American Sand Association

"IN THE DUNES"

aSa
American Sand Association Inc.

Vol. 14 • Issue 1 • March 2014

WHAT IS THE FEDERAL LANDS RECREATION AND ENHANCEMENT ACT (FLREA)?

This is the law that allows the BLM to collect a fee for you to use the Imperial Sand Dunes Recreation Area (ISDRA). Lawmakers are in the process of reauthorizing FLREA before it expires in 2015. Recently, the aSa wrote letters to those very lawmakers requesting that if the FLREA is reauthorized, it must contain language to better define how fees are collected.

This act, was signed into law by President Bush on December 8, 2004 and allows the government to charge a fee for recreational use on public lands managed by the Bureau of Land Management (BLM), the Bureau of Reclamation (BOR), the Fish and Wildlife Service (FWS), the National Park Service (NPS) and the Forest Service (USFS). The funds collected at each particular site are supposed to be used to improve that site or to protect natural resources.

WHY SHOULD YOU CARE?

We encourage our members to write their own letters or to get their riding groups to do so as well. The way the current fees are being collected is flawed and we need your help to try and get the word out! Please take a moment to review our letter and develop one of your own. Please address your letters and fax them to the following:

Energy and Natural Resource Committee
U.S. Senate
Attn: Chairman Ron Wyden
and Ranking Member Lisa Murkowski
304 Dirksen Senate Office Building
Washington, DC 20510
Fax: 202-224-6163

Committee on Natural Resources
U.S. House of Representatives
Attn: Chairman Doc Hastings
and Ranking Member Peter DeFazio
1324 Longworth House Office Building
Washington, DC 20515
Fax: 202-225-5929

■ *SAMPLE LETTER ON PAGE 3*

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ASA BOARD OF DIRECTORS

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Bob Gagliano.....Secretary
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Directors

Jim Bramham Chuck Hattaway
Gary Jordan

Executive Director

Nicole Nicholas Gilles
Email: ngilles@asasand.org

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

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THE aSa NEEDS YOUR INPUT, IDEAS, AND SUGGESTIONS

The aSa is approaching its fifteenth birthday and continues to be the premier user organization representing duners who ride, camp, and otherwise spend time in the ISDRA (Imperial Sand Dunes Recreation Area).

The aSa was started by a few duners camping together who felt that duners needed to be represented with a unified voice and shortly thereafter became a part of the effort to keep the ISDRA from being closed in response to a lawsuit instituted by the CBD (Center for Biological Diversity) and other extreme environmental groups.

Note that that lawsuit continues in the courts today and has prevented the BLM from implementing the RAMP (Recreation Area Management Plan) which they released several years ago, and which was challenged in court by the CBD. The BLM has since responded to the Court's directives, and has released a ROD (Record of Decision) to implement the RAMP. The court has accepted arguments from the CBD and the BLM, and will review them to ensure that the new ROD is in compliance with the court's directives. If so, we hope that the court will find that the BLM can begin to implement the RAMP, which will enable them to open a significant amount of the current closures. The current schedule is that the court will announce its decision in April, 2014.

The Board of Directors of the aSa is now interested in finding out what our membership would like us to work on in the coming years. As such, we are asking for your input on what you would like to see as the goals of the organization. We are also interested in how we can best communicate with our membership. Very soon, we will be sending out a survey via email. Please take a few minutes of your time to complete the survey so that we can better serve you.

Some examples of the questions you might see on the survey include:

1. What is the best way for us to communicate with you? Do you prefer E-mail, magazines, social media, or a mailed newsletter? Please keep in mind that each newsletter mailed has a cost of about $15,000.

2. Would you or someone you know be willing to volunteer to help the aSa? We are currently looking for a bookkeeper, newsletter editor, and a volunteer coordinator.

3. Do you feel that info-meetings are valuable to you? Info-meetings are where we sponsor a meeting in Southern California or in Phoenix to inform our members of current events in the dunes and to further solicit your input.

4. Do you have any fundraising ideas for the aSa? The majority of our funds come from our annual raffle; however, we are looking for additional fundraising ideas.

5. What are your concerns for the ISDRA? Do you want more or less law enforcement, medical staff, park rangers, amenities such as toilets, camping facilities, etc.?

6. How has the new fee structure worked for you? What changes do you suggest?

Survey responses will be compiled and your responses will be communicated to the board. Your help is greatly appreciated!

Rusty Massie
Chairman of the Board

FLREA LETTER

■ CONTINUED FROM PAGE 1

The following letter was sent by the aSa regarding the FLREA:

The American Sand Association (**aSa**) represents sand duners who recreate at the Imperial Sand Dunes Recreation Area (ISDRA) in southeast California. Historically, the Bureau of Land Management has reported up to 250,000 visitors at the dunes during the most popular time of the year.

The **aSa** believes that if the Federal Lands Recreation Enhancement Act (FLREA) is reauthorized it must contain revised language to better define the way fees are to be collected, how fees should be spent, and how much of the fees can be spent on fee collection. The premise behind the FLREA law is that visitors should participate in the costs of operation of the various recreation areas that they use. This is the reason that fees are collected at selected recreation areas and that the law specifies that revenue collected at a recreation area should be used for visitor services at that recreation area. The current law defines how the fees are to be collected, but the language allows excessive interpretation on who should be charged recreation fees.

