American Sand Association

"IN THE DUNES"

UNITE, INFORM and MOBILIZE

American Sand Association Inc.

Vol. I2 • Issue 3 • September 2012

ISDRA RAMP SCHEDULED TO BE RELEASED IN TIME FOR SAND SHOW

After waiting for over 12 years and standing our ground on many legal battles, the Bureau of Land Management has notified the ASA that the ISDRA (Imperial Sand Dunes) Recreation Area Management Plan (RAMP) will be released for review in time for the Sand Sports Super Show this month. The ASA will have a series of Info Meetings, open to attendees, to discuss the RAMP at the show. (see notice on page 3)

Bureau of Land Management representatives will be on hand to go over key points of the document and talk about a timeline for implementation. **Please note that just because the document is being released, it doesn't mean that the current closures will automatically reopen.** Before implementation can begin, there is still a process that the RAMP needs to go through.

For those of you who are new to the dunes, the BLM has prepared this RAMP to provide direction that will guide future management actions for BLM administered lands within the Planning Area and to analyze the environmental effects resulting from implementing the alternatives addressed in the document. This document will guide the BLM in managing the Imperial Dunes for the near future: possibly 10 to 15 years or more.

The main issue is the possible re-opening of some of or most of the 49,000 acres that were temporarily closed as part of a lawsuit settlement pending the new RAMP. From the history provided below, you can see this has been a very long and arduous process. Many people who currently recreate at the dunes have never had the opportunity to ride them when they were open. We don't know exactly what the new RAMP has in store for us, but we can hope that some or all of our recreation area will be reopened to motorized recreation. It is also possible that legal challenges could further delay the final implementation of the RAMP.

History:

- **1987** - As part of the California Desert Conservation Area (CDCA) Plan, the BLM El Centro Field Office completed an ISDRA RAMP.

- **1998** - US Fish and Wildlife Service (FWS) listed the Peirson's Milkvetch (PMV) as a threatened species under the Endangered Species Act concluding that OHV use was causing an adverse impact on the plant.

- **2000** - Center for Biological Diversity and others filed for injunctive relief in US District Court against BLM alleging that BLM was in violation of section 7 of the Endangered Species Act by failing to formally consult with the FWS on the effects of adoption of the CDCA Plan, as amended, upon threatened and endangered species: specifically the PMV. Consequently, the BLM settled the lawsuit by agreeing to a temporary closure of an additional 49,310 acres to OHV use. The closures were to be temporary pending the implementation of a new RAMP. This was in addition to almost 30,000 acres that had been permanently closed in 1974 that lie across Highway 78. Those dunes are now designated as wilderness and only an act of Congress can re-open them to motorized access.

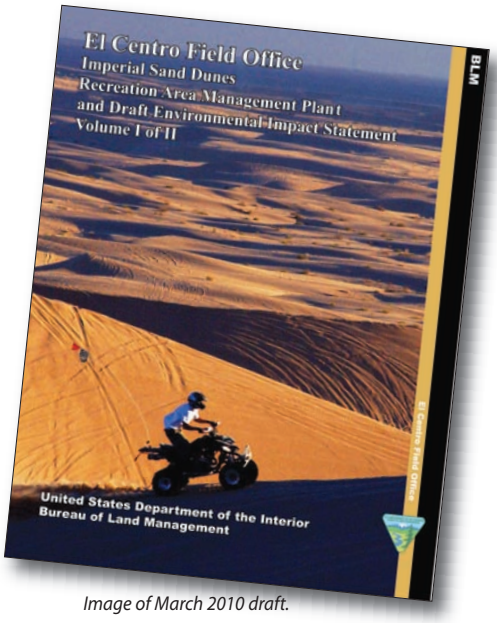

Image of March 2010 draft.

- **2001-2003** - In response to the temporary closures, ASA retained the services of the environmental consulting firm of Thomas Olsen Associates, Inc. (TOA) and Dr. Art Phillips to provide a three-stage independent assessment of the abundance, distribution, and life history of PMV.

(See ISDRA RAMP Continued on page 9)

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EXECUTIVE DIRECTOR'S MESSAGE

ASA Has Productive Trip to Sacramento

Recently, the ASA was invited to attend an OHV Stakeholders meeting hosted by Senator Ted Gaines (R-Rocklin) in Sacramento. I made the journey to California's Capitol and also met with many like-minded groups who were also in attendance. The main topic of discussion was the state budget crisis and the recently "found" monies. Please see the "Write Your Governor" article in this newsletter for details on how you can help.

I don't get up to Sacramento often enough and wanted to make the most of my trip. Therefore, I made arrangements for several meetings while there. One of my board members, Jim Bramham who also represents Cal4Wheel, accompanied me to all our meetings.

