American Sand Association

"IN THE DUNES"

UNITE, INFORM and MOBILIZE

American Sand Association Inc.

Vol. I2 • Issue 1
March 2012

ASA STILL WAITS ON RAMP

At a recent meeting of the Desert Advisory Council, the BLM El Centro Field Office reported that they are preparing a new administrative draft of the Final Environmental Impact Statement (FEIS) of the Proposed Imperial Sand Dunes Recreation Area Recreation Area Management Plan (RAMP). The Proposed Plan and Final EIS will be published with a 30 day protest period. Following the protest period and any resolution to protests, the Record of Decision (ROD) will be signed. After this is signed, the plan will be submitted to the Court for review and approval.

The BLM anticipates the ROD will be completed by the end of fiscal year 2012 (Sept. 30, 2012).

A brief history of the RAMP:

- In 2000, BLM was litigated by the Center for Biological Diversity, alleging that the BLM failed to formally consult on Section 7 of the Endangered Species Act.
- In 2001, the court ordered that several areas of the ISDRA be administratively closed (49,000 acres) to protect Peirson's Milk-vetch (PMV).
- In 2006, the court vacated BLM's Record of Decision (ROD), and ordered BLM to maintain the administrative closures. The Biological Opinion (BO) for the ROD was also remanded to US Fish & Wildlife Service (FWS).
- In 2008, FWS designated Critical Habitat for PMV, which triggered BLM to begin a new RAMP planning process, and obtain a new BO from FWS.

DO YOU KNOW THERE ARE SPEED LIMITS AT THE DUNES?

The BLM and the State of California have established the following rules and laws for your safety.

BLM Rules

A 15 MPH SPEED RULE EXISTS ON THE SAND HIGHWAYS. No person shall operate an OHV in excess of 15 mph on public lands within 500 feet of Highway 78, Grays Well Road, Gecko Road and access roads within the Gecko and Roadrunner recreation sites.

CA Vehicle Code

Basic Speed Law

38305. No person shall drive an off-highway motor vehicle at a speed greater than is reasonable or prudent and in no event at a speed which endangers the safety of other persons or property.

Prima Facie Speed Limit

38310. The prima facie speed limit within 50 feet of any campground, campsite, or concentration of people or animals shall be 15 miles per hour unless changed as authorized by this code and, if so changed, only when signs have been erected giving notice thereof.

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A MESSAGE FROM OUR EXECUTIVE DIRECTOR

Happy New Year! I hope you all enjoyed a great holiday season. Our dune season is well underway and it was great to see so many familiar faces at this year's MLK Dunes Cleanup. What a great way to promote a clean environment in a fun, family setting.

As you can see, we have changed the format of our newsletter, and we hope you'll find it to your liking. A lot of time and hard work goes into preparing this publication for your readership and we hope that this new format makes it easier to read.

Thanks to the support of our members, we had a great 2011 and were able to accomplish much. Some highlights include:

- Launched ASA Facebook and Twitter pages.
- Continued partnership with REACH for Life and Rocky Mountain ATV.
- Helped American Desert Foundation obtain grant through our volunteer hours.
- Assisted BLM by conducting a visitor survey at the dunes.
- We participated in many events such as the Sand Sports Super Show, Barrett-Jackson Orange County and Scottsdale, NASCAR, Oregon Dune Fest, Norco Offroad Show and several others.
- Partnered with United Desert Gateway, BLM and Imperial County Sheriff Office to developed a mutually acceptable safety message campaign.
- The ASA has attended and actively participated in the BLM's Desert Advisory Council meetings and ISDRA Dunes Sub Group meetings at the BLM El Centro Field Office. ASA input at these meetings helps make sure that our members' interests are being protected.
- Helped coordinate the partner portion of Secretary Salazar's visit to the ISDRA.
- Worked with Glamis vendors to help resolve issues they were having with the County.

We were also pleased to meet with newly sworn in BLM State Director Jim Kenna to familiarize him and other BLM state officials with the ASA. Other discussion topics included the ISDRA Recreation Area Management Plan, public safety, public input and the lack of an adequate OHV representative on the Desert Advisory Council.

As always, we encourage you to practice safety while enjoying the dunes and until next time, happy duning!