Our organization strongly believes that the language should specify that only those using a recreation area, for the recreation opportunity afforded at that recreation area, can be charged the recreation fee. Visitors to a recreation area who are not using the facilities of that recreation area should not be charged a recreation fee or entrance fee. Thus a person who just wants to visit a family at the dunes for a few hours or wants to see what the dunes look like would not have to pay a weekly fee to enter the dunes.

The current law specifies that only 15% of the fees collected under the law are to be used for administration, overhead and indirect costs. There are two problems with this current language.

16 USC 6807 (c) Administration, overhead, and indirect costs
The Secretary may use not more than an average of 15 percent of total revenues collected under this chapter for administration, overhead, and indirect costs related to the recreation fee program by that Secretary

1) The first problem is that the current wording leads to the idea that this 15% is based on fee collections for the entire United States. This interpretation allows more than 15% to be spent at any one area for administration, overhead, and indirect costs for fee collection. The amount currently spent on administration at the ISDRA is well in excess of the 15% and may exceed 40% per BLM reports; significantly more is spent on fee collection than is spent on law enforcement.
2) The second issue with this language is that some agencies have defined fee collection costs as direct costs thereby having no limit on the amount of visitors' fee that are spent on the cost of fee collection.

Furthermore, the **aSa** believes that this section of the law should specify that the prohibition on spending no more than 15% of the visitors' fees should be on an area by area basis so that each recreation area is spending a maximum of 15% of their revenue on administration, overhead, and indirect costs. This language should also specify that the cost of fee collection should be included in the 15% limit of administration, overhead, and indirect costs of the fee program. Wording to better define collection costs needs to be included in the revised language. Suggested language to be inserted in any reauthorization legislation:

The Secretary may use not more than 15 percent of total revenues collected under this chapter for administration, overhead, fee collection, and indirect costs related to the recreation fee program, this 15% shall be calculated on a recreation area by recreation area basis.

The **aSa** encourages its members to contact their elected representatives to voice support for the reauthorization of the FLREA law and the inclusion on specific language detailing who should be paying the recreation fees, how and where the fee revenue should be spent and how much should be spent for fee collection, administration, overhead and indirect costs.

Respectfully,

Nicole Nicholas Gilles
Executive Director

ISDRA & OCOTILLO WELLS UPDATE

By Jim Bramham, aSa board member
& Cal4Wheel Natural Resource Consultant

Imperial Sand Dunes Recreation Area

The Recreation Area Management Plan (RAMP) that was released late 2012 and required to be reviewed by the Court is now at that stage. All briefings have been made and the Court must now decide if BLM can implement the long-overdue plan. In reading the filings, I find very little that is new or overly persuasive in the anti-access groups' pleadings. This is not to say they may not prevail as they have used very weak arguments to win very large cases in the past. I am very pleased with the BLM's strong and positive briefing that backs their years of scoping, planning, monitoring, consultation, and plan development. The fact that critical habitat for the Pierson's Milk Vetch was settled by the Court several years ago has given the anti-access groups a much finer needle to thread in opposing the new RAMP. The decision on this is due this spring so that implementation of the plan may occur by the beginning of the next dunes season starting in October. Thus far, it has been 14 years of work by Cal 4 Wheel and the American Sand Association that has made this document be so scientifically valid and end-user realistic.

Thus far, it has been 14 years of work by Cal 4 Wheel and the American Sand Association that has made this document be so scientifically valid and end-user realistic.

Jim & Shirley Bramham.

The new higher fees for the area have been met with mixed reactions — mostly negative. The government shutdown interrupted some of the financial data stream. This meant at the last DAC subgroup meeting no data was available for income under the new fee structure. Visitor feedback and BLM attendance estimates are both trending much lower. Whether this is an across the desert trend or flee from fee is yet to be understood.

ISDRA LEGAL UPDATE

Friday, February 28th a hearing was held in the 9th Circuit Court in San Francisco to hear the cross-motions for summary judgment regarding the ISDRA. The following summary was provided to the aSa from our Attorney Dave Hubbard:

The hearing on the cross-motions for summary judgment went well. Although Judge Illston only gave the parties about 50 minutes total at oral argument, it was clear that she had read the briefs carefully and understood the positions taken by both sides. The judge noted that this case has been on her docket for 13 years and that she is anxious to resolve it. Kevin McCardle - the Dept. of Justice lawyer representing the BLM and USFWS - handled most of the argument for the defense side, which is appropriate. Paul Turcke and I added a few comments, but the court was most interested in hearing from Center for Biological Diversity and Bureau of Land Management. The judge did not indicate when she plans to issue her decision, but I sensed that it would be within the next 45 to 60 days.

We will keep everyone updated as soon as we receive any additional information. In the meantime, we continue to wait.

