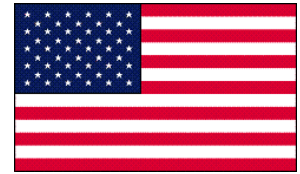




# Project Ecuador Annual Report



January 10, 2008

**To: Long Beach Lifeguard Association Board of Directors**  
**Prepared by: Paul Dunning and John Pearce**

Project Ecuador is a new international lifesaving venture for the Long Beach Lifeguard Association. The purpose is to train citizens of Playas Ecuador to become a self sustaining ocean lifeguard service covering 2.5 miles of a popular, but dangerous beach break.

## Summary and Key Data

- No life has been lost due to drowning since our effort began in Playas Ecuador.
- Lifeguard training of 23 Ecuador citizens in December 2006 by John Pearce and Paul Dunning.
- On the job training during Carnival 2007 by Pearce, Dunning and Tony Gentile.
  - Beach crowds estimated near 40,000
  - Several rip currents, over 20 rescues, one life or death rescue
  - Hundreds of prevention advisories on land and via Navy boat
  - Several lost children returned to parents / to Red Cross
  - Some First Aid responses
- Project Ecuador Cash Donations received totaling over \$3,000
  - Estimated Cash Donation balance after Carnival 2008 near \$500 to \$1,000
- Project Ecuador Product Donations received totaling over \$7,000 by:
  - Long Beach Lifeguard Association and the Long Beach Lifeguards
  - LA County, Crystal Cove, Huntington Beach State and San Clemente Lifeguards
  - Wet Paint
  - Viper Swim Fins
  - Marine Rescue Products, Inc.
  - Original Lifeguard dba USALifeguard.com
  - Bound Tree Medical
  - Kanvas by Katin
  - American Red Cross, Long Beach Chapter
- 50+ Rescues by Ecuadorians last year, including 6 during Christmas 2007.
- The 6 full time lifeguards are now being paid via the Playas Mayors office
- Land acquired by the Lifeguard Foundation in Playas to build Lifeguard Headquarters
  - Construction funding unknown. Next category for cash donations or grant
- Carnival 2008 (Feb 1-5) to have 9 American lifeguards traveling to Ecuador to help.
- Rescue Equipment Inventory in Ecuador after Carnival 2008:
  - 30 Rescue Buoys –Burnside and Peterson
  - 4 Rescue Boards
  - 18 Pairs of Fins
  - 6 waterproof / submersible two-way radios, 9 two-way radios (not waterproof)
  - Uniforms for all: Red Trunks, White Salvavida T-shirts, and Red Salvavida Hats
  - Fanny packs and CPR masks

## **Background, History and Call to Action**

Playas is the closest beach town for all the citizens living in and around Guayaquil. Guayaquil is the largest and the most populous city in Ecuador and is the nation's main port. Guayaquil's estimated metropolitan population is near 3 million.

During the holidays, the majority of citizens travel to the coast to relax. The wealthy travel a few hours by car to Salinas, a natural still water beach front lined with 20 story condos and motor yachts. The Ecuadorian Navy trains and supports a 15+ person lifeguard service in Salinas covering 10+ miles of beaches. Playas, on the other hand, is frequented mostly by the poor who travel 40 miles by bus from Guayaquil. Until last month, the government did not support a paid lifeguard service in Playas.

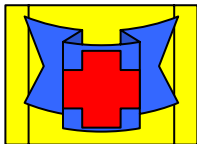
These poor citizens of Ecuador deserve to have safe beaches and safe holidays. Pearce and Dunning traveled through Guayaquil and Playas in August 2006 during a surf trip. While staying at Hotel Arena Caliente, the owners, Victor and Esperanza Lopez discovered that we were lifeguards and informed us of the numerous drownings that occur each year in this poor beach town. Lifeguard towers were erected some 10 years ago, but remain empty. During August 2006, Esperanza Lopez formed a 'town meeting' with the mayor, local politicians, police and fire chiefs to discuss the need for a lifeguard service and pleaded to Pearce and Dunning to make it happen. We heard them and took immediate action upon our return to the USA.