Nicole Nicholas Gilles
Executive Director

ASA reps Rusty Massie, Bob Mason, Nicole Nicholas Gilles and Jim Bramham at a recent meeting with CA State BLM Director Jim Kenna in Sacramento.

American Sand Association Inc.

WHAT IS THE ASA?

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

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

WHY SUPPORT THE ASA?

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

WE OFFER THE FOLLOWING:

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

THE ASA FOCUSES ON SIX CORE COMPETENCIES:

1. **Education** – We educate our membership by producing four newsletters and eight "Endangered Duner" online newsletters sent out to all email subscription members annually.

2. **Safety** – Starting with our "Checkered Flag" program and expanding to safety billboards, the "Safety Bug" program and our "Dune Smart" safety book, the ASA has helped ISDRA visitors become familiar with the rules and information needed for a safe duning experience coupled with responsible use of public lands.

3. **Membership** - The ASA strives to increase membership in order to have a strong voice for the duning community.

4. **Legislation**- In the past, the ASA has filed lawsuits against the Bureau of Land Management and Fish and Wildlife Service on legal actions that could have closed the dunes. We continue to stand poised to oppose any legal actions brought by any anti-access group.

5. **Communication** - The ASA attempts to keep the lines of communication open between the managers of the recreation area and the visitors. We do this via newsletters, monthly emails to our members, informational meetings and participation at events where recreational visitors can learn more about the issues affecting the recreational use of their public land.

6. **Fundraising** – Funds are raised to help further the mission of the ASA.

ACCOMPLISHMENTS:

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

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

OBJECTIVE / MISSION STATEMENT:

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

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

WHAT ARE THE SOURCES OF ASA's FINANCES?

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

VOLUNTEERS CLEAN UP THE DUNES

Thousands of volunteers converged upon the Imperial Sand Dunes Recreation Area to participate in the age old tradition of cleaning up the dunes. The 15th annual cleanup took place over Martin Luther King Jr. weekend and had a host of participants who joined like-minded duners in cleaning up the places they love to recreate.

This event coordinated by the United Desert Gateway, with assistance from the Bureau of Land Management and other organizations, has grown to be the event everyone looks forward to attending. "The food is good and the company is even better" stated Karen LeMert one of the event participants from Brawley, CA. "We love coming to the dunes and take pride in helping to keep it clean for everyone to enjoy!" LeMert said that she and her husband have been participating in the cleanup since its inception.

Those who collected trash were rewarded with a raffle ticket for every bag brought in. They were also provided an excellent lunch and an event t-shirt. Raffle prizes ranged from a set of tires to a sizeable gift certificate to a local Glamis vendor. Event organizer Charla Teeters stated that we are fortunate to have such a fantastic group of businesses that year in and year out continue to generously support this event.

The ASA would like to thank the United Desert Gateway and the BLM for another successful cleanup. We would also like to give special recognition to the following for their help and support:

South Dune volunteers - Cathy Kennerson, San Diego Off Road Coalition, USBP Explorer Group, Dawne Foote and Friends, Mark Fulton, and the other countless volunteers that pitched in.

North Dune volunteers - De Anza Search & Rescue, Unchained Studios, Got Desert ID (for an EXCELLENT lunch), Creative Drive Crew, REACH, Tim Gantz, Glamis Beach Store, Alexis Brown and the Brawley Chamber of Commerce, Kevin Moen & Family, Kimmy Huffman, New Gold, Mesquite Regional Landfill, and the other countless volunteers that pitched in to make this event such a success.

Many families participated in the cleanup event.

A volunteer with a load of trash on her way to the dumpsters.

Volunteers gather and wait to see if they have one of the winning raffle ticket numbers at the MLK Dunes Cleanup in Glamis.

BOARDMANVILLE IS OPEN FOR BUSINESS

Have you ever wondered how much cash lined the walls of Boardmanville Trading Post? Well, the youth group from First Christian Church has found out. After looking for a fundraising project to send some of their youth to summer camp, Kathy Godley from KD Cycle put Jeanne Boardman in touch with the Yuma church. After a month's worth of meticulous work, the group collected $14,560.00!

The reason for the removal of the bills is because with the reopening of Boardmanville, the over 30 year old log cabin's outer walls needed to be re-oiled. Jeanne knew she couldn't do it alone, so the youth group was called in to take over this daunting task. Each bill had anywhere from one to six staples that had to be removed carefully in order to retain the money's integrity.