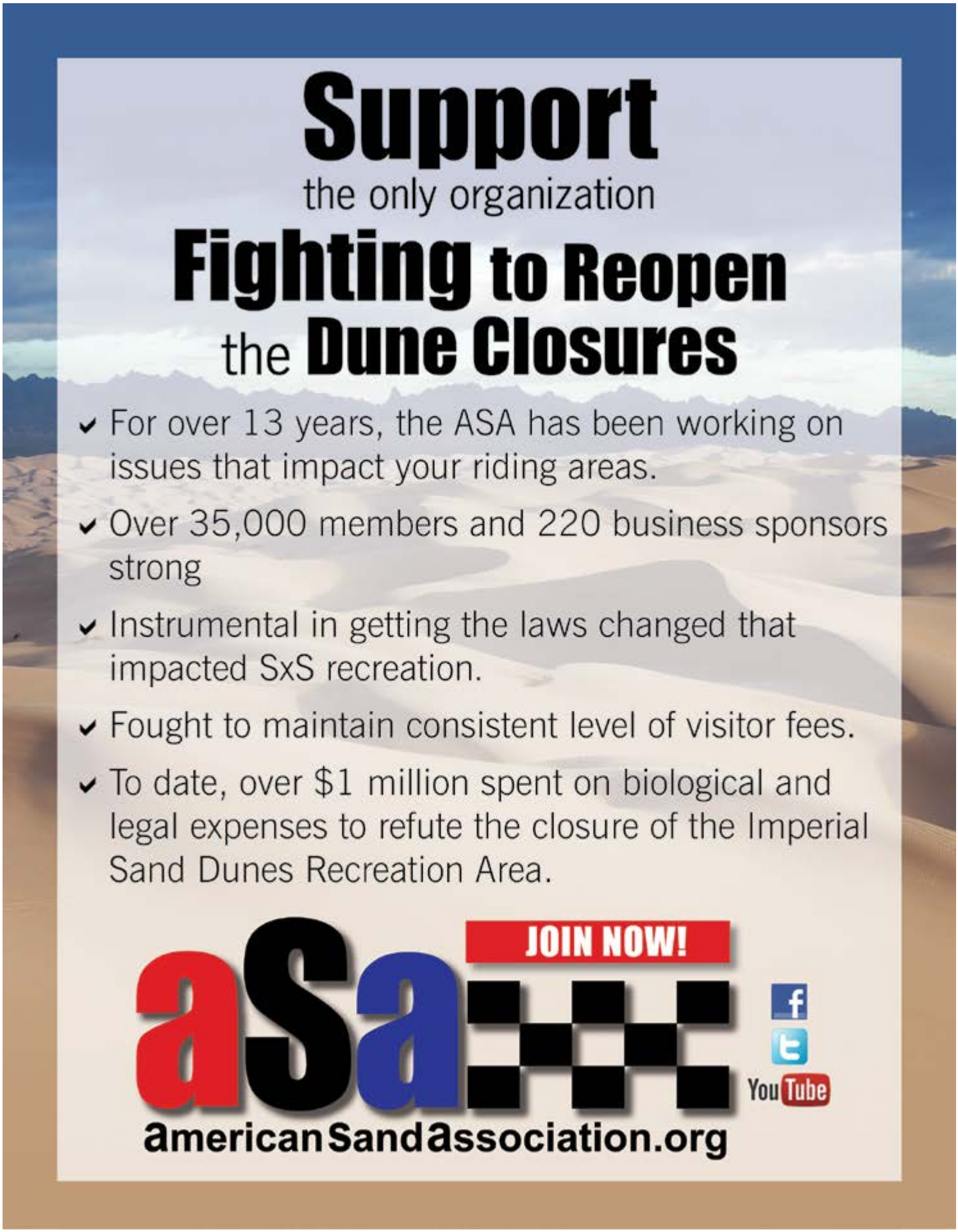
Ocotillo Wells SVRA

Much confusion and misinformation has arisen from a recent Court decision about the General Plan planning process for this Park. The anti-access folks had sued State Parks to force them to abandon the "open area" style of management that has been implemented in the Park since its inception. They wished to force the Park to plan a designated route network only.

Cal 4 Wheel, in consultation with the major OHV organizations in the state, with legal advice from our counsel, and input from State Parks, agreed that intervenership by OHV organizations was unnecessary. This in no way meant that Cal Four Wheel or any of the other OHV groups was uninterested or lacked input into this process.

The judge's ruling was only temporary in that the Court gave the anti-access groups 20 days to modify their pleading. The preliminary ruling does lean towards State Parks, but it is not a clear-cut victory. The anti-access groups have taken advantage of this 20-day gift and modified their court brief. This means the case is back in the hands of the judge and could be ruled upon the favor of either litigant. State Parks remains the only entity with standing in this case as the Court has granted no intervenership or co-litigant status to any outside group.

Recently, State Parks has filed a second demurrer to the plaintiffs' amended complaint (a demurrer is like a motion to dismiss). The matter won't be heard until May 9, 2014. In the meantime, nothing else will happen in the case. If the court grants the demurrer, the case will be over.


Support
the only organization
Fighting to Reopen
the Dune Closures
For over 13 years, the ASA has been working on issues that impact your riding areas.
Over 35,000 members and 220 business sponsors strong
Instrumental in getting the laws changed that impacted SxS recreation.
Fought to maintain consistent level of visitor fees.
To date, over $1 million spent on biological and legal expenses to refute the closure of the Imperial Sand Dunes Recreation Area.
JOIN NOW!
aSa
YouTube
AmericanSandAssociation.org

United States Department of the Interior

BUREAU OF LAND MANAGEMENT
El Centro Field Office
1661 S. 4th Street
El Centro, CA 92243
www.ca.blm.gov/elcentro

January 30, 2014

aSa *RECENTLY MET WITH BLM OFFICIALS REGARDING LAW ENFORCEMENT*

The following letter was received in response to a meeting aSa Executive Director Gilles requested with El Centro Field Manager Tom Zale to talk about the philosophy of law enforcement at the Imperial Sand Dunes Recreation.

