American Sand Association

"IN THE DUNES"

UNITE, INFORM and MOBILIZE

American Sand Association Inc.

Vol. 12 • Issue 2 • May 2012

A REPORT FROM OUR LOBBYIST

Off Highway Vehicle Recreation in California
by Terry McHale (Aaron Read & Associates, LLC)

The difficult budget seasons that we have experienced in the past are not over yet. As we write this the newspapers are talking about a budget deficit or 3.2 billion, but we believe the final tally will be much greater – as much as double that amount plus another billion or two more for nasty flavoring. The end result is that every department will take another round of hits as the governor attempts to balance the budget before asking the voters for more taxes in November.

The obvious challenges are the same ones that we have encountered before.

There is a fractured structure within Parks. The lack of communication and leadership from the top has not been accidental. The attacks on OHV from the groups that would like our recreational activities to cease in the state have gone virtually unanswered by the Department.

Editor's note: Senator Joe Simtian (D-Palo Alto) and Senator Noreen Evans (D-Santa Rosa) recently unveiled a budget proposal to keep state parks open at the expense of state OHV grant funds. The Senate Sustainable Parks Proposal was discussed at Senate Budget Subcommittee #2 on May 9th and will be heard again on May 23rd. The ASA is working closely with our partners and our lobbyist on this issue and will keep you abreast as more information becomes available to us.

YEAR END DUNE STATS INCLUDED IN RECENT REPORT

BLM El Centro Field Office report presented at Desert Advisory Council

Recreation:

- **Visitation Stats** – During Presidents' Weekend, the BLM had 94,000 visitors. So far this season, since October 1st there has been over 1,000,000 visitors which is about the same as last season year-to-date.
- The recreation season slowed down after spring break and the BLM seasonal staff has ended their tours of duty. As of May, the ranger stations have now closed. Preparations for next season are underway and seasonal positions have been announced on **www.usajobs.opm.gov.**
- **Fee Program Status** – BLM staff surveyed almost 11,000 vehicles since October 1st and has found that 95% of the vehicles were in compliance with permit regulations. The BLM has targeted 80% of permit sales to have been sold off-site.
- **Presidents' Weekend Rescue Stats:** 53 emergency medical calls, 43 self-transports (minor injuries where the patient drives to hospital on their own), three transported by air, 20 transported by ground ambulance, and there were two OHV accidents resulting in fatal injuries.

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Photo: Neal Rideout Photography

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Email: ngilles@asasand.org

If you'd like to contact the board, please email: **asaboard@asasand.org**

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

Phone: (888) 540-SAND
www.asasand.org

EXECUTIVE DIRECTOR'S REPORT

ASA Reps Apply for Positions on the Desert Advisory Council and Priority Projects Established at Meeting

As we put another duning season behind us and put our sand toys away for another summer, there is still much work to be done. For many years, we've had ISDRA OHV representation on the California Desert District's Desert Advisory Council (DAC). This committee serves in an advisory capacity concerning the planning and management of the public land resources located within the BLM's California Desert District, in other words, this is the group that in addition to the rest of the Desert District has the BLM's ear when it comes to issues that impact the dunes we recreate in.

For many years, former Imperial County Supervisor Wally Leimgruber represented OHV on the DAC. After that, former ASA board member Dick Holliday served on the council. The ASA feels it's important to have ISDRA representation on the council; therefore, three ASA representatives have applied for a position on the DAC including myself.

At a recent ISDRA DAC Subgroup meeting, the BLM, ASA and Imperial County Sheriff Office participated in an active discussion regarding safety messages for our next dune season. Some items shared included: speed safety, dust abatement and seat belt safety.

At a previous Subgroup meeting, group members had a brainstorming session on things they'd like to see at the dunes. Dunes Manager Margaret Goodro then took those ideas and asked Subgroup members to prioritize their projects in order of importance. This exercise resulted in a tentative list of priority projects for the ISDRA which includs: paving of Wash Rd., a new rescue trailer, securing a grader and establishing a children's training site. This list gives the BLM a goal to work towards in the years to come.