Jeanne Boardman contacted the ASA herself to let us know that Boardmanville Trading Post is indeed open for business. Any street legal vehicle can access the establishment from Ted Kipf Rd. She welcomes anyone to stop by for a $10 pitcher of beer and some food. For more information please contact Jeanne Boardman at (760) 996-6511.

First Christian Church Youth meticulously remove bills from Boardmanville.

ASA BUSINESS SPOTLIGHT

SWEET MARIES

Sweet Maries has been providing service and equipment support for decades in Glamis, CA. Located by Hwy 78 and Gecko Road across from the Ranger Station, their qualified and committed staff are ready to assist you.

For more information call (760) 554-3832

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

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

Basic Liability Protection
(per occurrence)

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

Liability protection pays injuries and damages for the other party

$54/year!

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

213.622.3307

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

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

Full Coverage Protection
(per occurrence)

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

$43/month!

Downtown Insurance Agency, 900 Wilshire Boulevard, Suite 838, Los Angeles, CA 90017 www.DowntownInsurance.com

KENNA APPOINTED CALIFORNIA STATE DIRECTOR

Jim Kenna, the newly appointed State Director for California, has joined the California State Office leaving his position as State Director in Arizona. As BLM California's new State Director, Kenna will be involved in the many issues the BLM faces in managing the 15.2 million acres it is responsible for in California and northwest Nevada.

Kenna began his federal career as a wildland firefighter with the U.S. Forest Service in Prescott, Arizona. He previously served in numerous key agency positions, including Associate State Director in Oregon, Deputy Assistant Director for Resources and Planning in Washington, D.C., Budget Analyst for the Department of Interior in Washington, D.C., and Field Manager of the BLM's Palm Springs Field Office in California. He was BLM's Arizona State Director from January 2009 to September 2011.

While working in the federal government, Kenna contributed his leadership and planning to many important initiatives and conservation efforts. He provided his leadership in establishing Service First and Stewardship Contracting initiatives and in coordinating federal, state and local land use planning processes balancing community needs, water rights and conservation of multiple species in southern California.

During his time as Palm Springs Field Manager, he worked with communities and tribes leading to the establishment of the Santa Rosa and San Jacinto Mountains National Monument, and worked with the Border Area Fire Council in San Diego to address international border security, fire response, public safety and ecological issues.

He also coordinated a national conservation strategy for sagebrush habitats with Western Association of Fish and Wildlife Agencies and the Western Governors Association.

Kenna has a bachelor's degree in economics from Prescott College in Arizona. When not at work, Kenna enjoys spending time with his wife and two sons hiking, rafting, reading and enjoying music.

STAY CONNECTED

Are you receiving a monthly communication from us by email? If not, then we don't have your proper email address. We only send out two printed newsletters each year and the rest of our communication is via email. Please contact us via email at asaoffice@americansandassociation.org or by calling us at (888) 540-7263 to update your information today!

ASA BUSINESS SPOTLIGHT

IMPERIAL VALLEY CYCLE CENTER AND POLARIS INDUSTRIES JOIN FORCES TO SUPPORT THE BUREAU OF LAND MANAGEMENT'S RESCUE AND SAFETY EFFORTS.

Imperial Valley Cycle Center with the support of Polaris Industries was proud to present the Bureau of Land Management with 2 Brand New 2012 Polaris RZR Sport Side X Sides for use in their rescue and safety efforts.

For 2012, the BLM will greatly benefit from the addition of the all new Xtreme Performance RZR XP 900 as well as a RZR 4 800, the industry's first 4 seat sport Side X Side to their fleet of support and rescue vehicles.

"I am excited to be working with both Imperial Valley Cycle Center and Polaris Industries to bring an added element of safety to the areas we patrol," said Neal Hamada, Imperial Sand Dunes Recreation Area Manager for BLM. "The RZR's will prove to be a great asset to us with their superior off road capabilities and wide range of uses".