Thank you for your inquiry regarding the Bureau of Land Management's (BLM) philosophy for law enforcement in the Imperial Sand Dunes Recreation Area (ISDRA).

At the beginning of the ISDRA use season, we announced that the BLM and Imperial County Sheriff's Office would be working together this year to emphasize public safety and resource protection. We wanted visitors to know that contacts would be aimed at education and outreach while priorities for enforcement would include alcohol and drug law violations, fee compliance, and the existing administrative closures. We make the State of California Off-Highway vehicle laws and the ISDRA rules and regulations available to all visitors by posting them on our website and listing them on the back of the map visitors receive when they purchase a permit. We also work with partners such as the United Desert Gateway and the American Sand Association to inform visitors, help keep them safe, and protect resource values in the ISDRA.

Our BLM Law Enforcement Rangers are responsible for the enforcement of Federal laws and regulations relating to the public lands and their resources. These responsibilities include the protection of public resources and ensuring the safety of BLM employees and public land users. They are uniformed officers who provide regular and recurring patrol presence on the public lands, and make public contacts to provide visitor services, education and outreach. Law Enforcement Rangers are also authorized to conduct investigations and apprehend violators through issuance of citations and/or making arrests when these actions are necessary to protect public safety or public land resources.

The delegation of law enforcement authority by the Secretary of the Interior empowers Law Enforcement Rangers to carry out their work using discretion as provided for in law (e.g., the Federal Land Policy and Management Act (FLPMA) of 1976, as amended) and free from interference. As Field Manager, I have responsibility for the implementation of the law enforcement and resource protection program in the El Centro Field Office, including the ISDRA. To this end, I established the priorities for enforcement that I noted above; alcohol and drug law violations, fee compliance, and the existing administrative closures.

The philosophy that underlies these priorities is the intent of Congress when they established specific statutory law enforcement authority for the BLM in 1976. The House Report on FPLMA expresses this intent: "The Committee expects that the Secretary will use his law enforcement authority in a manner which will help the public abide by his rules and regulations, the objective being the preservation and protection of public resources and the public safety. Criminal prosecutions and penalties should be remedies of last resort. Emphasis should be given to the dissemination of information, the creation of a law enforcement presence which will advise the public and administrative resolution of violations rather than prosecution in the courts."

BLM Law Enforcement Rangers keep records on the contacts they make with visitors in the ISDRA. The table below lists the total number of visitor contacts made by BLM Law Enforcement Rangers during the first three holiday weekends in the 2012-2013 visitor use season and during the same holiday weekends in the 2013-2014 use season. These are the weekends when visitation is the highest. The table also lists the number of contacts that were made for violations, and breaks those down by number of warnings, citations, and arrests. Last year, only about 6 percent of all visitor contacts resulted in a citation or arrest. This year, only about 4 percent of all visitor contacts resulted in a citation or arrest.

	2012-2013	2013-2014
Visitor Contacts	24,513	37,399
Contacts Made For Violations	4,663 (19% of all contacts)	6,519 (17% of all contacts)
Warnings	3,285 (13% of all contacts) (70% of all violations)	5,047 (13% of all contacts) (77% of all violations)
Citations	1,378 (5% of all contacts (29% of all violations)	1,400 (4% of all contacts) (21% of all violations)
Arrests	130 (.5% of all contacts (<1% of all violations)	72 (.2% of all contacts) (<1% of all violations)

These statistics reflect the implementation of a fair, but firm law enforcement and resource protection program aimed at protecting public resources and ensuring the safety of BLM employees and public land users. Our Law Enforcement Rangers are the BLM's most visible ambassadors to public land users. They are there to educate, assist, and protect. They exercise their law enforcement authority (i.e. warnings, citations or arrests) only when necessary to protect public safety or public land resources. They maintain a visible, friendly presence on the public lands, serving as a "welcome neighbor or guide" to those who use the ISDRA and as a deterrent to visitors who might misuse public resources or threaten public safety.

Visitors can help us manage safe, family-friendly recreation in the ISDRA by adhering to the State of California Off-Highway Vehicle laws and the ISDRA rules and regulations. By not driving while under the influence of alcohol, not using illegal drugs, registering vehicles, purchasing dunes permits, and honoring the administrative closures, visitors can avoid being counted among the few that actually receive a citation or are arrested in the ISDRA.

Thank you for your partnership and continued interest in the ISDRA. Please let me know if you have any additional questions about our work.

Sincerely,

Thomas F. Zale
Field Manager

Coming Up

March 8-9
Lucas Oil Regional Series Arizona

Wild Horse Pass Motorsports Park, Chandler, AZ. Check http://lucasoilregionalaz.com for info.

Friday, March 14, 08:30 - 04:30PM
Desert Advisory Council (DAC) field tour

See article on this page for more info.