Our first stop was the California State Office of the BLM. There, we met with Associate State Director Angie Lara, Supervisor Resources Management Specialist Cynthia Stazsak, California Desert District Manager Teri Raml and El Centro Field Office Manager Margaret Goodro. We discussed the release of the RAMP and asked for BLM representation at the Sand Sports Super Show Info Meetings to be able to review information and answer questions. Also discussed were upcoming meetings of the ISDRA Desert Advisory Council Sub Group and the lack of an ISDRA rep on the Desert Advisory Council (DAC). Three ASA representatives have applied for positions on the DAC and we have yet to hear if someone has been appointed. The ASA feels like it is a huge disservice to not have an ISDRA rep on the DAC when it is the most visited recreation area in the state. We hope to hear about an appointment very soon.

We then met with representatives from California State Parks Off-Highway Motor Vehicle Recreation (OHMVR) Division to see if they can provide an update on AB 1595 which adds a definition for Recreational Off-Highway Vehicles. The Division is the agency that will be responsible for interpreting the language of the bill and distributing this information to the various law enforcement agencies throughout the state. Because the bill is still in the process of being amended, at the time of our meeting, the Division hadn't yet determined how they will interpret the specific language. However, comments and suggested improvements to the bill and concerns may be sent to the OHMVR at **ohvinfo@parks.ca.gov** with a subject line of AB 1595. The Division has stated that they will respond to all inquiries.

The ASA has been working closely with Assemblyman Cook's office, who authored AB 1595, to introduce supplemental language to amend portions of the bill that we feel are unreasonable. Naturally, our next meeting was with Tim Itnyre the Legislative Director for Assemblyman Cook's office. We continued to discuss our concerns over certain portions of the bill and committed to work together to get things changed.

Overall, it was a very productive trip and much was accomplished in the one day that I was there. There is much going on that will impact the dunes. It is our priority to make sure that we keep our members informed. As more information becomes available about these and other issues, we'll let you know.

Nicole Nicholas Gilles
Executive Director

***OHV Leaders Converge in Sacramento** - L-R: Nicole Nicholas Gilles – ASA, Jim Bramham – CA4WDC, Nick Haris – AMA Western States Rep., Don Amador – Blue Ribbon Coalition, Don Spuhler – CA4WDC, Eric Lueder – Former OHMVR Commission Chairman, John Stewart – CA4WDC and seated is Dave Pickett – AMA District District 36.*

NEW CA STATE ROV/SXS LAW CAUGHT ALL OHV GROUPS BY SURPRISE AND WILL CHANGE RECREATION AS WE KNOW IT

During the past several months the Consumer Products Safety Commission (CPSC) supported by the Recreational Off-Highway Vehicle manufacturers industry lobbying organization, Recreational Off-Highway Vehicle Association (ROHVA), clandestinely encouraged CA Assemblyman Paul Cook to author AB 1595 which establishes a new category in the vehicle code dealing with Recreational Off-Highway Vehicles (ROVs) commonly referred to as **Side by Sides** and how they are to be operated. ASA, CORVA, Cal 4 Wheel, AMA District 36 and others were totally blindsided by this proposed law. The OHV CA lobbyist did not provide an effective heads up on the legislation; therefore, AB 1595 went to the CA Governor unopposed and was signed into law on 7/24/12.

The CPSC, a Washington, DC based US Government agency, was responsible for the ATV 3-Wheeler demise back in 1988. We understand that the CPSC's plan was to cease future manufacturing of UTV's/SxS's in response to their evaluation of accident and fatality statistics. Similar legislation has already been introduced in other states and will more than likely try to be pushed nation-wide. Rather than to lose the UTV/SxS market, ROHVA sponsored AB 1595 to protect and preserve the ROV industry.

As soon as the ASA learned about this bill, Assemblyman Cook's office was contacted and work began to amend portions of the law that were unreasonable. Supplemental legislation has been introduced to deal with Sections 38603 and 38604 of the bill. This proposed legislation will delay the implementation of Section 38603, dealing with after-market seats, for six months. This should allow us time to work on developing additional supplemental legislation to amend this portion of the bill. Additionally, the legislation should strike out the "with both feet flat on the floor-board" portion of Section 38604.

The ASA has also been working with the Off Highway Motor Vehicle Recreation Division (OHMVR) of CA State Parks to assure that all law enforcement agency field personnel will consistently enforce the final provisions of the law. Division representatives will be on hand at our Info Meeting to answer your questions.

In the meantime, the following aspects of the law will go into effect on January 1, 2013.