I hope you all have a great summer and if you're off to the river please make sure to practice safety first. Before you know it, dune season will be back in full swing.

Nicole Nicholas Gilles
Executive Director

The Gilles family taking a break during one of their desert adventures.

YEAR END DUNE STATS INCLUDED IN RECENT REPORT *(CONTINUED)*

- **Easter Rescue Stats:** 16 emergency medical calls, six self transports, six transported by air and four transported by ground.
- **Year to Date Rescue Stats:** BLM has responded to 404 medical aid incidents, 233 self-tranports, 167 transported: 46 by air, 121 by ground ambulance, and there have been five OHV fatalities.

Operation and Maintenance Projects:

- Approximately 12 new road signs of varying descriptions have been installed throughout the Cahuilla and Buttercup Ranger Station areas to either replace missing signs or replace faded and/or damaged signs. The BLM is installing a new ABA/ADA accessible parking pad for one of the Plank Road area restrooms.
- Signing the temporary closures continues and remains an ongoing project. The seasonal sand removal from the roads, camping pads and road edges is in full swing and will continue as needed.

Law Enforcement:

- Over Presidents' Day, emphasis was on speed and safety belt use throughout the ISDRA. A total of 1296 warnings and 513 citations were issued. There were 21 arrests with 10 being for DUI.
- Resource damage continues from cross country, off route travel east of the railroad tracks. Sandrails and ATVs continue to be seen crossing over the railroad tracks heading east.

STILL WAITING ON THE RECREATION AREA MANAGEMENT PLAN (RAMP)

The Bureau of Land Management recently reported at the Desert Advisory Council that they are continuing preparation of the FEIS Proposed Imperial Sand Dunes Recreation Area RAMP based on public comments. They reported that it should be released in the Spring of 2012, but that time has already come and gone and we continue to wait.

After it is finally released, the Proposed Plan and Final EIS will be published with a 30 day protest period. Following the protest period and any resolution of protests, the Record of Decision will be signed. After this is signed, the plan will be submitted to the Court for a 90 day review period.

As reported in previous newsletters…we continue to wait.

ARE YOU 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!

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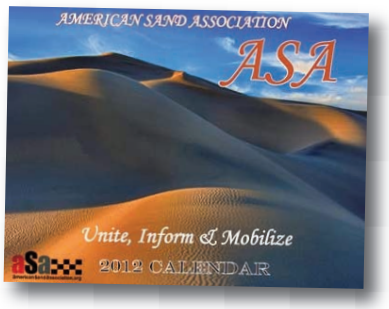
SUBMIT YOUR DUNE PHOTOS FOR A CHANCE TO BE IN OUR 2013 CALENDAR

Work is already underway on the 2013 ASA Calendar and we need your help. We always like to have a few pages at the beginning of the calendar to display our "Dune Families" photos. These would be the best pictures of your family and friends having a good time in the dunes.

If you have photos you'd like to submit for consideration, please email our calendar coordinator, Lisa Jackson at **ljackson@americansandassociation.org.** All photos need to be submitted to Lisa no later than May 31, 2012. If you have any questions, please direct them to Lisa and we thank you for your support!



2012 Calendar

STATUS OF CALIFORNIA OHV PROGRAM

By ASA Board Member Jim Bramham

There has been an unusual amount of deliberation on the part of the Governor about State Parks leadership. He has still not decided who will lead State Parks as its Director. Without an appointed Director the Deputy Director (formally Daphne Green) position will remain unfilled. The good news in this is the outpouring of support for the OHV program and Daphne has moved us up the radar and given our Sacramento Lobby team more input in the discussions with the Governor on the future of both Parks in general and OHV as a major element.