Saturday, March 15, 08:00 - 04:30PM
Desert Advisory Council (DAC) Meeting

See article on this page for more info.

Sunday, March 30, 08:00 - 03:00PM
Sand Sports Offroad & Motorsports SUPER SWAP

Orange County Fairgrounds in Costa Mesa, rain or shine. Visit http://sandsportssupershow.com for info.

April 23-27
SCORE Imperial Valley 250

aSa will have a booth at the Contingency on April 25. http://ivscore250.com

DAC MEETING MARCH 14

Here is the summary per the notice in the Federal Register:

SUMMARY: Notice is hereby given, in accordance with Public Laws 92-463 and 94-579, that the California Desert District Advisory Council (DAC) to the Bureau of Land Management (BLM), U.S. Department of the Interior, will participate in a field tour of BLM-administered public lands on Friday, March 14, 2014 from 8:30 a.m. to 4:30 p.m. and will meet in formal session on Saturday, March 15, 2014 from 8:00 a.m. to 4:30 p.m. at the Hilton Palm Springs, 400 E. Tahquitz Canyon Way, Palm Springs, CA 92262. Agenda for the Saturday meeting will include updates by council members, the BLM California Desert District Manager, five Field Managers, and Council subgroups. Final agenda items for the field trip and the public meeting will be posted on the DAC Web page at http://www.blm.gov/ca/st/en/info/rac/dac.html when finalized.

SUPPLEMENTARY INFORMATION: All DAC meetings are open to the public. Public comment for items not on the agenda will be scheduled at the beginning of the meeting Saturday morning. Time for public comment may be made available by the council chairman during the presentation of various agenda items, and is scheduled at the end of the meeting for topics not on the agenda.

While the Saturday meeting is tentatively scheduled from 8:00 a.m. to 4:30 p.m., the meeting could conclude prior to 4:30 p.m. should the council conclude its presentations and discussions. Therefore, members of the public interested in a particular agenda item or discussion should schedule their arrival accordingly.

Written comments may be filed in advance of the meeting for the California Desert District Advisory Council, c/o Bureau of Land Management, External Affairs, 22835 Calle San Juan de Los Lagos, Moreno Valley, CA 92553. Written comments also are accepted at the time of the meeting and, if copies are provided to the recorder, will be incorporated into the minutes.

FOR FURTHER INFORMATION CONTACT: Stephen Razo, BLM California Desert District External Affairs, (951) 697-5217.

DID YOU KNOW?

Between April 15th and October 1st, dune permits are not required to Recreate in the Imperial Sand Dunes Recreation Area?

BUSINESS SPOTLIGHT: LUCAS OIL REGIONAL OFF ROAD SERIES AZ

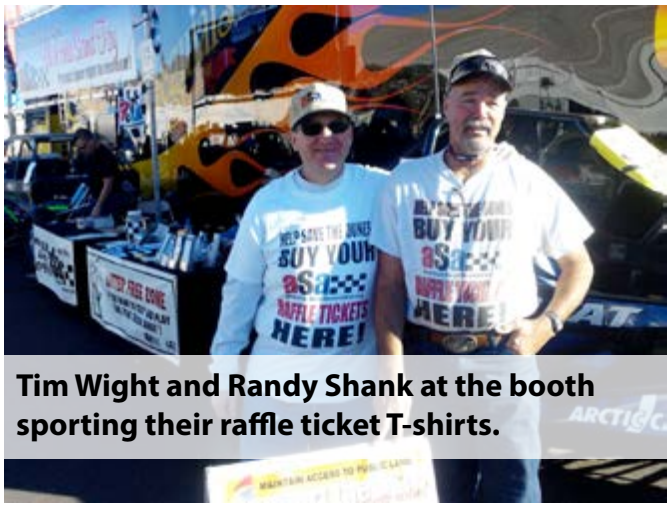
Lucas Oil Regional Off Road Series, Arizona is a grassroots, family friendly off road racing organization that features a wide spectrum of participants, many are Arizona natives, from many backgrounds and talents, and are of a range of ages, starting at six years old. Wild Horse Motorsports Park, formally known as Firebird Raceway, will be the location of the March 8th & 9th weekend event. This is taking place two weeks prior to the National Lucas Oil Off Road Racing Series (LOORRS) which allows for the opportunity to witness some racers that partake in both.

Lucas Oil Regional Off Road Series, Arizona will conduct their following event May 9th & 10th at the Tucson International Raceway, home to their presenting sponsor, ADS Racing Shocks. After the Tucson event, racing will continue at the Wild Horse Pass Motorsports Park September 26th & 27th for the first ever night race. The last event of the year for all short course off-road racing events in the nation, will take place once more at the Wild Horse Pass Motorsports Park November 8th & 9th. Come watch the racers battle to the finish in these final rounds, as their championships are at stake, you won't want to miss it!

For more information, including participating in the events and a complete schedule, visit the website www.lucasoilregionalaz.com.

VOLUNTEERS MAKE IT HAPPEN

Over the eight days in January that the aSa participated at Barrett-Jackson in Scottsdale, forty people volunteered their time to help us out at our booth. We had our most successful booth sales to date! The group effort was led by Doug Gallinger, Randy Shank and Tim Wight. The aSa knows that volunteer time is valuable and appreciates that some chose to spend it helping us fight for your right to recreate.