- A person operating a recreational off-highway vehicle shall be at least 16 years of age, or be directly supervised in the vehicle by a parent or guardian or by an adult authorized by the parent or guardian.
- A person shall not operate, or allow a passenger in, a recreational off-highway vehicle unless the person and the passenger are wearing safety helmets meeting the requirements established for motorcycles and motorized bicycles pursuant to Section 27802.
- A person operating, and any passenger in, a recreational off-highway vehicle shall wear a seatbelt and shoulder belt or safety harness that is properly fastened when the vehicle is in motion.
- A person operating a recreational off-highway vehicle shall not allow a passenger to occupy a separate seat location not designed and provided by the manufacturer for a passenger. (We are working on getting this portion delayed until July 1, 2013.)
- A person operating a recreational off-highway vehicle shall not ride with a passenger, unless the passenger, while seated upright with his or her back against the seatback, ~~with both feet flat on the floorboard,~~ can grasp the occupant handhold with the seatbelt and shoulder belt or safety harness properly fastened. (The part with the line through it is the portion we're working on getting stricken from the bill)

ASA is committed to continue to monitor this and other legislation that will impact our members OHV recreation on public land. We continue to keep in contact with legislative and Division staff regarding the most realistic language and enforcement possible. Steps have been taken to avoid similar reoccurrence of communications with our lobbyist.

As of press time, this situation is still fluid and the ASA will provide "Duner Alerts" as new information becomes available. We are planning to conduct "Info Meetings" at the Sand Sports Super Show in Costa Mesa, CA on Sept 14, 15 and 16. This is a great opportunity to get your questions answered.

ASA SAND SHOW INFO MEETINGS

GET YOUR QUESTIONS ANSWERED!

- ISDRA Recreation Area Management Plan (RAMP) Review
- CA AB 1595 Impact on your ROV/SxS Use
- ASA Volunteer Opportunities

Where: Sand Sports Super Show - Costa Mesa, CA
Orange County Fair Grounds Memorial Garden

When: Friday, September 14th – 7:00 p.m.
Saturday, September 15th – 10:30 a.m., 2:00 p.m., 4:30 p.m.
Sunday, September 16th – 11:30 a.m.

Who: The following have been invited to attend
- Bureau of Land Management
- Imperial County Sheriff's Office
- CA State Parks Off-Highway Motor Vehicle Recreation Division
- Assemblyman Cook's Staff
- Recreational Off-Highway Vehicle Association

Sponsored by: American Sand Association

Any business sponsors or vendors unable to attend the info meetings being held during the show can contact Nicole at **(760) 996-8983** to make special arrangements to meet at the ASA Hospitality Area before or after regular show hours.

POLARIS AND RIDENOW POWERSPORTS SUPPORT THE ASA RAFFLE

Utility Terrain Vehicles (UTV's), sometimes referred to as "side-by-sides" are rapidly becoming the choice of many Off-Highway-Vehicle (OHV) enthusiasts. American Sand Association (ASA) Board member, Jon Crowley said "we are seeing more UTV's at the dunes every season."

Polaris Industries and RideNow Powersports, an Arizona based recreation vehicle dealership group, support the ASA raffle program and recognize the need to maintain access to public land for motorized recreation. Bryce Wernsman, Polaris Industries Off-Road -Vehicle Marketing said, "Polaris Industries appreciates the effort of ASA to maintain access to riding areas." On Sunday, September 16, 2012 ASA will draw the winning ticket for a RZR XP 2 900 donated by Polaris.

According to Crowley "there is more to come, this is just the beginning." Watch "Destination Polaris" on the "Outdoor Channel" on Monday, September 17, 2012 at 7 p.m. PST to learn how Polaris, RideNow Powersports and several aftermarket suppliers are supporting the effort to keep our riding areas open. Matt Petrovich, RideNow Powersports Marketing Director said, "RideNow is pleased to partner with Polaris and ASA in support of the ASA raffle program." Crowley will lead the unveiling of two more Polaris UTV's at the Sand Sports Super Show in Costa Mesa, CA on September 16, 2012.

The raffle revenue is used to support ASA's legal, legislative, public safety and natural resource stewardship activities, all directed toward maintaining access to public land for motorized recreation. ASA thanks Polaris, RideNow Powersports and the many aftermarket suppliers for their support.

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ASA LETTER CALLS UPON GOVERNOR TO ADDRESS OHV TRUST FUND ISSUE

A letter was recently sent to the Governor outlining the monies that have been taken from the OHV Trust Fund account and encouraging prompt action to address consequential issues without further delay. For those of you who aren't familiar with how the OHV Trust Fund works, there is a lot of helpful information included in this letter. We have provided a copy of the ASA letter below:

I am writing to you on behalf of the American Sand Association which represents approximately 40,000 off-highway vehicle users. The ASA believes in responsible, environmentally balanced management for all public lands. Our membership consists of people who recreate in the most visited OHV recreation site in the state of California; the Imperial Sand Dunes Recreation Area. We also represent people who recreate in the most visited State Vehicle Recreation Area at Oceano Dunes amongst other areas throughout the state.