This has become a major philosophical debate. The State Parks Foundation is the major force for General Fund Parks. They have pushed Parks to the point of near irrelevance with the public by pushing a preservation and no use agenda. They were instrumental in getting the name Recreation out of State Parks. They want the Governor to keep the current Director who has walked hand in hand with them off the cliff of elitist management. This is in part why they must keep coming after our money as they have minimal public support.

For our California members, it may be beneficial for you to write Governor Brown asking for a new direction for Parks that includes all Californians. Furthermore, we ask that he stop taking money from the well managed part of Parks to prop up a policy that excludes, not includes, the majority of Californians.

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
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Liability protection pays injuries and damages for the other party

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SAVE THE DATE – UPCOMING EVENTS

Southern California Sand Drag Association Sand Drags

May 18th-20th, 2012
Soboba Casino/Motor Complex, San Jacinto, CA
More info: **www.socalsanddrags.com**

Hangtown Motocross Classic

May 19th, 2012
Prairie City SVRA, Rancho Cordova, CA
More info: **www.hangtownmx.com**

Barrett-Jackson Collector Car Auction

June 22rd-24th, 2012
Orange County 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 • Grant Experience

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.

VOLUNTEERS NEEDED

To help sell raffle tickets at Barrett-Jackson Collector Car Event - Orange County, CA • June 22-24, 2012

Volunteers will receive two general admission tickets into the show.

Please contact Justin Bucci at **(949) 307-4767** for more details.

Barrett-Jackson

Barrett-Jackson, Scottsdale
ASA Booth 2011

ASA BUSINESS SPOTLIGHT

DIRTNDUNES.COM

Dirtndunes.com is a user friendly, **FREE Off-Road Classifieds** website that is designed to connect sellers and buyers of virtually anything you ride or drive in the dunes, desert, mountains, rocks, tracks, and so on, into one location. They also offer categorized parts-classifieds, which allows you to fine-tune your post or search with a click of the mouse. Beyond the off-road vehicles, they also have classifieds for trucks, RV's, Toy Haulers and Trailers. Registering is simple, posting is easy, and searching for an item is almost effortless. With the user-friendly, point-and-click flow accompanied by the step-by-step instructions seen throughout the site, even a computer novice can navigate with ease.

Dirtndunes.com is proud of its "Shop Local" section, designed to re-connect customers with their local businesses. This is a new concept in off-road classifieds, it is set up using a regional design, keeping it as small town as possible, while giving each vendor some elbowroom. If you like keeping your money local then this is a must see section. The "Shop Local" section can be accessed in all categories. Because it is a new feature, there may not be any vendors in your area yet. Make sure to tell your local shops about **Dirtndunes.com**, so they can join and post for free.

Advertising on some of the best off-road forums on the Web (UTVGuide.net, Race-Desert, Glamisdunes, Duneguide, SxSnews, HangtownMX, anwww.americansandassociation.org), **dirtndunes.com** classified ads will be in front of more than 500,000 off-road enthusiasts every month! This benefits the vendors, members, and the forums they've partnered with.

The site also features an area to promote your off-road event, riding club or if you're interested in link sharing, please email Troy Shipman **tb@dirtndunes.com**.