Tim Wight and Randy Shank at the booth sporting their raffle ticket T-shirts.

DISPLAY THE aSa RAFFLE CAR AT YOUR NEXT EVENT

Do you have an off-road shop or an upcoming off-road or other motorsports related event? Do you want to help the American Sand Association fight to keep your right to recreate on public lands? You can do this by inviting us to display our Raffle Car at your business or next event.

The raffle car represents the aSa's primary source of revenue to carry out our mission to "Unite, Inform & Mobilize."

If you would like to help support the aSa by displaying the raffle car please contact Nicole Gilles at 760-996-8983. No event is too big or too small for consideration.

The SAFETY BUG says,

Please remember that the speed limit is 15mph within 50 feet of all camping areas & people.

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

DO YOU HAVE AN ISSUE REGARDING THE DUNES?

THE ISDRA DAC SUBGROUP IS WHERE YOUR VOICE CAN BE HEARD!

What is it?

The Imperial Sand Dunes Recreation Area Subgroup operates under the authority of the California Desert District Desert Advisory Council (DAC) and provides input to the BLM regarding issues pertinent to the Imperial Sand Dunes Recreation Area. This metamorphosis of the dunes' former Technical Review Team (TRT) to a Subgroup is more in line with federal regulations and complies with the Federal Advisory Committee Act (FACA), which governs such arrangements.

Who is it?

Members of the Subgroup apply to the El Centro Field Office Manager for consideration, who then make selections and submit them to the DAC for review and approval. Those selected must provide expertise in:

- California OHV interests
- Arizona OHV interests
- OHV organizations
- Imperial County
- Local Community

The group consists of 7-9 members, with at least one member from the DAC.

When is it?

With a projected three (3) meetings a year (pre-season, mid-season and post-season), and public participation encouraged, the Subgroup should continue to provide to the BLM collaboration and advice on dunes related issues.

2014 Meetings:
May 22, 2014
August 21, 2014
December 11, 2014

Location: El Centro Field Office, 9:30 am

TELL US ABOUT YOUR DUNE GROUP

Most dune groups have a leader, a family member or someone who organizes their next dune trip. Is there someone in your group who leads the pack on the best ever dune run? How about someone who always has the fix for whatever anyone breaks?

Then there is the trip from "hell." If it could break, it does. If the "camp clown" gets in a hole it's big and takes all day to get back to camp.

Tell us about your group and your dune experiences and memories. How do you stay safe? What is your group doing to educate your young upcoming duners?

Your photos are welcome and encouraged.

aSa *RECEIVES CONTRIBUTION FROM POLARIS*

The aSa was pleased to participate in the Polaris RzR Experience held in Glamis over the holidays. In addition to displaying and selling tickets for the Sand Sports Super Show / Patton Prerunners by JP Designs / aSa raffle car, Polaris donated $5 for every person who test drove a new XP 1000 to the aSa, De Anza Search and Rescue and REACH. We would like to thank Polaris for helping us fight for your right to recreate on public lands.

Pictured L-R: Chris McWilliams from De Anza Search & Rescue, Nicole Nicholas Gilles from the aSa with daughter Claire and Bryce Wernsman from Polaris presenting the donation checks.

"A MESSAGE WORTH REPEATING"

The following message was sent by Dan & Izzy Blaeser of Lake Havasu City in September of 2013 to their duning friends. We felt it was worth "Repeating." We encourage you to share a similar message with your duning groups. You may be surprised by how many of your duning friends aren't aSa members.

To all of our friends who are not aSa members here is the latest newsletter. The new fees are listed and the new law just passed about side by side aftermarket seats. The latest on dune closures are also discussed. The aSa has been instrumental in getting the closures reconsidered, trying to keep the fees down, and fixing the law about side by sides with aftermarket back seats. I encourage everyone who is not an aSa member to join. It's only 25 bucks a year and Rocky Mountain ATV will send you a gift card for that same amount when you join. There are also a ton of businesses that will give you a discount when you show your membership card. Please feel free to pass this along to any other duners.

Ok, I am done preaching now and can't wait for this dune season. Start getting everything ready — it's right around the corner.

Dan & Izzy

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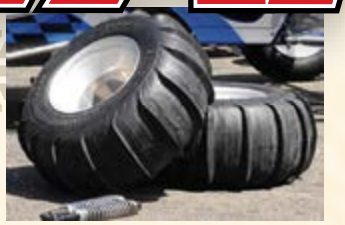
If you see this advertisement space, your customers will too!
See page 18 for info

Sand Sports
OFF ROAD & MOTORSPORTS
SUPER SWAP



Sunday
March 30, 2014

RAIN or SHINE **8am to 3pm** **FREE PARKING**

OC Fair and Event Center in Costa Mesa, California

Open to All Sellers - New and Used

General Admission $10.00
Or Two For $15.00
Cash Only
Children 12 & Under Free
Free Parking
Sand Rails Off Road
Motorcycle Quads
Engines Parts Helmets
Riding Gear
Trailer Corral

Move in 6pm – 9pm Saturday, March 29
6am Sunday March 30
Spaces 20' X 25' - Pre Check-in $50.00. At the Gate $60.00
Go to web site for do's and don'ts

For Pre-Reserved & Priority Spaces Go to

www.sandsportssupershow.com

Print an application form and Fax to 310 533-0599

Managed by Sand Sports Super Show • 2824 Columbia Street Torrance, CA 90503
Telephone: (310) 533-0589 FAX: (310) 533-0599 www.sandsportssupershow.com

TAKE ADVANTAGE OF THE aSa SPECIAL MEMBERSHIP DISCOUNT

REACH FOR LIFE AIR AMBULANCE MEMBERSHIP

In a medical emergency, every second counts…especially when transporting patients who are far away from adequate medical treatment. No one knows that better than the flight crews at REACH Air Medical Services, an emergency air ambulance program with nearly three decades of experience.