We call upon the legislature to address the OHV Trust Fund issue without further delay. The visionary leaders that created the self-funded OHV Program wanted a strong, organized program that included law enforcement, the remediation of land, and education with an understanding of where you can recreate legally.

The 2012/2013 Fiscal Year is the fourth consecutive year where substantial funding has been diverted from the OHV Program to other sources. Since 1974, approximately $195.9 million has been diverted from the OHV Program to the General Fund and State Parks and Recreation Fund. Of that total amount, $129 million has been diverted from the self-funded OHV Trust Fund within the last four state budget cycles.

The past diversion of funds from the OHV Trust Fund has placed the program in jeopardy and in danger of becoming encumbered. The local assistance grants for the 2012/2013 grant cycle are 52% lower than last year; a reduction that poses a serious threat to the OHV program. The funding reductions of the last few years means that the program has already had demonstrable reductions that will be visible this year; such as a 10% cut to district staffing; an 18% cut in headquarters staffing. Contracts are being cut, which means fewer hours at the SVRA. There will be closures in the middle of the week and, clearly, there has been loss of opportunity in the maintenance of the trails and the riding in the areas supported by local assistance grants.

The California OHV program was created in 1971 as a self-funded program within the California Department of Parks and Recreation. The primary funding for that OHV program is derived from registration of off-road vehicles, entries fees to State Vehicle Recreation Areas (SVRA), and revenue derived from a calculation of the motor vehicle fuel tax paid for fuel used in off-highway recreation. In 2007, SB-742 was approved by a near unanimous vote and changed the motor vehicle fuel tax revenue to be derived from a calculation based on the actual number of OHV recreation-related public land visitor-use-days and a doubling of the fees for registration of off-road vehicles.

The OHV program works so well because those local assistance grants go to specific law enforcement, environmental, educational and riding opportunities outside the SVRAs. And, the user community has stepped forward to accept increased registration fees to support OHV recreation opportunity.

The consequences of loss of the local assistance grants program and capital outlay is a rapid disintegration of the SVRA system (the OHV Program) because we will not have enough money to handle the growing need. The grant funding is provided to local agencies: U.S. Forest Service, Bureau of Land Management, County Sheriff Departments, and numerous non-profit agencies. This funding is spent in the counties for salaries for workers and purchase of miscellaneous materials for projects.

The current financial scandal involving State Parks and "hidden" accounts underscores a bigger problem within the system. As noted, in the past four budget cycles, $129 million has been diverted from the OHV Trust Fund to other sources, including the State Parks Recreation Fund. Currently, State Parks is sitting on two "off budget" special funds totaling over $54 million; $34 million identified as OHV Trust Fund and $20 million identified as State Parks and Recreation Fund.

The current financial scandal involving State Parks and "hidden" accounts underscores a bigger problem within the system.

Prompt action is necessary to address this critical issue.

1) We support the concept of applying $20 million identified as State Parks and Recreation Fund money matching the dollar-for-dollar contributions made by private entities to keep park units open for recreation opportunity.

2) We support a moratorium on closures of any park unit.

However, we also want the OHV Program to be treated as a part of the State Parks and Recreation system. OHV recreation is the fastest growing segment within parks. Over the life of the program, the OHV Trust Fund has been subject to manipulation with funds diverted from providing for OHV recreation opportunity to other non-OHV uses. Numerous state program audits are critical of OHV Program management within the California Department of Parks and Recreation (State Parks).

The visionary leaders that created the self-funded OHV Program wanted a strong, organized program. One of the "off budget" special funds is $34 million identified as OHV Trust Fund monies.

3) We request that $16 million be applied to Local Assistance Grants to restore the grants to SB-742 level of $26 million.

4) We request that $7 million of capital outlay projects be restored.

5) We request that $11 million be allocated to OHMVR Division for deferred operations and maintenance that have reduced OHV recreation opportunity within the SVRA system due to significant budget reductions over the past four years.

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POTENTIALLY GOOD NEWS FOR TRUCKHAVEN

Ecologic has challenged the State Parks trail closures in the Truckhaven area. The ASA, as a partner in Ecologic, has acted to support this lawsuit and we have learned that the Court has tentatively ruled in our favor and intends to grant our Petition for Writ of Mandate, setting aside State Parks' decision to close Truckhaven trails without doing a California Environmental Quality Act (CEQA) review.

Our attorney expects the judge to stick to the Tentative Decision, even though the judge has given State Parks the opportunity to request oral argument on the matter. It has been our attorney's experience that judges normally do not change their tentative ruling unless something extraordinary occurs. He doesn't foresee this happening as he has briefed and re-briefed the relevant issues thoroughly.

By the time this newsletter is published, it is our hope to have a final ruling. The Court's decision is significant for a number of reasons. Not only does it represent one of the rare instances when an OHV organization has prevailed in a lawsuit with a government entity, it may also be the only case in California where an OHV group has successfully challenged trail/route closures.

