

What's New - July, 2006

LITTER Education Program - TRASH will equal CLOSURE - Take your trash HOME

Leo the Lizard trash bags will include a safety message next season. Several new business sponsors have joined the program. Additional sponsors are welcome. Please direct your inquiries to Michele Garnett at 800 500 9914 x 157

Leo the Lizard has a SOUTH DUNES Ride!

Keep your eye out for Leo at Buttercup and Gordon's Well. He may pull into your camp and offer you a litter bag. In addition to the truck donated by FUNCO Motorsports a SOUTH DUNES truck has been donated by Sand Limo. Thanks to the efforts of Tim Gantz of <http://glamisweather.com> Leo will become much more visible. Join Tim's "Litter Outreach Team." **Help Tim and Leo by hauling your trash HOME.**

Where to Get Your Leo Litter Bags: Bags are available at the dunes at many locations. BLM ranger station, vendors, south dunes camp host, Glamis Beach Store, and several UDG businesses. **Get a bag and pack your trash HOME.**

Legal Update: General

As you may be aware, all ASA legal matters are now are channeled through EcoLogic Partners, Inc. (ELP). The ASA is 1/5th stakeholder of ELP.

The 5 partners are:

American Motorcyclist Association Dist 37
Off-Road Business Association
California Off-Road Vehicle Association
American Sand Association
San Diego Off-road Coalition

EcoLogic Attorney David Hubbard is handling a wide range of matters for the OHV community including the following:

- Riverside County CA noise ordinance
- CA State Parks Coyote Canyon
- NEMO and NECO litigation re reopening specific routes and areas
- Matters relating to the Desert Tortoise habitat

To learn more about ELP activities click here

<http://www.americansandassociation.org/phpBB2/viewtopic.php?t=20594>

Response to Judge Illston

After many lengthy conference calls and some extremely time consuming and extensive discussions, the Board of Directors of the ASA determines that the best interests of the ISDRA community are

served by the Fish and Wildlife Service (FWS) and the Bureau of Land Management (BLM) NOT appealing Judge Illston's ruling. Instead, we, including the board of EcoLogic, agree, that rewriting the documents in a way that answers her objections, is the most expedient path to implementing the ISDRA RAMP.

A key point to note is that the decisions themselves were not challenged in court: only the way in which the decisions were arrived. As of this writing, the BLM seems more than willing to produce more affirmative arguments as to why their decisions are sound. Our hope is that FWS will do the same. This requires many months of work coupled with the mandatory public comment periods. Although a lengthy process, a more beneficial result is the expected outcome.

Our attorney, Dave Hubbard, has drafted the off road community's proposal to the judge with the above recommendation in conjunction with that of the BLM.

OHMVR Audit

It now appears that all parties have adequate (non-conflicted) legal counsel and the case can move forward.

We have informed the Division's attorneys that we are dismissing the claims relating to the grants and the evaluative criteria leaving only the claim challenging the Desert Riparian Policy. The Division shares our position, which is an immense advantage. It appears that the Commission may be willing to voluntarily rescind that policy. This would put an end to our lawsuit, as we will have achieved our objective.

PMV Delisting Status

FWS asked for a delay of 180 days of their ruling deadline that is due 7/21/06 to enable them to include all the most recent data on the PMV into the delisting petition. We agreed to 90 days knowing that this inserts the most recent studies by Dr. Phillips and the BLM that show a COUNT of 1.8 MILLION Peirson's milk vetch plants at the ISDRA. In addition, notable data to be included is that less than .01% of the plants are affected by off road activities.

Fringe-toed Lizard

A relatively new strategy is now being employed by conservationists to garner protection for species under the flawed and antiquated Endangered Species Act. Where efforts fail in listing an entire species, they are now attempting to list segments of the total population known as distinct population segments (DPS). Listing under this rule carries the same disadvantages where a DSP occurs as does listing the entire species.

EcoLogic Partners is fighting efforts to list the Amargosa River Mojave Fringe-toed lizard population as a DPS. Dumont Dunes, Ibex Dunes, and Coyote Holes are the latest targets that would be affected if the anti-access group's efforts were to be successful.

Our rebuttal to the listing petition can be found by [CLICKING HERE](#):

Scarab Beetle

On May 5th of this year, the Fish and Wildlife Service (FWS) decided against listing the Andrews' Dune Scarab Beetle (ADSB) for protection under the Endangered Species Act. FWS stated, "We find the petition does not provide substantial information indicating that listing the Andrews' dune scarab beetle may be warranted." Anti access groups claim the beetle exists only at the Imperial Dunes (ISDRA) and likely would have used it as another tool for dune closure.

It is not known what other legal actions the anti-access groups might take in an effort to force the hand of FWS.

