American Sand Association

"IN THE DUNES"

aSa American Sand Association Inc.

Vol. 13 • Issue 2 • September 2013

ISDRA RAMP UPDATE

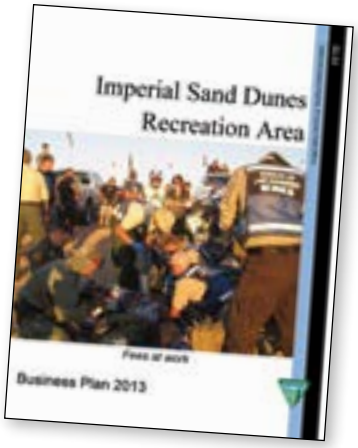
CBD Challenges Plan

PHOTO COURTESY BLM

The Center for Biological Diversity (CBD), which had originally filed the lawsuit that resulted in the current closures at Glamis, has exercised its right under the prior court order to challenge the new ISDRA Recreation Area Management Plan (RAMP). The Center for Biological Diversity (CBD) indicated that it was planning to ask the judge to keep the existing dune closures in place (or close additional areas) while the release of the new RAMP is being litigated. To avoid potential additional closures and to save time and money, the U.S. Attorney (counsel for the BLM) and the counsel for the CBD agreed that the current closures remain in place in exchange for an accelerated briefing and hearing schedule.

With this agreement, the new RAMP will be put on hold and there will be no changes in the current closures; however there will be an accelerated briefing schedule.

DAC APPROVES ISDRA PERMIT FEE INCREASE



Over the past 2½ years the aSa has been providing comments and recommendations for every Business Plan draft the BLM has released. Additionally, the aSa has spearheaded meetings with BLM State Director, California Desert District Manager and El Centro Field Office Manager seeking a higher level of financial detail in order to justify the BLM's ISDRA permit fee increase. Out of those discussions, the initial season permit proposal was decreased to $150 and was also reinstated when the BLM wanted to do away with the season permit altogether. All of this hard work culminated with the Desert Advisory Council (DAC) convening as the Recreation Resource Advisory Committee on Saturday, August 17th in Riverside.

Several people were on hand to provide their comments regarding the fee proposal. Among those in attendance was aSa Executive Director Nicole Nicholas Gilles. She reiterated comments that were sent to the DAC in advance of the meeting which consisted of the aSa's conditional support as long as BLM addressed and revised the following items in the fee proposal derivation:

1. Reduction of the amount of the fees collected that are used for administering the fee collection program. The Federal Lands Recreation Enhancement Act (FLREA) specifies that the agencies

■ CONTINUED ON PAGE 3

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EXECUTIVE DIRECTOR'S MESSAGE

Nicole Nicholas Gilles is pictured here with her husband Bob and daughter Claire.

After what seems to be an incredibly long and hot summer, I'm really looking forward to getting back out in the sand! While you've all been taking a break for the summer, the **aSa** has continued to be hard at work protecting your interests in the dunes.

Business Plan / ISDRA Fee Increase

I attended and spoke at the BLM's Desert Advisory Council (DAC) meeting as they were acting as the Recreation Resource Advisory Council last month to express the **aSa**'s concerns regarding the ISDRA Business Plan and fee increase. The **aSa** has been involved with this issue from the beginning. After all was said and done, the DAC still voting in favor of the BLM's ISDRA permit fee increase. We really appreciate everyone who wrote letters, attended meeting and submitted comments. Even though the permit fee has increased, the BLM will continue to work with the ISDRA DAC Subgroup regarding the possibility of a one-day permit, second vehicle permit and a potential process for the replacement of annual stickers for vehicles sold or destroyed.

SxS Law

The **aSa** was instrumental in helping to get the law changed which allows the continued use of aftermarket seats, that weren't original designed for backseat use, in your SxS or ROV. We would like to thank Senator Walters and her staff for all of their assistance in getting this law changed.

Recreation Area Management Plan

Please take a moment to read the article in this newsletter regarding the Imperial Sand Dunes Recreation Area Management Plan (RAMP). It's important that you continue to observe the dune closures until the Court completes its review. The current closures will remain in effect for this season and the **aSa** is hopeful that this issue will be resolved in time for the 2014/15 season.