EcoLogic Partners Inc. is a nonprofit consortium of recreation groups dedicated to preserving public access to recreational venues in the Southwestern United States. Ecologic Partners are the ASA, ORBA and AMA District 37. Additional significant funding for the Truckhaven lawsuit was provided by San Diego Off Road Coalition, Terra Del Sol and The California Association of 4 wheel drive clubs.

(ISDRA RAMP Continued on from page 1)

- First Stage (conducted early March-Mid May 2001) - More than 71,000 PMV plants were counted and less than 1% of those plants had been affected by OHVs.
- Second Stage (conducted Nov 2001-Feb 2002) – Seed Bank Study conducted. The total seed bank for 60 sites was estimated at between 2.5 and 5.8 million seeds.
- Third Stage – (conducted in 2003) Counted surviving members of the 2000 cohort and found a third-season survival rate of 0.28%, following a year of severe drought. Seedlings affected by OHVs totaled 1.3% of those counted. Concluded that the PMV was not in any way threatened by off road recreation in the ISDRA.

• **2001** – ASA and other OHV groups file a Petition with the US Secretary of the Interior to remove the PMV from the Federal List of Threatened and Endangered Species.

• **2003** - The RAMP was updated and an approved Record of Decision (ROD) was finalized in 2005.

• **2003** – ASA and other OHV groups filed a lawsuit to force the FWS to act on the now 18-month old petition to delist the PMV. This would take away any reason to keep the closures in place. The suit resulted in a FWS 90-day status review.

• **2004** – The U.S. Fish and Wildlife Service published a final rule identifying 21,863 acres of land in the Algodones Dunes as critical habitat for PMV and publishes final economic analysis.

• **2004** - Despite ASA's peer-reviewed findings, FWS chose to ignore scientific facts and announced the PMV would remain listed as an endangered species.

• **2005** – Based on sound scientific data, the ASA and other OHV groups submitted an updated petition to remove the PMV from the Federal List of Threatened and Endangered Species.

• **2005** – ROD released by BLM which paves the way for the RAMP to be released. Closures remain in place due to a legal challenge from environmental groups to the Biological Opinion (BO) that supports the Plan.

• **2006** – Court vacated and remanded BLM's 2005 ROD approving the 2003 ISDRA RAMP/Final EIS. The order and injunction: (1) remanded the 2003 RAMP for further consideration by BLM; (2) vacated and remanded to the FWS portions of the BO for the 2003 RAMP; and (3) required that BLM maintain the temporary vehicle closure of five areas to protect the PMV until such time as a new RAMP, final EIS, ROD, and BO are completed and filed with the court.

• **2006** – Notice of Appeal from the Dept. of Justice requesting the 9th Circuit Court review and overturn Judge Illston's decision in the ISDRA litigation.

• **2007** – ASA continues to monitor PMV with Dr. Art Phillips. It was found that on average, only .05% of plants counted showed signs of OHV impact.

• **2007** – ASA hires McClure Consulting LLC to evaluate the larger economic impact of the extent of the PMV Critical Habitat designated by FWS. The original FWS economic impact analysis incorporated a survey on impacts to regional businesses. The ASA consultant demonstrated the nationwide impact was much greater. Consequently, FWS ruled to reduce the amount of critical habitat by 9,758 acres from the original 2004 designation. This action resulted in the reduced amount of closures in the last Draft RAMP.

• **2008** – BLM announces it will initiate an amendment to the CA Desert District Conservation Area Plan and EIS for the ISDRA. A revised RAMP is needed to replace the existing management plan in place since 1987.

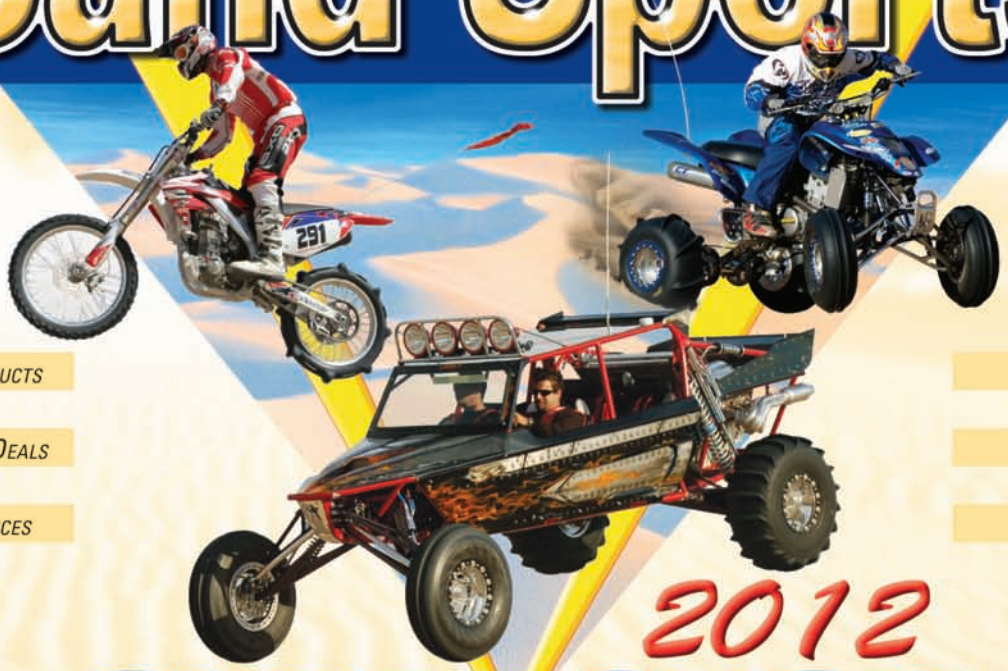
• **2008** – In response to the ASA's 2005 submission of an Updated Petition, the FWS again denies delisting of PMV.