Polaris Industries Regional Manger, Andrew Morris had this to say about the effort. *"We at Polaris felt there could be a need for our line of RZR Side X Sides, known for their RZR sharp performance in the Imperial Sand Dunes as an added asset to a rescue and safety team. " We reached out to Imperial Valley Cycle Center who operates in the heart of the Off Road riding Mecca and they helped us align a program with BLM".*

"We are always looking for ways to give back to the community and the organizations that serve and protect our Imperial Sand Dunes Recreation areas" said Marty Coyne, Imperial Valley Cycle Center President. *"When Polaris approached us to help facilitate this program we jumped right on board, this partnership will add another level of safety and security to our customer base and riders from all over the country who love to come recreate in our Sand Dunes."*

Coyne Powersports Group is a regional powersports powerhouse that owns and operates three leading franchised powersports dealerships located in El Centro (**ivcycle.com**), Beaumont (**beaumontpowersports.com**) and Indio (**coynepowersports.com**).

SUSTAINING OHV RECREATION MEANS KEEPING THE LAND OPEN…

But how do we do that? A student researcher at Northern Arizona University in Flagstaff, Arizona wants to know how.

The American Sand Association has partnered with the researcher, Natalie Muilenberg, to distribute a unique and easy survey to ASA members. This survey is a compilation of questions developed by Muilenberg and the Connectedness to Nature Scale survey developed by F. Stephan Mayer and Cynthia McPherson Frantz in 2004. Muilenberg hopes to find out just how connected off-roaders are to nature. She believes if we find that out, we can find better ways to educate the public and keep the lands open to recreation.

The Imperial Sand Dunes Recreation Area serves as the study site in this research. As you may well know, this site can see upwards of three million visitors per year according to the Bureau of Land Management. Muilenberg herself has been frequenting the ISDRA with her family for several years now, but she first fell in love with off-roading with her first dirt bike at the age of 13. Now she rides shotgun in her dad's new Funco sand rail (or drag races her 2008 FJ Cruiser).

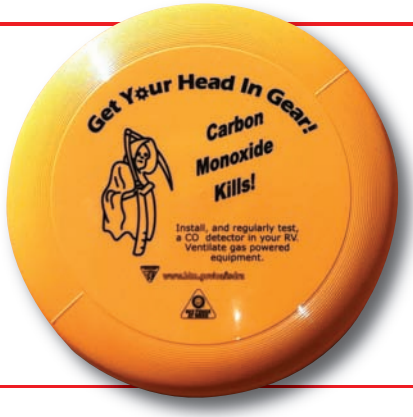
Muilenberg hopes that this research will pinpoint specific areas of environmental education that are lacking and assist in developing education programs that are tailored to particular groups within the off-roading community. Going beyond the basic pamphlet they pass out at Gordon's Well, better education can include off-roaders in the process of creating, distributing, and participating in the education. After all, if we are more educated about our impact on the natural world, we can better prepare for the future and prevent recreational land from closing.

As a partner of Muilenberg's, the ASA asks that when you receive Muilenberg's survey, to please take a moment and complete it.

Natalie and her brother Justin at the dunes.

CARBON MONOXIDE KILLS

Dune visitors are reminded to keep their carbon monoxide detectors fresh with new batteries, and to mind the warning sounds they emit. An incident involving a rented motorhome with a carbon monoxide leak and a working detector saved a family of four from tragedy over the New Year's Holiday weekend. The family had the presence to clear the vehicle when the detector alerted them, suffering only minor injuries. Generators, heaters and other similar equipment should be vented to the outside, or placed outside while running.



ISDRA NEWS AS REPORTED BY BLM

Wash Road will be receiving some patch work dirt overlay from Wash 1 to approximately Wash 4 where the top coat of "fines" has been worn off and washed away exposing the aggregate rock and causing large pot-holes.

Carsonite signs have been installed around most of the closures, but due to the recent high winds they constantly have to be replaced. The effort to keep the areas posted will continue as the signs are blown over.

The seasonal **sand removal** from the roads, camping pads and road edges is in full swing and will continue as needed.

The American Desert Foundation (ADF) continues train students in **ATV safety** funded through the OHV program, and have trained approximately 180 since October.

Kawasaki provided a new UTV to the ADF who is allowing the BLM Volunteer Camp Host in the Buttercup Area to use the vehicle to maintain the campground and restrooms.

VISITATION STATS

Year to date medical information was available up to New Year's holiday: BLM has responded to 257 medical aid incidents, 141 self-transports, 114 transported: 37 by air, 83 buggy responses, 77 by ground ambulance, and 160 by BLM truck (Note, numbers will not add up since there are incidents where one patient may be transported in several types of vehicles). As of President's Day weekend, it was reported there have been four OHV related fatalities this season.