We hope you all have a great duning season. Stay safe out there!

Nicole Nicholas Gilles
Executive Director

FEE INCREASE

■ *CONTINUED FROM PAGE 1*

are to only use a maximum of 15% of the fees for administration, overhead, and indirect costs.

2. Address and correct the derivation of the ISDRA visitation values used to determine and administer the fees. Visitation numbers reported are a major component in the derivation of the amount of fees needed to operate the ISDRA and are also the basis for the fee collection compliance value.

3. The annual fee increase should not exceed the government's published inflation rate, since the last time the fees were raised in 2003.

4. A task force must be created to address second vehicle and one day passes with findings to be reported within one year to the ISDRA DAC Subgroup and DAC for action.

What does all of this mean for you?

As of October 1st, the new fee program will be implemented and you will need to pay higher rates in order to recreate at the ISDRA.

Notable changes for this upcoming season.

• Shortening of fee period. Permits would be required between October 1st and April 15th annually instead of 365 days per year.

• No permit would be needed for short-term visitation at Osborne Overlook, the Plank Road Cultural Resource Site, the Cahuilla and Buttercup Ranger Stations, or the Watchable Wildlife Area.

• The BLM proposes to include season permit sales, at the same price as off-site season permits, at both Cahuilla and Buttercup Ranger Stations only.

• The season permit will be a sticker affixed to the vehicle instead of a hangtag.

• BLM's official website would offer a discount of $10 on a second weekly permit purchased at the same time. One discounted permit could be purchased for every full-priced permit sold in the same transaction. For example, a visitor purchasing two weekly permits through the website would pay a total of $60 (one permit for $35 and one for $25), or a visitor purchasing four weekly permits through the website would pay a total of $120 (two permits for $35 and two for $25). The weekly permits purchased could be purchased for the same period of time, or different weekly periods throughout the season.

ISDRA FEE SCHEDULE

	Web Only	Off-Site	Off-Site	On-Site	On-Site
	2nd Vehicle	**Weekly**	**Season**	**Weekly**	**Season**
2008-Current	N/A	$25	$90	$40	$120
2013-2014	**$25**	**$35**	**$150**	**$50**	**$150**
Proposed 2016	$30	$40	$160	$55	$165

After hearing comments from concerned citizens and other OHV Groups, the DAC voted unanimously to recommend that the BLM adopt the fee proposal as written. Additionally, the DAC recommended that the BLM continue to work with the Imperial Sand Dunes Recreation Area DAC Subgroup to explore ways to improve and expand the single day visitors pass, 2nd vehicle permit and how to arrive at a solution to replace a permit sticker if the vehicle is sold or totaled in an accident.

ROHVA: Promoting Safe and Responsible Use of – and Preserving Access to – ROVs

Side-by-side enthusiasts have an industry ally standing by at their side, the Recreational Off-Highway Vehicle Association, a not-for-profit, national industry organization that promotes safe and responsible driving and also protects against overly aggressive regulation that could ruin the great features and performance of the machines we enjoy.

ROHVA launched in 2007 and job one was developing a robust, but design-flexible, voluntary vehicle standard. ROHVA was accredited by the American National Standards Institute (ANSI) in November 2008 and began work on the first voluntary standard of its kind, which was approved in March 2010. In response to comments from federal regulators at the U.S. Consumer Product Safety Commission (CPSC), ROHVA immediately re-opened the standard in order to develop the first dynamic stability test for off-highway vehicles as well as occupant retention system (ORS) standards. The second version of the voluntary standard, ANSI/ROHVA 1-2011, was approved in July 2011.

CPSC, however, continues to disagree with the standard's approach to lateral stability, handling characteristics and occupant protection and retention and is suggesting overly restrictive standards that could fundamentally change vehicle design. Although ROHVA has continued its dialogue with CPSC regarding vehicle standards in an effort to bridge the gap, it believes that focusing solely on vehicle design to increase safety is a mistake.

"In an effort to prevent the adoption of design restrictive mandatory standards and to effectively promote and increase safety, ROHVA launched a Comprehensive Safety Action Plan," said Paul Vitrano, Executive Vice President of ROHVA. "We added robust standards for dynamic stability and ORS, but we also sought to eliminate dangerous behaviors that put drivers and passengers at risk."