• **2010** – BLM releases Draft RAMP. ASA holds meetings to inform users about various alternatives and the process for submitting comments. ASA submits comments regarding Draft RAMP.

• **2012** – Finally, we expect the RAMP to be released.

14th ANNUAL

Sand Sports



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September 14 · 15 · 16

FRIDAY – 4pm to 10pm
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For more information, call
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Abundant Parking Available. Standard Parking $5.00

SandSportsSuperShow.com

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

WIN!

Support ASA and you could win this awesome Baja GTR Giveaway by Sand Limo Racing!

Awesome dream vehicles throughout the Fair Grounds.

SAVE THE DATE – UPCOMING EVENTS

Sand Sports Super Show
Sept 14-16, 2012
Orange County Fairgrounds, Costa Mesa, CA
More info: **www.SandSportsSuperShow.com**

Southern California Sand Drag Association
Sept 28-30, 2012
Soboba Casino/Motor Complex, San Jacinto, CA

Pound Sand Event
Oct 6 & 7, 2012
Orangewood RV, Surprise, AZ

Be A Duner Sooner Event
Oct 20 & 21, 2012
Little Dealer Little Prices - Deer Valley, AZ

CORVA Southern Jamboree at Johnson Valley OHV Area
Oct 20, 2012
Johnson Valley, CA

CORVA Northern Jamboree at Frank Raines OHV Park
Oct 26-28, 2012
Patterson, CA

LUCAS Oil Off Road Racing Series Championship
Oct 27 & 28, 2012
Firebird International Raceway – Chandler, AZ

Foddrill Motor Sports
Nov 3, 2012
Peoria, AZ

NASCAR
Nov 8-10, 2012
Phoenix International Raceway – Avondale, AZ

15th Annual Goodguys Southwest Nationals
Nov 16-18, 2012
West World of Scottsdale, AZ

Barrett Jackson Classic Car Auction
Jan 13-20, 2013
West World of Scottsdale, AZ

ORANGEWOOD RV POUND SAND EVENT TO BE HELD OCTOBER 6TH AND 7TH

Orangewood RV, at 11449 W. Bell Road, Surprise, AZ will hold its 9th annual "Pound Sand" event on Saturday, October 6TH from 10 am to 4 pm and Sunday, October 7TH from 10 am to 3 pm. Pound Sand is presented by Orangewood RV in conjunction with the American Sand Association. The event celebrates the kick-off to the "2012 Dune Season" and all things related to off road recreation.

The two day show and sale will showcase custom ATV's, Side-by-Sides, Sand Rails, Sand Cars, Quads, Rhinos, Trucks and Toy Haulers. Major vendors from all over the southwest will be on hand with all their products and gear. Past participants of the event include ASA, Ride Now, AEO Powersports, Twisted Alloy, Desert Toyz, Kronik, X-treme Machine, Monster, Unleashed UTV, Colorado River Adventures, Total-Off-Road (TOR), Fly-N-H, Bourgets Racing, VP Race Fuels and Mendoza Interiors among others.

Also in attendance, at the event, will be Factory Reps from RV manufacturers such as Raptor, Fuzion, Attitude, Montana, Mountaineer, Cougar,Sundance, Greystone, and North Trail. All will be showing off the latest editions from the toy hauler industry and will be happy to talk to the public.

Throughout both days, there will be family fun, free food, door prizes, music, and numerous give-a-ways, plus factory representatives from the many off road companies that will be on hand. Dune passes, permits, and information packets will also be available.

Admission is free and there is plenty of free parking. For additional information, please call Orangewood RV at 623-974-3000 or visit our web site at **www.poundsandevent.com** or **www.orangewoodrv.com** and click on the Pound Sand banner and enjoy two days of off-road activities, food, and fun.