REACH for life℠
Air Ambulance Membership

REACH Air Medical transport teams are on duty 24 hours a day, 365 days a year at ALL of our base locations in order to assist the communities we serve. In addition to our outstanding critical care air transport services, the REACH for Life membership is one more way we serve the communities. By offering this beneficial membership program, all members can utilize the option of our lifesaving medical transport without financial worry. The REACH Air Medical commitment to excellence is far reaching, and our Membership Program is yet another extension of our commitment to you.

REACH for Life is proud to be a part of the AirMedCare Network
AirMedCare Network providers respond to scene calls, hospital-to-hospital transports, and assist search and rescue, carrying seriously ill or injured patients to the nearest appropriate medical facility. One flight can cost thousands of dollars, and may not be covered in full by your insurance plan.

AirMedCare Network providers are happy to offer a broad membership plan that covers the remaining balance of your transport after your insurance plan has paid, leaving you with no out-of-pocket air medical transport expenses. And, as a member, the AirMedCare Network provides you with reciprocity among more than 200 helicopter and airplane base locations coast-to-coast, across 28 states. Thus, you could be flown by any one of the AirMedCare Network partners and experience the same benefits (i.e. no out-of-pocket expenses for a medically necessary flight).

For more information visit reachair.com or call (800) 793-0010.

DUNE FAMILY PICTURES NEEDED FOR aSa 2015 CALENDAR

PHOTOS: SUZY JOHNSON

Hey duners! We are in need of your family photographs in order to prepare the 2015 Calendar Family Page. Do you have a great shot of your camping group or a sunset picture of your dune family? Please take a moment to go through your dune pictures and help us create the aSa FAMILY PAGE.

Once you've chosen the photographs you want to share, please email a copy to Lisa Jackson at LJackson@asasand.org, NO LATER THAN April 30, 2014.

We can't guarantee that we'll use all of the pictures we receive, but we'll certainly try. Thank you for your time and attention to our request and we can't wait to see all of your incredible dune pictures.

17TH ANNUAL DUNES CLEANUP HELD OVER MLK WEEKEND

Organized by the United Desert Gateway, the event drew hundreds of volunteers who spent a good part of their day picking up trash and beautifying the desert. The aSa would like to thank all of the duners who participated this year, without your help this event would not be possible.

COURTESY OF BLM

The aSa would like to thank Charla Teeters from the United Desert Gateway, the BLM and all of the sponsors for making this event a success.

DASH CAM DONATES UNITS AS INCENTIVE PRIZE TO MAIN RAFFLE

Pictured from left: Marnie Jones from Lucas Oil Regional Off-Road Series; Dash Cam ticket drawer Justin Sotomayor; Tim Jones, President of Lucas Oil Regional Off-Road Series, AZ.

OPEN GATES

Suzy Johnson

All of us love an open gate. Sometimes we see them on our morning commute, or way out in the desert as we head out with our toys. What lies beyond it? Is the public allowed? We make a note to check it out someday.

That day finally comes and you arrive at the gate. Only this time, it's closed and a prominent sign confirms that it was closed with finality and purpose. Another opportunity lost. You wonder to yourself if there was something that you could have done.

The next time that you are out enjoying the dunes, ask yourself if you are sure that this land will be available for your kids to enjoy ten years from now. How about your grandkids twenty years from now? I'll bet you don't know the answer to that question. Do you care enough to find out? It's a pretty safe bet that there is some sort of pending regulation, environmental compliance, lawsuit or other action with lots of letters in its abbreviation that is going to have an effect on the area that you have been enjoying for years.

So what are you going to do about it? You barely have time to get out on the sand, let alone get involved in the process of keeping land open. And besides, you are just one person.

The best idea is to call the person in charge of area that you are in. Ask them if there is anything pending that is going to affect your ability to recreate in the area. If there is, ask them how you can get involved and give your input.

Still can't dial the phone? Remember that excuse about being just one person and how you have convinced yourself that you can't make a difference? That's where the **aSa** comes into play. It's the same thought that the **aSa**'s founders had, so they got together to have a bigger voice. We are still broadcasting loud and clear for all of our land managers, litigators and legislators to hear. They listen when we call. We can keep your gate open and your memories alive.

So here is my inevitable sales pitch: become part of the louder voice. You can start by joining the **aSa** as a supporting member. But don't stop there. Let us know about your favorite areas. Ask if there is anything that you need to worry about and how you can help.

Let's ensure that the next time you drive up to the gate it is open wide, with a dune just for you stretching far into the horizon.