In rough terms, there are 3 phases in listing a species. To initiate the process, a petition is filed with the FWS where the petitioner states, in their view, why the species should be listed by providing credible science. FWS then has 90 days to review the petition and file a preliminary finding. This finding states whether the species warrants phase 2: a full status review that includes public input. The full status review is allowed by law to take another 9 months whereby the whole process is to take a 12-month period. Phase 3 occurs at the end of the status review and yields a final ruling that determines if the species is listed. If listed, Critical Habitat is then designated. Seldom is the 12-month deadline met.

In the case of the ADSB, the species did not make it to phase 2 indicating the petition is weak. While this petition was appropriately decided, there are still another 16 species at the ISDRA under consideration. Protection for these species was filed under a separate petition by the same anti-access groups. It is our belief that this petition is correspondingly weak. Nevertheless, it serves to emphasize the need for our constant vigilance on this front.

United Desert Gateway 2006-07 Projects

UDG Newspaper----- UDG will publish a second edition of the ISDRA Welcome newspaper in time for the SSSS in Sept. Ask for a copy at a business in El Centro, Brawley, Westmorland, or Yuma. Many dune vendors will have it as well.

New Signs at ISDRA----- UDG, ICSO, BLM & ASA are working together on a program to erect several signs to remind visitors of rules and laws at the ISDRA. Tim Gantz has signed up over 50 business sponsors to pay for this program. If your duning group or a business would like to support this program contact Tim@glamisweather.com. The deadline is Aug 18 if you want to be involved in the first group: however Tim is preparing a second run of signs with the support of Sand Addiction Magazine. Watch for the Public Service Announcement in the next issue of the magazine. [CLICK HERE](#) to view typical signs.

Mini Cleanup Schedule----- The mini cleanup program was conceived and managed by Cathy and Steve Brooks several years ago. Tim Gantz and his "Dunes Outreach Team" have recently joined the team. BLM and UDG will provide free food, drinks and a limited number of T-shirts to cleanup volunteers. [CLICK HERE](#) to view the public service announcement.

Comp Hill	Dec 30, 2006	Olds Hill	Nov 11, 2006
	Apr 07, 2007		Feb 17, 2007

Dec 15, 2007

Mar 17, 2007

Oct 06, 2007

Nov 10, 2007

UDG/BLM Survey----- The United Desert Gateway (UDG), in cooperation with the Bureau of Land Management, conducted a 2005-2006 survey of visitors to the Imperial Sand Dunes Recreation Area. The primary purpose of the survey was as a visitor wellness check; that is, the UDG and BLM wanted to monitor how the visitors felt about the quality of their visit and what additional information might make their next visit even better.

Good news! 91% of the visitors rated the quality of their recreation experience to be high or excellent, and only 1% indicated very poor. Visitors were asked about what information about the Dunes they would like, with the top five answers being: ISDRA area maps, weather information, Tread Lightly educational materials, management rules and regulations, and the locations of RV dump stations. Visitors were also asked about what information about the local communities would make their next visit more enjoyable, with the top five answers being: the locations for OHV vehicle services and parts, RV gas and repairs, OHV services for towing out of the dunes, potable drinking water, and for other recreation sites within 50 miles.

Having determined what information would be helpful to the visitors, the survey asked about how people would like to stay informed about the Dunes. The five most preferred ways to stay informed were by the ISDRA internet website, the Welcome to the Dunes newspaper, through pamphlets and brochures, from kiosks and signs, and from talking with rangers at their campsites.

The full survey results will be posted on the UDG website in early Fall this year. Thanks again to everyone who responded to the 2005-2006 visitor survey.

Weekend Warrior Donates a Second Trailer

Weekend Warrior donated a trailer to the BLM last season to transport the new south dunes ranger buggy. A second trailer has been donated to the Imperial County Sheriff's Office expressly to assist in the 2006-07 fee collection program. This trailer is outfitted with vending windows to facilitate permit sales.

Watch for these trailers which serve as traveling billboards by displaying the following message:



Weekend Warrior is working with BLM's Sand Mountain management also. Look for a trailer at this location starting in Sept 2006.

Membership Drive

Our Membership Drive contest has ended. And we have winners!

(<http://www.americansandassociation.org/news/index.html?view=article&article=226>)

Steve "Obsessed" Brooks our individual winner signed up the most new members at 66 and mostly at the dunes during each trip I was informed. He would just walk to other camps around him each trip and had them sign up. Most people either hadn't heard of the ASA or had planned to sign up but forgot. Steve will receive a 4-Night Stay at Terrible's Hotel & Casino in Las Vegas that includes meals and 1 night on the town with a limo!

