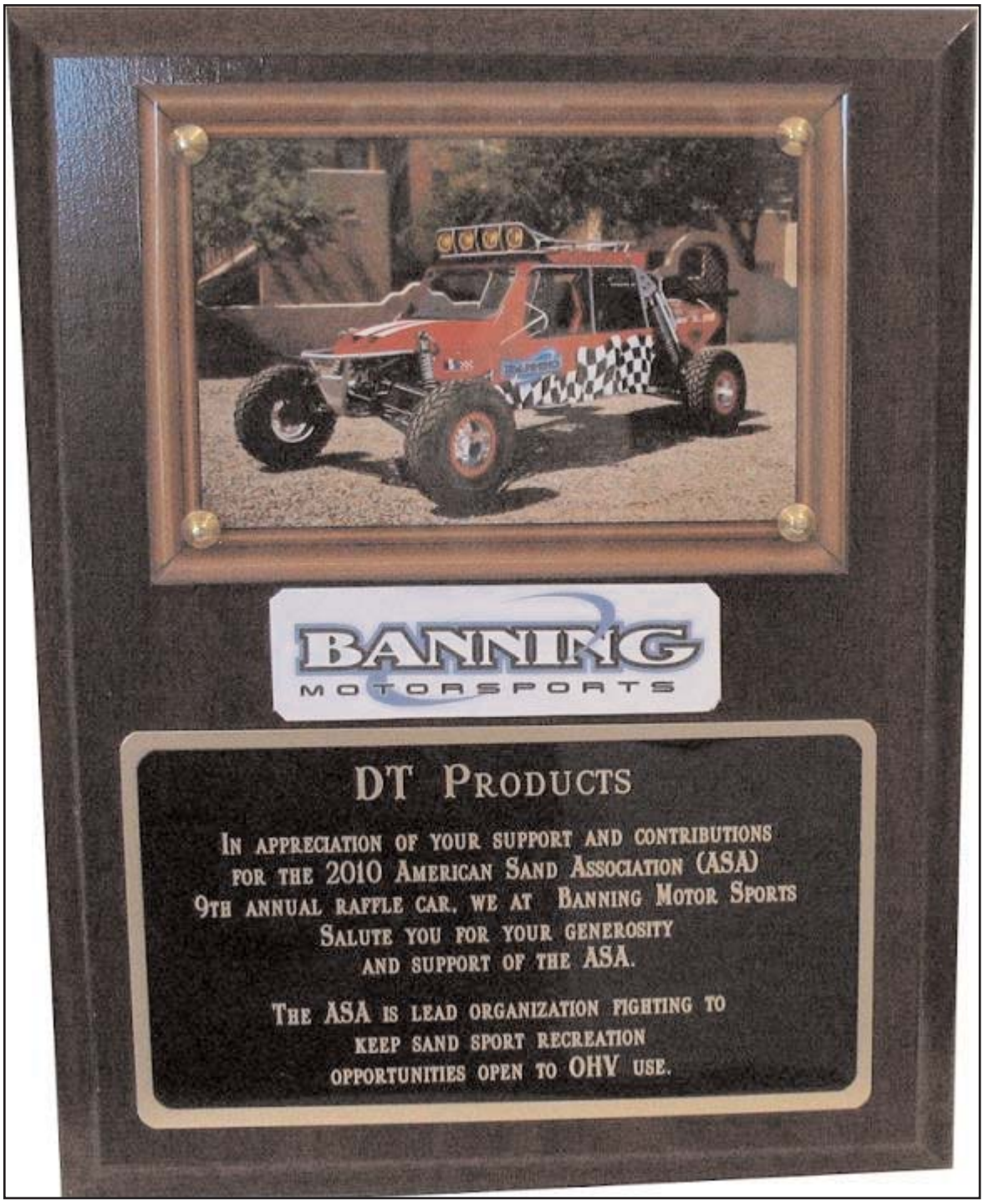
Roy would have been extremely proud of this permanent tribute to his many efforts on behalf of the OHV community.

All members of the OHV community and anyone who knew Roy are encouraged to attend

For further information call the Ocotillo Wells SVRA at 760-767-5391

BANNING MOTORSPORTS - A CLASS ACT

Below is a sample of the dedication that makes the ASA a great organization.



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