A study of serious ROV incidents determined that 98 percent of ROV crashes involved at least one of the warned-against behaviors found in ROV operator manuals, with failure to fasten seatbelts or wear a helmet being the two most frequent bad behaviors. Additionally, 23 percent of crashes involved drivers under the recommended age.

To address these preventable incidents, ROHVA's multi-pronged strategy includes public information and education programs, hands-on training and state legislation incorporating the recommendations contained in operator manuals and on-vehicle labels.

The free ROHVA E-Course is a multi-media, interactive safety course available at www.rohva.org. Safe practices are reinforced and the course examines improper ROV use to help drivers make the right choices while off-roading. The ROV Basic DriverCourseSM includes the E-Course and also incorporates two and one-half hours of closed-range driving exercises, utilizing both student participatory discussions and hands-on driving lessons. Many providers also offer up to seven Open Trail Experiences off the range to educate and challenge drivers of all experience levels. Visit rohva.org to find a provider near you and to learn more about the ROV Basic DriverCourse. All of ROHVA's public information, education and training programs incorporate the ROV Safety Rules:

1. Always fasten your seat belt, wear a helmet and other protective gear and keep all parts of your body inside the ROV.
2. Avoid paved surfaces. ROVs are designed to be operated off-highway.
3. Drive only in designated areas, at a safe speed, and use care when turning and crossing slopes.
4. Never drive or ride under the influence of alcohol or drugs.
5. Never drive an ROV unless you're 16 or older and have a valid driver's license. ROVs are not toys.
6. Never carry more passengers than the ROV is designed for, and never allow a passenger who is too small to sit in a passenger seat to ride in the ROV.
7. Read and follow the operator's manual and warning labels.
8. Take a hands-on ROV Basic DriverCourse[SM] and the free online E-Course (http://cbt.rohva.org/). Visit rohva.org or call 866.267.2751.

"One of ROHVA's key messages is that enthusiasts and the industry can promote and improve safety by taking reasonable, common sense actions on our own. Federally-mandated, design-restrictive standards that could fundamentally change the capabilities and performance of these amazing vehicles simply are not necessary or appropriate," Vitrano concluded.

ROHVA is based in Irvine, Calif. and is sponsored by Arctic Cat, BRP, Honda, John Deere, Kawasaki, Polaris and Yamaha. For more information visit www.rohva.org.

Maintain Access to Public Land for Motorized Recreation

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SAVE THE DATE - UPCOMING EVENTS

Sand Sports Super Show
September 20-22, 2013
Orange County Fair & Event Center, Costa Mesa, CA

Pound Sand Event
October 5 & 6, 2013
Orangewood RV, Surprise, AZ

1st Annual RideNow Powersports Sand Bowl SXS Show
October 26 & 27, 2013
Peoria, AZ

Polaris Camp RZR
October 31-November 2, 2013
Glamis, AZ

Foddrill Motorsports Open House
November 2, 2013
Peoria, AZ

NASCAR - Phoenix International Raceway
November 9 & 10, 2013
Avondale, AZ

Barrett Jackson Classic Car Auction
January 12-19, 2014
West World of Scottsdale, AZ

MLK Weekend Dunes Cleanup
January 18, 2014
North & South Dunes

CAHUILLA AND BUTTERCUP RANGER STATIONS WILL OPEN SATURDAY, OCTOBER 19, 2013

September 20-22, 2013
OC Fair & Event Center
www.sandsportssupershow.com

Please join the **aSa** on Sunday as we raffle off our Grand Prize RideNow S.E. Polaris RZR XP 4 900 and 2nd prize Polaris RZR S LE. We will also be unveiling our 2013/2014 raffle vehicles, one of which is sponsored by the Sand Sports Super Show!

HELP NEEDED FOR RAFFLE VEHICLE EVENTS

This is the initial schedule for **aSa** raffle vehicle display opportunities. This is just a start to our calendar list. We will have more events listed as the season progresses.