OrangewOOd RV Center
The Source For All Your RV Needs

Photo: 114Photography.com

DUNE SMART

The American Sand Association wants you to have a great recreation experience. One unsafe act can last a lifetime!

- *Use care when navigating the dunes. Scan the path ahead of you to pick the safest route.*
- *Always wear your safety harness or seat belt.*
- *Observe the 15 mph speed limit within 50 feet of camps and people.*

The goal of the American Sand Association is to "Unite, Inform and Mobilize" the sand duning community to help maintain access to Public Land for Motorized Recreation.

Become a Supporting Member or Business Sponsor today!

americanSandAssociation.org

dla design concepts

VOLUNTEERS RECOGNIZED WITH THE JERRY R. SEAVER VOLUNTEER RECOGNITION AWARD

Volunteers are important to the success of the ASA. This year is the eighth year that the ASA has recognized volunteers who have contributed significant time and talent to protecting your right to ride. The Jerry R. Seaver Volunteer Recognition Award is named in honor of Jerry Seaver, who is one of the three founders of the American Sand Association, a past president and a member of the Executive Committee.

Past JRS Award winners have included Flo Haynes, Jim Colln, Julie Krogh, Brian Trapp, Tim Gantz, Gary and Irma Johnson Family and Doug Adair. The 2012 nominees are:

Justin Bucci	**CA Events Coordinator**
Dave Hiddessen	**Business Sponsor program support**
Tim and Sherri Wight	**Coordinators of the ASA SSSS Hospitality Area**
Wally Cahill	**Opened many doors for ASA fundraising opportunities**

Former BLM Director Bob Abbey, founding ASA Member Jerry Seaver and ASA Advisory Committee member Grant George at the 2010 Sand Sports Super Show

The 2012 JRS Award recipient will be announced on Saturday, Sept 15, 2012 at the Sand Sports Super Show in Costa Mesa, CA. Please join us at 7:30 pm at the ASA SSSS Hospitality Area.

Volunteers are always welcome. Please contact ASA Executive Director Nicole Giles at **760 996 8983** or **ngilles@asasand.org** to learn how you can join our volunteer team.

OHV COMMUNITY SUPPORTS GOVERNOR'S EFFORT TO REVIEW FUND

HOW DOES A HIDDEN FUND GET STARTED AND WHO MADE THE DECISIONS?

The Off-Highway Vehicle Community welcomes the quick response from Governor Jerry Brown to investigate financial irregularities and a hidden slush fund within State Parks.

We are disappointed, but not the least bit surprised that the problem exists.

We have made repeated efforts over the past couple of years to draw attention to the theft of OHV funds under the guise that dire conditions are forcing the closure of recreational opportunities in order to save what management has described as distressed quiet parks.

We are asking that the OHV program, a national model and one with absolute fiscal clarity, be restored completely.

The OHV program is the most successful division of State Parks and responsibly provides recreational opportunities to millions of Californians. OHV recreation is also critical to the rural economy of our state.

We are not amused by the protestations of former Director Ruth Coleman that she had no idea the problem existed. Certainly, her career as a budget expert is a matter of record. The buck stops someplace…we hope that is where the investigation will begin.

We look forward to participating in the process.

Photo: 114Photography.com

VOLUNTEER ORGANIZATIONS

BY LLOYD MISNER • MEMBER, BOARD OF DIRECTOR, AMERICAN SAND ASSOCIATION

Let me begin by saying that I've been involved in a volunteer organization to some extent for the last 18yrs; usually in some type of leadership or management position. I've been involved with the PTA, Orange County ATV Association (OCATV) and now am serving my 2nd term on the ASA board.

This is how I got 'roped in'. My kids attended an elementary school that had an annual event called "Father/Daughter Night" which was sponsored by the PTA. It was an awesome affair with it being catered, lots of decorations, music and entertainment. A few months later, a "Father/Son Night" was held which was an unmitigated disaster! As I was leaving this sordid spectacle, I voiced my opinion to the lady next to me. "How can the Father/Daughter Night be so great and this be such MESS?" Unfortunately for me, that lady just happened to be the current PTA president. At least she was polite as she enlightened me to the difficulties of running a volunteer organization. The bottom line is that it all comes down to resources! The Father/Son Night didn't have any volunteers, so I took on the task. Many years later, it led me to the American Sand Association.