*This editorial originally appeared on the California Association of 4WD Clubs' website and Cal4Wheel's In Gear magazine and has been adapted for dune enthusiasts. Suzy is the editor and webmaster for CA4WDC, along with being **aSa**'s webmaster.*

PHOTO: NICOLE GILLES

MAINTAIN ACCESS TO PUBLIC LAND
Support the ASA
and win!
PATTON PRERUNNERS
BY JP DESIGNS
Sand Sports
SUPER SHOW
GRAND PRIZE!
Drawing will be held at the
Sand Sports Super Show
September 21st 2014
Thanks to these generous sponsors!
Sand Sports Super Show • Patton Prerunners by JP Designs • CBM Motorsports • King Shock Technology • Howe Performance
Weddle Industries • MasterCraft Safety • Xtreme Tire • Transworks • RaceWire • RBP Mfg. • Barrett Jackson Auctions
Fineline Grafix • Toy Box Covers • Sand Sports Magazine • MGM/FRP • Arctic Cat Dealers of California and Arizona
Winners need not be present! Tickets are $20 each or 6 for $100
Must be 18 years of age to enter and win. Purchaser of ticket subject to all terms and conditions of raffle. Winner required to sign a Liability Release as a condition to accepting the prize. A copy of the Release is available for public review. Offer void where prohibited by law.
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aSa
americansandassociation.org
All proceeds to benefit the ASA General Fund
2nd PRIZE!
Arctic Cat Wildcat X

American Sand Association Inc.

MEMBERSHIP THANKS!

The American Sand Association would like to thank the following people who have either joined, renewed or become 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.

Kristina Alley
Jeffrey Aal
Mike Andrade
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Bill White Sr.
Reid Wicker
Bret Willat
Douglas Winebarger
Ronald Wren
Jeff Wright

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

MEMBERSHIP HAS ITS PRIVILEGES

- ***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 an aSa camp flag and aSa sticker.***
- ***Be a part of an organization that is over 35,000 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

ADVERTISING RATES

americanSandassociation.org

Dear aSa Business Sponsor,

How would you like to have your business name in front of over 40,000 people? Advertising in the aSa 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 for development of the newsletter, all three of which are emailed to our membership.

Ad Size	One Issue	Three Issues
Full Page	$400	$900
3/4 Page	$300	$675
1/2 Page	$200	$450
1/4 Page	$150	$338
Business Card	$75	$170

SAVE 25% OR MORE WITH 3 ISSUE OPTION

High resolution artwork is required and can be provided in most file formats. Art will be sized as necessary for online publication. Full page dimensions are 7.5" x 10".

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, 150w x 75h pixels, linked to a website of your choice.
6 Month Pre-Pay (from the time of contract signing) **$250**
12 Month Pre-Pay (from the time of contract signing) **$400**

Package #2
Side bar static banner ad, 180w x 100h pixels, linked to a website of your choice.
6 Month Pre-Pay (from the time of contract signing) **$300**
12 Month Pre-Pay (from the time of contract signing) **$500**

Package #3
Lower home page static banner ad, 500w x 100h pixels, linked to a website of your choice.
6 Month Pre-Pay (from the time of contract signing) **$400**
12 Month Pre-Pay (from the time of contract signing) **$700**

Package #4
Premium rotating home page ad, 620w x 250h pixels, linked to a website of your choice.
6 Month Pre-Pay (from the time of contract signing) **$550**
12 Month Pre-Pay (from the time of contract signing) **$1000**

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 at (888) 540-SAND or asaoffice@americansandassociation.org

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.

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

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 Off Vehicle Purchases Plus up to 20% Off Parts and Repairs

BOARDMAN TRADING POST GLAMIS CA 760 809-4566
$1 off your first drink purchase, 10% off T-shirts and sweatshirts

BRM OFFROAD GRAPHICS FOUNTAIN HILLS AZ 602 421-0880 www.brmoffroad.com
15% Off First Purchase for ASA Supporting Members

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

IMPERIAL VALLEY CYCLE CENTER EL CENTRO CA 760 353-2110 www.ivcycle.com
Up to $1500 Off Vehicle Purchases Plus up to 20% Off Parts and Repairs

IRONWOOD RV STORAGE & FIREWOOD CERRITOS CA 562 924-7870 **10% Discount on Firewood**

MENDEOLA TRANSAXLES SAN DIEGO CA 619 710-8800 www.mendeolatransaxles.com **10% Discount on Magnaflux**

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**

JOHN POTOCKI ARCHITECT SAN DIEGO CA 619 464-7904 **Hourly fee discount**

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 480 488-9504 www.rvsuperstorage.com **15% Off the First 6 Months Rental**

SAFEGLOW WHIPS SAN DIMAS CA 909 394-2301 www. safeglowhips.com **10% Off**

TOY BOX COVERS.COM CHATSWORTH CA 888 214-8928 www.toyboxcovers.com **20% Off Custom Covers**

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)

PLEASE SUPPORT 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.

aSa
American Sand Association Inc.

BUSINESS SPONSOR

BECOME INVOLVED -- JOIN TODAY!

AmericanSandAssociation.org

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!

PHOTO: NEAL RIDEOUT PHOTOGRAPHY