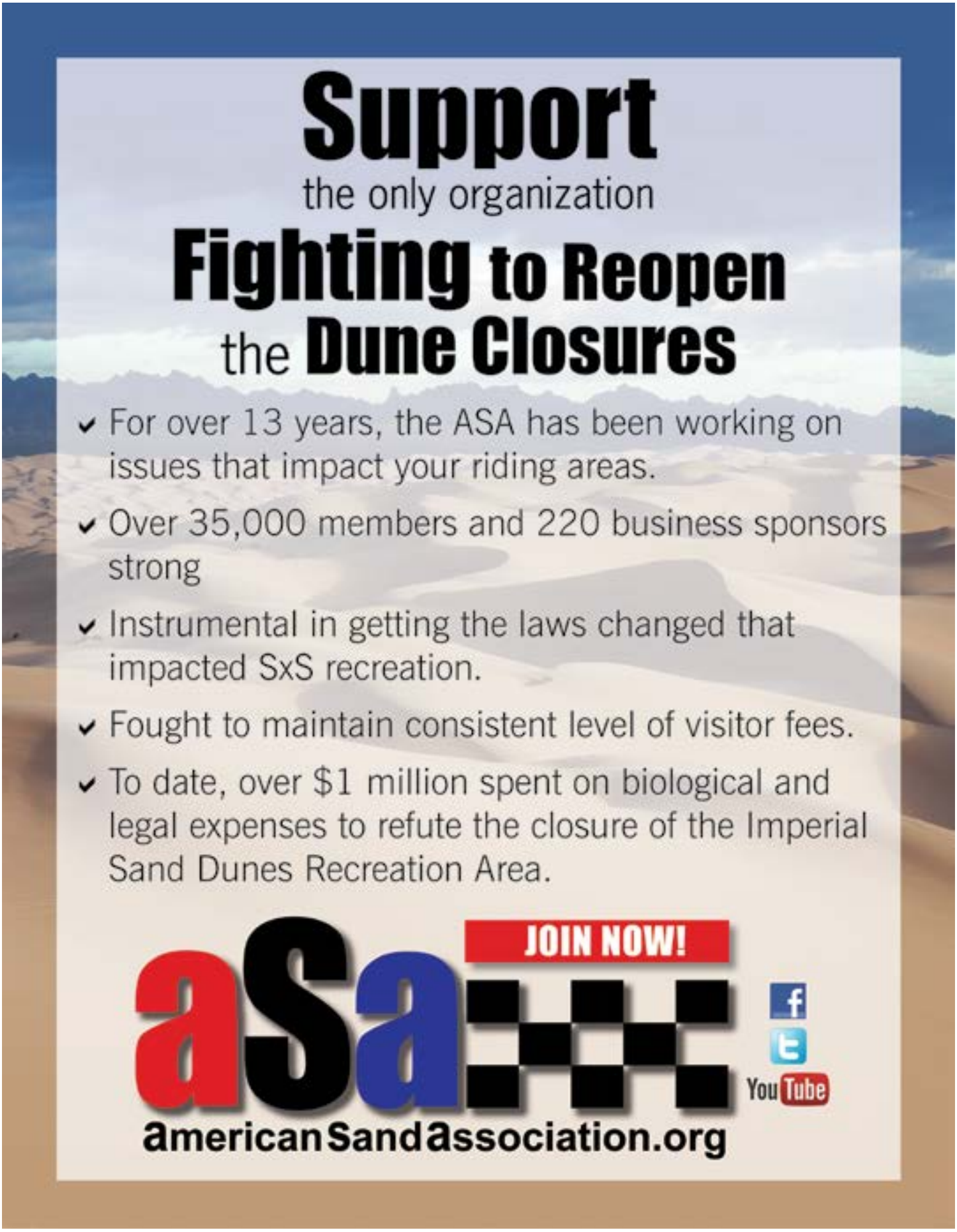
Arizona - We really need volunteer help for the Pound Sand and RideNow events. Please let Bob Mason know if you can cover a morning or afternoon shift by contacting him at rwmskm@cox.net or (602) 818- 1748.

California – We need volunteer help at Polaris Camp RZR and the MLK Weekend Dunes Cleanup. Please contact Justin Bucci at goofybucci@hotmail.com or (949) 307-4767.

Ticket sales from the ASA's raffle program is our primary source of income.

Any help you can provide is greatly appreciated!