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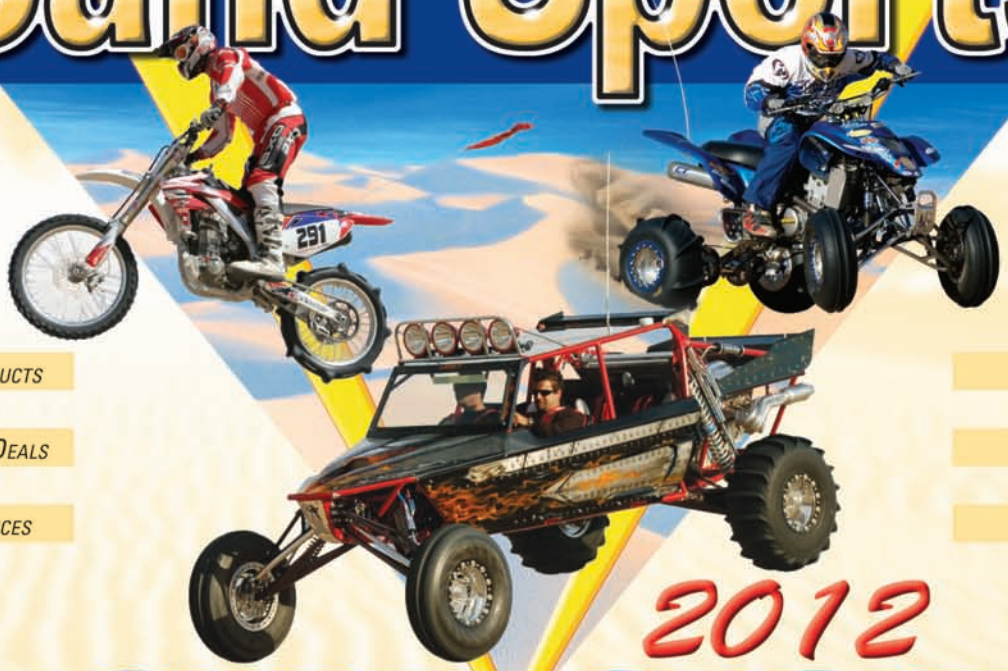
14th ANNUAL

Sand Sports



- The Newest Products
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Awesome dream vehicles throughout the Fair Grounds.

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The American Sand Association wants to make sure you have a happy and safe recreation experience.

- *Always use your seat belts.*
- *Be aware of the dangers of carbon monoxide poisoning while camping.*
- *Observe the 15 mph speed limit within 50 feet of camps and pedestrians.*

The primary objective of the American Sand Association is to "Unite, Inform and Mobilize" the sand duning community to protect your right to recreate on public lands.

Become a Supporting Member or Business Sponsor today!

aSa

americanSandassociation.org

dla design concepts

Support the ASA

and win one of these awesome sand toys!

BAJA GTR BY SAND LIMO RACING

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Drawing will be held at the
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September 16th, 2012

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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.
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For mail orders send check or money order to:

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Or Call: 888-540-SAND

Winners need not be present!

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

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2nd PRIZE!

2012 Ranger RZR XP 900
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How would you like to have your business name in front of over 40,000 people? Advertising in the **ASA quarterly newsletter** allows you to do just that. Reach a guaranteed audience of off-road enthusiasts at affordable rates.

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

There are five options available for you to choose from:

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

SAVE MONEY WITH THE 4 ISSUE OPTION

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

Package #1

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

Package #2

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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.
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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**.

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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.

Dennis Allison
Joe Asciutto
Ryan Baker
Steve Beckman
David Bertolette
Jeff Blaylock
Frank Bonnet
Donald Bridgeman
Lee Cahill
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Donald Collins
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Jon Steinhilber
Scott Stuempfig
Donald Swenson
Victor Torres
Scott Tucker
David Wahmhoff
Jason Way
Bret Willat

Photo: Neal Rideout Photography

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

MEMBERSHIP HAS ITS PRIVELEDGES

- *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

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.

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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
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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)
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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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MOUNTAIN MOTOR SPORTS ONTARIO CA 909 988-8988 www.mtnride.com 10% Off Parts and Accessories and Labor
OMF PERFORMANCE PRODUCTS RIVERSIDE CA 951 354-8272 www.omfperformance.com 10% Off All Retail Purchases
ORANGEWOOD RV CENTER SURPRISE AZ 623 974-3000 www.orangewoodrv.com 10% Off All Service Labor, 10% Off All Parts (no conjunction with other specials, coupons or promo items)
PACIFIC COAST COPPER REPIPE, INC. ANAHEIM CA 800 870-2024 www.pacificcoastcopperrepipe.com $250 Discount Off Any Complete Re-pipe
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**

Photo: Neal Rideout Photography

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!