Thanksgiving holiday - 142,287
New Years' week - 132,078
President's Weekend – 93,975

Rescue stats for Thanksgiving 2011: 86 emergency medical calls, 47 self-transports (minor injuries where the patient drives to hospital on their own), five transported by air, and 33 transported by ground ambulance, five were calls that we were unable to locate and no one called back, and there was one fatality.

Rescue stats for New Years' 2011: 55 emergency medical calls, 35 self-transports (minor injuries where the patient drives to hospital on their own), four transported by air, and 16 transported by ground ambulance, one unable to locate and no one called back.

President's Day 2012 stats were not available as of press time.

Visitors enjoy warm, sunny weather over the New Year's weekend.

Photo: BLM/Jim Pickering

4H CLUB SANCTIONS ATV SAFETY PROJECT IN IMPERIAL VALLEY.

El Centro Field Office Interpretive Park Ranger Joya Szalwinski participated in an ATV Safety Forum for Imperial Valley's 4H Clubs, the first sanctioned ATV project for the club in the Imperial Valley. Hosted by Heber Dunes SVRA on Saturday, December 17, 2011, the event was designed to both introduce the young ATV enthusiasts to the myriad of OHV opportunities available in the Imperial Valley, while helping them understand the rules and regulations that govern ATV safety.

The youngsters ranged in age from 8 to 14 years old, and are participating in the 4H project through an interest in ATV recreation. The event was an opportunity for youngsters to understand that while OHV recreation occurs in many different venues in the Imperial Valley, the overall goal is safe and responsible ATV use and stewardship of the natural resource.

The forum provided a broad overview for the group with state, county and federal representatives on hand to answer site specific questions. The youngsters and their parents interacted with agency reps through a series of scenarios that focused on ATV safety, decision making and stewardship. Attending the forum brought the youngsters closer to earning their 4H medals through their project reports.

Written by: Joya Szalwinski

State, Federal and County representatives address the 4H Club. The youngsters represent Southwest Valley and Verde 4H Clubs from Imperial Valley.

BLM Interpretive Park Ranger Joya Szalwinski talks about OHV recreation on public lands managed by the El Centro Field Office.

Desert sun, desert fun—but accidents can happen. Sign up for our emergency air ambulance membership and have no out-of-pocket expenses in the event of an emergency transport by REACH. Join today!

REACH for life℠
Air Ambulance Membership

Go to www.REACHair.com/membership and click the enroll button or call 866.767.3224.
ASA Supporting Members: $25 per family. ASA Members: $35 per family.

SAVE THE DATE – UPCOMING EVENTS

Sand Sport Super Swap
March 18, 2012
8:00 a.m.-3:00 p.m. More info:
www.sandsportssupershow.com

Southern California Sand Drag Association
March 30th, 31st & April 1st, 2012 and
May 18th, 19th, & 20th, 2012
Soboba Casino/Motor Complex, San Jacinto, CA.
More info: **www.socalsanddrags.com**

Barrett-Jackson Collector Car Auction
June 22rd, 23rd & 24th, 2012
OC Fairgrounds, Costa Mesa CA.
More info: **www.barrett-jackson.com**

For up to date event information, please visit our online calendar and our Facebook page.

HELP WANTED

The ASA can use good dependable people with leadership qualities and the following talents:

Bookkeeping • Website Maintenance • Volunteer Coordination

Do you want to help keep your riding areas open? Inquire within!

Contact Nicole Nicholas Gilles at (760) 996-8983 or by email at ngilles@asasand.org.

ASA SUCCESS AT BARRETT-JACKSON SCOTTSDALE

Thanks to several dedicated volunteers, the week that the ASA spent at Barrett-Jackson in Scottsdale was a huge success. The Sand Limo raffle truck was on display along with a loaner RZR from RideNow Motorsports.

We would like to thank the following volunteers whose hard work contributed to the success of the event:

Rob Cohen	Robert Cloyd	Dave Hiddessen	Lennard Pezold
Mark Cain	Lee Ann Gurwell	Ray Mehr	Mark Fulton
Steve Schuleter	Jason Seaver	Bob Carufel	Jeff Olson
Karen Havird	Rudy Dukich	Marvin Shaw	Jeff Hals
Steve Chader	Phil Larish	Alan Lighty	Kerry Griggs
Randy Shank	Jeff Aal	Sonny Petkowski	Bob Mason
Paul & Trish Kemplin		Dave & Sandy Hendrixson	
Tim Sherri Wight		Joe & Deana Smid	

We would also like to give a special thanks to the folks at Barrett-Jackson for being such outstanding hosts. We're looking forward to participating at the Orange County show in June 2012.