PHOTO: SUZY JOHNSON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ORANGEWOOD RV AND aSa KICK OFF DUNE SEASON WITH "POUND SAND" EVENT

Orangewood RV will be holding its 10th annual "Pound Sand" event on Saturday, October 5 and Sunday, October 6. Pound Sand is presented by Orangewood RV in conjunction with the aSa. This event celebrates the kick-off to the "2013 Dune Season" and all things related to off-road recreation. Orangewood RV is proud to support your right to recreate on public lands by donating a portion of the proceeds from RV's sold during this event to the aSa.

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, DragonFire Racing, X-treme Machine, Monster Energy, 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 will be factory reps from RV manufacturers such as Raptor, Fuzion, Attitude, Montana, Mountaineer, Cougar, Solitude, Reflection, Momentum and Retro. All will be showing off the latest editions from the toy hauler industry and conventional trailers and will be here for the purpose of talking with 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.

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HISTORY OF THE RECENT ISDRA PERMIT FEE INCREASE

aSa Continues to Tackle How Fees Are Collected

Although many would've liked to have seen a different outcome relating to the ISDRA permit fee increase, through aSa's efforts of initiating meetings and letter writing campaigns, we were able to get many of our concerns addressed.

Looking ahead, based on the BLM's Business Plan, it is clear that the Federal Lands Recreation Enhancement Act (FLREA) must be revised to assure that user fee revenue is used to supplement Federal appropriations---NOT supplant Federal appropriations as is required in FLREA. Because the ISDRA fees are authorized by FLREA and it sunsets in 2014, the aSa has been working with the Western Slope No Fee Coalition and submitted a letter to the U.S. House of Representatives Committee on Natural Resources expressing our concerns regarding the Congressional intent of the FLREA faltering. The letter recommended that Congress act during 2013 to replace FLREA with an Act that corrects the identified deficiencies in the 2004 Act. The aSa will continue to fight to effect change so that BLM adheres to FLREA legislation to collect a recreation fee as opposed to an entrance fee as authorized in the Fee Demo Law.

The aSa will continue to fight to effect change.

Below is a timeline highlighting aSa's involvement in the Business Plan process:

- October 18, 2012 - BLM releases Draft ISDRA Business Plan with only an 18-day comment period. After opposition from the ISDRA DAC Subgroup, comment period is extended to 45 days.
- September 9, 2012 - aSa attends DAC meeting in Barstow to express concerns with Business Plan.
- November 2012 – **aSa hires McClure Consulting to provide a constructive and unbiased critique of the BLM's Business Plan** and requests members to submit comments.
- November 30, 2012 -BLM receives 236 written comments of which 32% where against fee increase, 19% had issues with the appropriateness of the expenditures / level of service. Over length of process 364 comments were received.
- December 1, 2013 - **aSa attends DAC meeting in El Centro & submits letter of protest opposing fee increase.**
- February 6, 2013 - BLM publishes the ISDRA Public Comment Content Analysis.
- February 13, 2013 - **aSa representatives travel to Sacramento to meet with BLM State Director Kenna and staff to ask for assistance from local office to provide financial data to substantiate proposed fee increase.** State Director agreed to have local staff provide a "shareholders" type of report.
- March 8, 2013 - **aSa meets with BLM CA Desert District Director Raml and El Centro Field Office Manager to obtain additional data for fee increase.**
- April 18, 2013 - BLM releases revised fee schedule eliminating season permits. **aSa strongly opposes elimination of season permits.**
- May 31, 2013 - Final ISDRA Business Plan Released with revised fee schedule / reinstated season permits. 30-day comment period begins. **aSa** requests comments be sent regarding revised Plan.
- June 26, 2013 - **aSa sends letter to BLM pointing out issues that need to be addressed in Final Business Plan.**
- August 17, 2013 - **aSa** attends DAC meeting to offer **conditional** support. DAC makes recommendation to approve fee increase. Additionally, DAC recommends that BLM work with ISDRA Subgroup to propose one day permit, 2nd Vehicle permit and a way to replace sticker when vehicle is sold or totaled.
- August 23, 2013 - BLM issues press release stating implementation of new ISDRA fee schedule for 2013/2014 season.