Mid Cities Honda in Paramount, CA was our Business Sponsor winner. <http://www.mid-citieshonda.com/> They helped sign up over 100 new members. They offered the membership sign up forms (and still do) at their parts and cashier counters. Mid Cities Honda will receive, a Special Perpetual Plaque for gaining the most new members within our contest period. Plus, Free Website Advertising here for one full year and Free Newsletter Advertising for one full year.

Still one more chance for those that participated.

One Random Prize:

All that participated in our contest are eligible for a \$250.00 gift certificate good for all merchandise in the ASA Online Store. Winners to be awarded at the 2006 Sand Sports Super Show (need not be present to win)

Thanks everyone that participated for helping to Inform, Unite and Mobilize our dune community. Our membership now totals 24,900 and counting.

Website Update

The ASA web site and on-line store are undergoing some upgrades. Scott Swenka is overseeing the installation of new store software and an upgraded membership data base. Once the new store and membership data base go into service the main website will undergo some revisions. Scott has been working on this project along with Greg Gorman and Jason Hitesman and it should be going live in the next couple of weeks.

We have been working with the vendor to address some minor problems and to make some minor changes. The new membership data base will allow for the bulk entry of new members via an excel spreadsheet. This has been an issue for our volunteers that enter membership data from applications that we receive from shows and other events. The previous method of entry was very time consuming and hopefully this new method will expedite the process. This new membership data base software will also verify each new members address with the USPS to help reduce the amount of returned mail due to bad addresses.

The new store software will contain more robust accounting features that will help the treasurer more easily track transactions. The new software will have some new features like gift certificates and coupons that can be given out and then redeemed via the on-line store. This store software package will allow volunteers to add new products, generate specials and make changes to existing products.

Also purchased was a Dell NAS (Network Attached Storage) Server that will serve as a backup storage server to the ASA Web Server. Nightly backups will be performed of all changes and updated files on the web server. Should the web server fail and we lose data this server will allow us to quickly recover once the web server is rebuilt and the most amount of lost data would be mitigated to 24 hours.

Bulletin Board Update

The ASA Bulletin Board is the place to find up-to-date information concerning your sport between. If you haven't visited us lately, come see us now. Use the Wide Open Sand and The Duner Connection forums help plan that next dune or camping trip. There are forums for 19 different sand dune areas including the ISDRA. Are you looking for Technical advice, or would you like to help someone that could use yours? How about something to Buy or Sell? We have forums for ATVs, Motorcycles, Sand rails, Jeeps, and every sand machine in between. There are also forums for RVs, Toy Haulers, Trucks, Trailers, and Tow Vehicles. Not to mention GPS & Two-Way Radios. [Click this link](http://www.americansandassociation.org/phpBB2/) to visit the ASA Bulletin Board. If the hyperlink doesn't work you can cut and paste this link into your web browser: <http://www.americansandassociation.org/phpBB2/>



Got a picture of your toys you think others would like to see, but don't have a place on the web for them? Maybe you would like to see other people's sand toys. The ASA Photo Gallery is the place for you. Our galleries currently contain over 5900 images. [Click this link](#) to visit the ASA Photo Gallery.



Got something for sale or looking to buy? The ASA Stuff that's For Sale Album is a great place to do both. It has everything from ATV's to Sand Rails to Trucks. Let us help you place a photo to show what a great deal you're offering. It's FREE! [Click this link](#) to visit the ASA Stuff that's For Sale Album

Public Safety DVDs

The "Partners in Dune Safety" (BLM, ICSO, UDG & ASA) have embarked on the development of two DVD's designed to reinforce their mutual efforts to emphasize visitor awareness of OHV rules and laws and to encourage safe duning practices at the Imperial Sand Dunes Recreation Area (ISDRA).

ISDRA Staff Assistance Orientation DVD: Provides advance orientation of the visiting staff members who provide LEO and EMT support on major holiday weekends.

ISDRA Visitor Public Safety Outreach DVD "Take Time Out for Safety": Designed to increase visitor awareness of OHV rules and laws and to increase safe duning practices. This DVD will add to the inventory of public outreach tools designed to enhance public safety at the ISDRA. Other outreach tools include the "Dune Smart" brochure and the Tread Lightly! "Guide to Responsible Motorized Vehicle Use in Sand Dunes." All of these are integrated into the "Take Time out for Safety" program introduced by the partners in 2004.

DVD Development Teams have been established to implement the project. The integration of the content of the two DVD's will be accomplished through this partnership effort. The project will be funded from several sources including sand sport business community support.

Additional Law Enforcement Buggies

Three additional law enforcement buggies will be available at local sand sport recreation areas next season. One will be assigned to Sand Mountain in Nevada and two with ICSO at ISDRA.