Sand Sports
OFF ROAD & MOTORSPORTS
SUPER SWAP
Sunday
March 18, 2012
OC Fair & Event Center – Costa Mesa, CA
8am to 3pm - Open to All Sellers New and Used
www.sandsportssupershow.com

Support the ASA

and win one of these awesome sand toys!

BAJA GTR BY SAND LIMO RACING

GRAND PRIZE!

Drawing will be held at the
Sand Sports Super Show
September 16th, 2012

Thanks to these generous sponsors!

Sand Limo • Nash FX • Rancho Performance Transaxles • Custom Built Motors • King Shock Technology • Ayers Gear One • DT Products • Revolution Distribution LLC Affordable Powdercoat • Custom Metal Spinning • Rigid Industries • B.S. Sand LLC • Boatec • AZ Prototype • Extreme Tire • Micro Armor Advanced Technology Lubricants C&R Racing • Rugged Radios • Bonaco • Kennedy Engineering • McKenzies Performance Products • Gibson Performance Exhaust • Tube Service • Livorsi Marine Inc. Napa Auto Parts • Alpha Sand Sport • St. Claire Insurance • Toy Box Covers • K-4 Switches • Auto Parts Ulimited • Premier Racing Products • REACH Medical Air Service Fodrill Fabrication • A&M Nut and Bolt • Frontier Shop Supply • Crow Enterprises • Farmers Insurance • Matt Baker • Quick Lights • Phoenix Welding • Bert's Nuts and Stuff

The ASA would like to acknowledge that this is the third giveaway car graciously built by Sand Limo Racing!

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.
Winner will be required to sign a Liability Release as a condition to acceptingthe prize. A copy of the Release is available for public review.
Offer void where prohibited by law.

For mail orders send check or money order to:

Sand Truck 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*

aSa
americanSandAssociation.org
Protect your right to recreate!

POLARIS® RZR XP 900

2nd PRIZE!

2012 Ranger RZR XP 900
White Lightning LE

Thanks to POLARIS and these generous sponsors!

Muzzys • DWT Racing • PRP • Pro Armor • SSV Works • SDR Motorsports • Toy Box Covers

LET THE ASA HELP YOU PROMOTE YOUR BUSINESS

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

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

There are five options available for you to choose from:

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

SAVE 25% OR MORE WITH 4 ISSUE OPTION

We also offer an opportunity for businesses to advertise on the ASA website.
There are four options for you to choose from:

Package #1

Home page rotation ad, 120 x 60 size, clickable button to a website of your choice.
6 Month Pre-Pay (from the time of contract signing) $250.00
12 Month Pre-Pay (from the time of contract signing) $400.00

Package #2

Side Bar Static Banner Ad, 200 x 100 size, clickable button to a website of your choice.
6 Month Pre-Pay (from the time of contract signing) $300.00
12 Month Pre-Pay (from the time of contract signing) $500.00

Package #3

Lower Home Page Static Banner Ad, 500 x 100, clickable banner to website of your choice.
6 Month Pre-Pay (from the time of contract signing) $400.00
12 Month Pre-Pay (from the time of contract signing) $700.00

Package #4

Premium Flash Based Ad on ASA Homepage. 450 x 375 ad size. Not clickable or linkable.
6 Month Pre-Pay (from the time of contract signing) $550.00
12 Month Pre-Pay (from the time of contract signing) $1000.00

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

For more info please contact us **(888)540-SAND** or **asaoffice@americansandassociation.org**.

POLES AND HOLDERS
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American Sand Association Inc.

MEMBERSHIP THANKS!

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

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MEMBERSHIP HAS ITS PRIVELEDGES

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

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

REACH for life℠
Air Ambulance Membership

Rocky Mountain ATV/MC
OFFROAD APPAREL, PARTS & ACCESSORIES
RMC

USE YOUR SUPPORTING MEMBERSHIP TO SAVE MONEY!