ISDRA SEASON PERMITS

2014 passes will be available in at the Sand Sports Super Show on September 20-22 and will be available the following week on our website

A portion of the proceeds go directly to the aSa -- if possible please purchase your permit from us as the funds help us keep the dunes open.

OFF-HIGHWAY MOTOR VEHICLE RECREATION COMMISSION TO HOLD MEETING AT THE SAND SPORTS SUPER SHOW

Take advantage of the opportunity to attend a meeting of the OHMVR Commission on September 20, 2013, during the Sand Sports Super Show being held at the Orange County Fair and Event Center. Following the meeting the Commissioners will attend a tour of the Sand Sports Super Show.

OHMVR Commission Meeting:	Friday, September 20, 2013, 9:00 a.m.– until adjournment, Orange County Fair and Event Center Admissions Building, 88 Fair Drive, Costa Mesa, CA 92626
OHMVR Commission Sand Show Tour	Friday, September 20, 2013 – 4:30 p.m. – 6:30 p.m.

For additional information, please visit the California State Parks website at http://www.ohv.parks.ca.gov.

STATE PARKS' RESPONSE TO OCOTILLO WELLS SVRA LAWSUIT

In response to the Public Employees for Environmental Responsibility (PEER) and Desert Protection Council (DPC) lawsuit to limit riding to designated trails in the Ocotillo Wells SVRA, the California Attorney General has filed a demurrer which is a state court version of a motion to dismiss. The demurrer argues that the lawsuit has no merit because State Parks is in the process of developing a General Plan that will evaluate and address the issues stated in the lawsuit.

The next action is a court hearing scheduled for December 13, 2013. The entire case will be dismissed if the demurrer is granted. The **aSa** has been working on this issue through our attorney and as a contributing member of EcoLogic Partners. We will continue to keep you posted on this issue as more information becomes available.

PHOTO: LANI MISNER

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LEGISLATVE UPDATE: SENATE BILL 234 (WALTERS)

BY SENATOR MIMI WALTERS (R-IRVINE)

As many Recreational Off-Highway Vehicle (ROV) enthusiasts know, the California Legislature passed legislation last year that had a major impact on the ROV community. Assembly Bill 1595 (Cook, R-Yucaipa) defined "recreational off-highway vehicles" and prescribed safety regulations for their use in California. The new regulations required the following:

- An ROV operator must be at least 16 years old or be directly supervised by a parent, guardian, or adult authorized by a parent or guardian.
- ROV operators and passengers must wear safety helmets as well as seatbelts and shoulder belts or safety harnesses that are properly fastened when the vehicle is moving.
- All passengers must occupy seats provided by the manufacturer.
- An ROV passenger must be able to grasp the occupant handhold with the seat-shoulder belt or safety harness fastened while seated upright with his or her back up against the seatback and with both feet flat on the floorboard.

After the Legislature approved AB 1595 and the Governor signed the bill into law, concerns were raised about the unintended consequences of the legislation. In response, AB 1266 (Nielson, R-Gerber) was quickly approved to eliminate the requirement that both feet must be flat on the floorboard. This bill also delayed implementation of the manufacturer seat requirement until July 1, 2013.

Some of these new rules, while well-intentioned, created operational difficulties for many users. It also made many previously modified ROVs illegal despite the fact that they were modified at high cost to their owners before the new requirements were in place.

After receiving calls from a number of constituents in my district and from across the state, I decided that something had to be done to address the problem. My staff met with numerous stakeholders including the California Off-Road Vehicle Association (CORVA), the American Sand Association (**aSa**), and the Recreational Off-Highway Vehicle Association (ROHVA). These meetings produced **Senate Bill 234 (Walters)** that provides a compromise to amend the vehicle code in the following way:

1. SB 234 would allow an ROV passenger to occupy seats that are installed in a separate seat location not designed or provided by the manufacturer in vehicles with a model year of 2013 or earlier provided that the seat is fully contained inside of the vehicle's rollover protection structure.

2. For clarification purposes, the bill would also define an ROV occupant handhold as, "A factory or aftermarket device grasped by an occupant to provide support and to assist in keeping arms and hands within the ROV. Handholds shall be designed to allow the ROV passenger to dismount without interference from the handholds. The steering wheel shall be considered a handhold for the ROV operator."