In theory, the ASA is supposed to run just like the PTA with the major functions broken down to committees. There are committee chairs and committee members and work is spread around so that no one person is over loaded. It's disappointing how far reality is from the theory. What amazes me is how much the ASA DOES get done with what little we have. I'm not talking about dollars; but about people. Here's a list of committee chair positions that are currently vacant: (in my opinion by order of importance)

- ***Volunteer Coordinator***
- ***AZ Event Coordinator***
- ***San Diego Events Coordinator***
- ***Legislative Affairs***
- ***Newsletter***
- ***Business Sponsors***
- ***Fundraising***
- ***Website***
- ***Legal***

In addition, all of these committees need active committee members. At one time, I had almost as many people working for me as PTA president of my little elementary school as the ASA currently has with active volunteers. The ASA boasts a membership of approximately 40,000 members, but we can't get enough people to step up! But people will scream like Banshees flying up Olds when the ASA does something that doesn't agree with them.

Recently, AB 1595 was signed into law by Governor Brown. This will impact SxS recreation as we know it. The ASA and many other OHV groups didn't become aware of this law until after it was already signed by the Governor. There's been a lot of finger pointing and blame placing/assigning as to why this happened. The public expectation of the ASA is to know about these sorts of issues and to take steps to represent and protect our members interests. Members pay their $25 or have a FREE membership and expect the ASA to 'perform'. But what many fail to realize is that the ASA is still a grassroots organization and not some huge corporation! The couple of paid staff we do have are overwhelmed. We ***scrape*** by because a couple of our board members are retired and devote 40+ (probably more) hours of their time to the ASA. The rest of the board members all have full-time jobs, lives and responsibilities way beyond the ASA.

THE ASA NEEDS YOUR HELP! We need leaders to step up and take on the aforementioned committee chair positions. It's not hard work and the benefits are tremendous! Do your part to assure that your kids and grandkids have a place to recreate in the future.

The BLM is going to release the ISDRA Recreation Area Management Plan. As of yet, we don't know what it will entail. When it comes out, you better believe the ASA will be on top of it! It will take a team of people to review the document and make sure that our member's interests are being protected. Again, we need your help!

Notice I haven't asked anyone for any money? I'm asking for something more precious…your leadership, your energy, your passion for the dunes, and most importantly - your TIME. If you can and are willing to help us, please, contact us. Please help us make the ASA into the best it can be.

ASA Board Member Lloyd Misner conducting a giveaway at an Orange County ATV event.

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.

Alan Batterman
Mark Bergquist
Norman Blackman
Richard Block
Donald Bridgeman
Jack Burn
Jerry E. Canning
Marci Clarke
Carl Clifton
Robert Cohen
Thomas Conroy
Eric Danell
Marco De Medeiros
Patrick Deuth
Lance Down
Jaime Estrella
William Ewing
Scott Feldmeier
Olga Fernandez
Rick Fisher
Tom Freeland
Mike Gates
Dan Gonzales
Wayne Gray
Alex Grossman
Thomas Hale
Jeremy Hanley
Rex Hypes
Brian Johnson
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Jeff Knoll
Gene Lovelady
Larry Lyman
Craig McDonough
Mark McKeehan
Wayne Meyer
George Nelson
Kenneth Nixon
Robert Pobieglo
Kevin Romine
George Schultz
John T. Signorelli
Jeff Stachura
Danny Stewart
Scott Tant
Bryan Vas
Robert Wakefield

Photo: 114Photography.com

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

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.

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 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

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
RV MOUNTED FLAGPOLES, POLE HOLDERS, FLAGS, POLE LIGHTS & OTHER FUN STUFF
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www.KillerKoozies.Com
Email: HT_Foam@Yahoo.com
Distributor & Dealer Inquiries Invited

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.

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
DIRTNDUNES.COM PLACERVILLE CA 530 308-5211 www.dirtndunes.com 15% Off
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. OffĤ 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
FUNRUNNER Santa Fe Springs CA 562 946-4049 www.funrunr.com 10% off Regular Prices; Sale Items Discounts Will Vary. All Canopies available at Dealer or Below
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
IRONWOOD RV STORAGE & FIREWOOD CERRITOS CA 562 924-7870 10% Discount on Firewood
JOHN POTOCKI ARCHITECT SAN DIEGO CA 619 464-7904 Hourly Fee Discount
LAZER STAR BILLET LIGHTS PASO ROBLES CA 800 624-6234 www.lazerstar.net 10% Off Walk-in Orders or FREE Ground Shipping
LITTLE DEALER LITTLE PRICES PHOENIX AZ 623 889-3900 www.playharderrvs.com 10% Discount in Parts and Service Departments, New and Used RVs Discount varies by model-show card
MENDEOLA TRANSAXLES SAN DIEGO CA 619 710-8800 www.mendeolatransaxles.com 10% Discount on Magnaflux
MICRO-ARMOR ADVANCED TECHNOLOGY LUBRICANTS JACKSON MI 800 531-2920 www.micro-armor.com ASA receives a portion of all of Micro-Armor products sales.
MOBILE RADIO COMMUNICATIONS, INC. Lancaster CA 661 886-6578 www.mobileradiocommunications.net 5% Discount on All Products with Proof of Membership
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!

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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