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

10 WEST MOTORSPORTS INDIO CA 760 353-2110 www.10westmotorsports.com Up to $1500.00 Off Vehicle Purchases Plus up to 20% Off Parts and Repair
ACE AIR COOLED ENGINEERING SALT LAKE CITY UT 801 943-1234 www.aircooledengineering.com 10% Off All In Stock Items and Some Special Orders
AL'S RV SERVICE & SUPPLY YUMA AZ 928 342-5816 www.alsrv.com 10% Retail Parts, Free 800 Page RV Accessory Catalog
AL'S RV SERVICE & SUPPLY GLENDALE AZ 602 938-4990 www.alsrv.com 10% Retail Parts, Free 800 Page RV Accessory Catalog
B&R BUGGIES OCEANSIDE CA 760 722-1266 www.pdkracing.bravepages.com 10% Discount Off Parts and Labor
BEAUMONT POWERSPORTS BEAUMONT CA 951 845-4882 www.beaumontpowersports.com Up to $1500.00 Off Vehicle Purchases Plus up to 20% Off Parts and Repairs
BILL & STEVE'S FOREIGN CAR PARTS DOWNEY CA 562 923-3251 www.billandsteves.com 10% Discount on Parts
BRAWLEY INN BRAWLEY CA 760 344-1199 www.brawleyinn.com 10% Off Regular Price
BRM OFFROAD GRAPHICS FOUNTAIN HILLS AZ 602 421-0880 www.brmoffroad.com 15% Off First Purchase for ASA Supporting Members
CONCEPT POWDER COATING RANCHO CUCAMONGA CA 909 945-2991 www.conceptpowdercoatinginc.com 25% Off
CONSULT-A-TECH TEMECULA CA 951 693-1074 10% Off All Parts and Labor to ASA Supporting Members
CSIDENTITY CORP AUSTIN TX 512 646-2418 www.csidentity.com Discount On ID Protector
DJ SAFETY INC LOS ANGELES CA 323 221-0000 www.dj-ltd.com 12 to 20% Discount off Selected Merchandise
DON'S BUS BOX PEORIA AZ 602 670-0192 www.donsbusbox.com Priority Service for All ASA Supporting Members
DUNCAN RACING INTERNATIONAL SANTEE CA 619 258-6306 www.duncanracing.com 10% Off Any Item Purchased Direct from Duncan Racing. *1 Special Per Order Only
ELECTRO TECH POWDER COATINGS INC SAN MARCOS CA 760 746-0292 www.electrotechcoatings.com Show your ASA ID Card and Receive $10 Off your Order
EMERY MECHANICAL ENGINEERING SAN DIEGO CA 619 464-5348 www.emeng.com 15% Off On Title 24 Energy Calculations
F WORD INDUSTRIES HUNTINGTON BEACH CA 714 350-1133 www.fwordindustries.com Online 10% Discount: Type Code ASA. OffV Road Shows Show Your Card
F&L RACING FUEL LONG BEACH CA 562 432-3946 www.dionandsons.com $0.50 Discount ($0.25 to the paying customer and $0.25 to the ASA)
FIBER-TECH AUTO PARTS Santee CA 619 448-0221 10% Discount off Selected Merchandise - (excl. tires, wheels & frames)
FOREMOST SILK-SCREEN & EMBROIDERY RANCHO CUCAMONGA CA 909 941-1713 foremostapparel.com Free Setup
FREEDOM RENTALS BRAWLEY CA 951 8051652 www.freedomatvrentals.com 10% discount for all ASA Supporting members on rentals with prior reservations
GOLF TOURNAMENTS, INC. Phoenix AZ 602 233-3685 www.golfcarsales.com 10% off on Golf Car Rental
HIGH FLY FAB FRESNO CA 559 285-8466 www.highflyfab.com 2% Off All Fabrication Work
HT PRODUCTS PHOENIX AZ 623 329-6767 10% Off of Retail Sales on All Products
IMPERIAL VALLEY CYCLE CENTER EL CENTRO CA 760 353-2110 www.ivcycle.com Up to $1500.00 Off Vehicle Purchases Plus up to 20% Off Parts and Repairs
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PACIFIC CUSTOMS UNLIMITED INC CORONA CA 951 738-8380 www.pacificcustoms.com 10% discount with presentation of ASA supporting member card. No other discounts apply
POLES AND HOLDERS SANTA FE SPRINGS CA 562 947-2115 www.polesandholders.com 10% discount on all phone orders for ASA Supporting Members
RACE401 OCEANSIDE CA 760 801-2527 www.race401.com 5% Off to Supporting Members
REACH AIR MEDICAL SERVICES SANTA ROSA CA 877 644-4045 www.REACHair.com Discount on a REACH for Life Membership
ROCKY MOUNTAIN ATV/MC PAYSON UT 800 336-5437 www.rockymountainatv.com Supporting Members will Receive a $25 Gift Card in their Supporting Member Packets
RV SUPERSTORAGE CHANDLER AZ 602 790-8249 www.rvsuperstorage.com 15% Off the First 6 Months Rental
SCOTTSDALE WEED CONTROL & FERTILIZATION SCOTTSDALE AZ 480 941-9471 10% Off Olive Trees and Weed Control
SIDEWINDER SHELL & ATV INC WINTERHAVEN CA 928 246-4880 www.sidewindershell.com 10% Off Al Merchandise & RV Sevices (except fuel, permits and postage stamps)
SOLID GROUND OFFROAD PHOENIX AZ 623 203-6948 10% Off Labor
ST CLAIR INSURANCE CORONA CA 951 736-6710 www.stclairinsurance.com All ASA Supporting Members Receive a 5% Discount
TOY BOX COVERS.COM CHATSWORTH CA 888 214-8928 www.toyboxcovers.com 20% Off Custom Covers
UNITED DISTRIBUTING PHOENIX AZ 602 353-1300 www.unitedparts.us 50% off Retail for selected products
WARNER TRUCK RENTAL OCEANSIDE CA 760 757-1908 10% Discount on Rentals
WEBBS RV SUPPLY LAKESIDE CA 619 443-5073 www.webbsrvsupply.com 10% off Parts & Supplies (excl. sale items and propane)