Despite a few bumps early on in the process that delayed the bill beyond our goal of July 1, 2013, SB 234 received unanimous support in the Legislature and is currently awaiting signature on Governor Jerry Brown's desk. Given the strong support of the ROV community, I am confident the Governor will approve this bill. Unlike a standard piece of legislation, SB 234 is an urgency measure that will go into effect immediately upon signature. It is my hope that it will become law by the end of August and allow ROV users across the state the freedom to use their modified vehicles without the fear of being ticketed or fined.

SB 234 UPDATE:

The American Sand Association is pleased to announce that Governor Brown signed SB 234 into law on August 27. After actively participating in a process that has taken over a year, we are thankful to have played a major role in this legislation coming to fruition. The aSa would like to thank Senator Walters and her staff, our OHV partners and all of our members who made phone calls or wrote letters to help get SB 234 passed.

PHOTO: NEAL RIDEOUT PHOTOGRAPHY

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.

Jeffrey Aal
Del Albright
Robert Barada
Kevin Baranowski
Jason Bartosch
Steven Beckman
Robert Beggs
Mark Bergquist
Don Bilse
Frank Bolton
Joe Boyle
Jeff Brady
Donald Bridgeman
William Brosam
Rick Brown
Thomas Brown
Lee Cahill
James Caldwell
Jesse Caringer
Lyle Carlson
Devin Carter
Ken Clay
Carl Clifton
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Gary Cote
Janice Crance
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Fred Linenko
Mark Lockwood
Steve Loomis
Patrick Lorenz
Frank Maguire
Luke Manke
Robert Manemann
Karen Markley
Bob Maurer
Robert McCarty
Gary McCoy
Bob McGarry
Matthew McMillan
James Mills
Chris Mock
Allen Moehle
Richard Moore
Allen Morgan
Curt Morgan
William Mower
Reed Nescher
Greg & Bev Nibbelink
Tom Norton
Tim Nowak
Michele Ochs
Tom O'Dwyer
Kyle Okeson
Linda Olson
Michael Oosten
Glen Ortel
Andrew Palmerin
Paul Park
David Patnode
Steve Peckham
James Peterson
Gerald Pickard
Richard Pincombe
Robert Pobieglo
Ron Priscilla
Dennis Rand
Michael Reber
Terry Regan
David Rhude
Chester Richardson
Eric Rojany
Sharon Ruffin
Clifford Runyen
James Russell
Chad Rutherford
Boyce Sanderson
Rudy Sandoval
David Schroyer
Greg Scott
Kerry Shaw
Paul Schuldt
Greg Scott
Kerry Shaw
Robert Sheridan
Karen Sherrell
Perry Shields
Randy Sieber
Michael Sitler
Michael Slaven
Brent Smith
Gavin Smith
Michelle Sparks
Brent Spencer
B. Sprague
Steven St. Pierre
Jeff Stachura
Chip Sterndahl
Wayne Stolfus
Glen Sutton
Donald Swenson
Duane Terry
Dan Thomas
Daniel Thompson
Scott Tucker
Michael Tudor
Paul Valenzuela
Laura Villines
Robert Wakefield
Jason Walker
Edward (Buck) Ward
Becky Wendelin
Angela Werkheiser
Christopher White
Jeff Weiss
DJ Williamson
Wes & Diane Wilson
Don Wilson
Matthew Wolde
Sandy Wood
Jim Woods
Bobby Woodward
Jeff Wright
Tim Zaranka

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

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:

- 35,000 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 andWashington, 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 andWildlife 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" t**he 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 35,000 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 Animated 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**.

The SAFETY BUG says,

A dustless area is a Safe area.
Higher speeds are for the open dunes only where safe.

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

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

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**

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**

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 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

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**

POLES AND HOLDERS SANTA FE SPRINGS CA 562 947-2115 www.polesandholders.com
10% discount on all phone orders for ASA 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

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**

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 ALL OUR SPONSORS WHEN MAKING A PURCHASE!

NO ATV CERTIFICATION CLASSES BEING OFFERED THIS YEAR

Unfortunately, there will not be ATV Certification classes being offered at the dunes this year. For information on how you can become certified, please visit the American Safety Institute website at www.atvsafety.org.

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