Tatum Give A Way Car

The next opportunity to view and purchase tickets for the car will be at the Dirt and Sand Expo, to be held at the Ontario Convention Center, August 5th and 6th.

Checkered Flag Program

Not a whole lot of changes happening in the Checkered Flag Program, unfortunately time has been limited and focused on overseeing of website re-design; we hope to have a new flag design by the SSSS. We lost a valued Arizona Vice-Chairman Conrad Johnson, we wished him a fond farewell and hope that his future endeavors workout for him. So now, with that said we have an opening once again for an Arizona Vice Chairman, to sit along with Don Johnson.

Vince Brunasso Retires

ASA founder and past president, Vince Brunasso will retire from the Board of Directors for the second time on July 1, 2006. Vince was one of the three sand sport enthusiasts with the vision to

start the ASA in June of 2000. He was the first president and served on the Board until July of 2001. He was reappointed in May of 2004 to complete the term of Becky Hethcox. His dedication to gathering biological data to support the PMV delisting petition, instituting the ASA newsletter, and developing the ASA online forums and the GlamisOnLine web site are some of his notable accomplishments. Vince will continue to serve on the Advisory Committee.

The Board appointed Bill Jones of Huntington Beach, CA and Bob Gagliano of Lancaster, CA to serve on the Board. Bill and Bob have jumped right in serving on the Public Safety DVD development team. Bob has been elected to serve as the Board Secretary and as such will coordinate the up coming open Board meeting on Aug 26, 2006 in Ontario, Ca.

Merchandise Program Update

The ASA Merchandise committee is working on reducing the number of items offered by the ASA on line and at events. There will be some sale and clearance items at the Sand Sports Super Show in support of this. An item of concern is the ASA calendar. Currently Merchandise Chair and calendar coordinator Flo Haynes (Mvflomo@aol.com) doesn't have a graphic designer available to do the layout as the prior designer has just had a baby. If you are a designer or know of one that can donate time to the ASA to complete this important tool, please contact Flo at the above email address or call the ASA office at 619-448-8078. If someone cannot be found in the next few weeks the calendar will not be ready in time for the Sand Sports Show. Please Help!

Open Board Meeting

There will be an open ASA Board of Directors meeting August 26, 2006. The meeting will be held at the Best Western Ontario Airport Hotel located at 209 N. Vineyard. Guest speakers are being lined up now, and expect further details late in July.

ISDRA Fee Collection Program for 2006-07

The Sheriff's Office website is up and running now. ICSO is currently designing the 2006/2007 passes that they will begin selling the seasonal passes on-line not later than August 14, 2006. They will begin selling the seasonal permits via telephone at that time. Weekly permits will not go on sale until the middle of September. As soon as they get the new seasonal permits in ICSO will be sending them to the vendors for sales. Please note that the 2006-07 permits WILL NOT be valid until the start of the new season on Oct 1, 2006. Use the following link to learn more about where you can get your permit for next season <http://www.imperialsanddunes.org/isdraMain.html>

Jerry R Seaver Volunteer Service Award

Several nominations have been received for the 2006 JRS Award. The JRS Award announcement will be during the Aug 26 Board meeting in Ontario.

Sand Sports Super Show

The SSSS Committee is working hard to get a show going that will be better than the year before which will be quite the task! We have a few new members on the committee bringing fresh ideas and

enthusiasm to the committee. This year, we will only have the merchandise booth and the raffle ticket booths. Tim Gantz will be there with the Dunes Outreach truck. Marcus Grover is attempting to secure a vehicle for display at the merchandise booth to draw attention to us.

As usual, we will have a great crew and a great time hoping this year will be better than the last!

ISDRA TRT Meeting scheduled for July 28, 2006

The ISDRA TRT (Imperial Sand Dunes Recreation Area Technical Review Team) is a nine-member committee serving on an advisory basis to the Bureau of Land Management's El Centro Field office. The TRT meets 4 to 5 times per year with the BLM. The next meeting will be held at the BLM El Centro Field Office (ECFO) on Friday July 28, 2006. This is a public meeting and will include two Public Comment segments. The BLM ECFO is located at 1661 South 4th Street in El Centro, CA. An agenda for this meeting, as well as other information about the TRT and the ISDRA, can be found at <http://www.isdrartt.org/>. Recommendations for agenda items or other items of concern can be forwarded to the TRT by using the Feedback Form on our web site, or by email to isdrarttinfo@adelphia.net or trtemail@aol.com.

Next Newsletter

Our next quarterly newsletter will be out in September. Please make sure we have your current mailing address. Update, send info to: membership@americansandassociation.org

The American Sand Association
Unite, Inform, and Mobilize