For a complete list of ASA Business Sponsors visit our website: www.ASAsand.org

PLEASE SUPPORT ALL OUR SPONSORS WHEN MAKING A PURCHASE!

HELP THE ASA ADVOCATE ON BEHALF OF YOUR BUSINESS

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

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

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

BRONZE ($50.00)

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

SILVER ($250.00)

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

GOLD ($500.00)

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

PLATINUM ($1000.00)

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

PREMIUM (FREE with all levels)

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

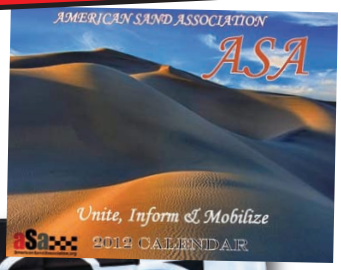
All Sponsorships are renewed annually.

For more information contact **ngilles@asasand.org** or call **(888) 540-7263**.

The ASA... Keeping Our Dunes Open!

NEWSLETTER SPECIAL!

Get an ASA 2012 Calendar,



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YOUR FEE DOLLARS AT WORK

Per Section 804 of the Federal Lands and Recreation Act (c)(2), this information demonstrates, on an annual basis, the use of recreation fee revenues in the El Centro Field Office. It is also provided per guidance in the BLM Recreation Permits and Fees Manual section (2930.06B6j). The information below is based on the best available data from the BLM FBMS System.

Imperial Sand Dunes Recreation Area
FY 2011 Fee Program Revenue = $2,595,000

ISDRA Revenue	$2,595,000
Carry-over from FY10	$ 214,000
Unliquidated obligations*	$ 281,000
Total FY11 Funds	$3,090,000

Total FY11 Expenditures: $2,986,000
Carry-over to FY12: $104,000

**Unliquidated obligations are funds that were set aside in previous fiscal years to pay for contracts that may run the course of several fiscal years. Essentially, it is carry-over funding tracked separately in the BLM system.able data from the BLM FBMS System.*

Expenditures included the following services for the 1,133,000 visitors to the dunes:

- **Restrooms**
- **Outreach & Education**
- **Trash Collection**
- **Emergency Medical/Rescue Services**
- **Road Maintenance**
- **Law Enforcement**
- **Fee Collection**
- **Recreation Program Management**

Priority projects for the next fiscal year will include maintenance, overhead, fee program management, visitor services and law enforcement.