## **Ecuador Lifeguard Training: Nov./Dec. 2006**

Pearce and Dunning talked with several lifeguards throughout the USA with experience in foreign lifeguard services. The greatest concern was the ability for us to oversee the operation when we returned home. Several foreign lifeguard efforts have been launched throughout Mexico with notable success stories such as Puerto Escondido. Other efforts failed to maintain support due to theft of buoys, fins or rescue boards. Becoming a "paid lifeguard service" became a central issue in all cases with payment sources coming from local hotels or thru the government. Volunteerism could not be relied upon to keep the lifeguard service a going concern.

Pearce and Dunning compiled this data and determined that Playas will be a success only with an organized backing; "the foundation", a local leader; "Senora Esperanza" and enthusiastic young athletes that want to be lifeguards. Pearce notified our Ecuadorian contacts that we were coming back and asked them to find recruits for us to train.

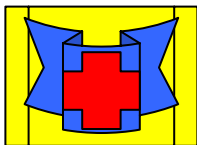
Our initial call for donations was a success. With the help of Long Beach Lifeguards and LA County Lifeguards, 7 rescue buoys were donated along with sunscreen and CPR masks. (See *Exhibit A for Training 2006 Donations*, Page 9). We wanted to create a professional image so we created business cards using colors from the Ecuadorian flag. We handed these out during our meetings and it was a great communication tool! "Lifeguard Consultants"



### **John Pearce**

Especialistas de Salvavida

Mensajes: [JPearceZoo@verizon.net](mailto:JPearceZoo@verizon.net)



### **Paul Dunning**

Especialistas de Salvavida

Mensajes: [PaulDunning911@msn.com](mailto:PaulDunning911@msn.com)

It was time to go back to Ecuador. Pearce and Dunning departed for their 8 day trip to

Ecuador the Sunday after Thanksgiving. The adventure was filled with meetings with local politicians, Army Generals and local business owners. The local and national press was interested in our volunteer mission and held press conferences. We were also interviewed by the local radio station, Radio Costa 105.5. We gained strong local support and we were ready to begin training.

During the mission, Pearce was the master communicator while Dunning created and documented the training format and goals. We mapped out the beach and inspected the existing 13 lifeguard towers covering the 2.5 miles of beach. We noticed that Playas has no rules for the beach. People drink booze, drive cars, operate power boats in the crowded swim zone, there are donkeys sleeping in the sand, cabanas are everywhere, fires, kids diving off rocks where shallow rocks are just below the surface. You name it, it happens in Playas. We created a one page Lifeguard Manual in Spanish with “watch the water, watch your fellow guards and always carry a buoy” as key points. Pretty basic, but this is not the USA.

We trained 23 Ecuadorians: 16 young men and 7 men from Ecuador’s Black Beret Special Forces. The citizen guards had to pass the initial swim test which was a 300 yard swim. Most waded out to where they couldn’t touch, then they swam about 100 yards out to the marker and back. About 4 men were not allowed in training. We allowed all the Special Forces into the training. The crowds were few during this time of year and we were able to safely use all areas of the beach for training. The training was administered by John Pearce and Paul Dunning and Ecuador’s Red Cross officials administered the CPR certification. Upon completion of training, we awarded the top 4 guys with donated products. We presented all the new lifeguards with “Salvavida” uniforms and transferred all the product donations to the foundation. For a complete and detailed description of the week’s activities, please refer to *Exhibit B – Daily Log*. Page 11.



**Dunning and Pearce with the Black Beret Special Forces just after a “lock and load” over our heads. Lifeguard trainees and Red Cross volunteers.**

Before departing for home, Senora Esperanza presented Pearce and Dunning with a “Letter of Gratitude” addressed to the Long Beach Lifeguard Association President; Scott Mitchell. Touching letter! It was signed by the President of the Red Cross for the State of Guayas, President of Tourism for Guayas, the Fire Chief, Military and Navy Commanders, and the group directly supporting the lifeguard service, Fundacion Intercontal Econatur. This is the translated message:

***Provincial Chamber of Tourism of the State of Guayas  
The Playas Chapter***

The General Town of Playas, December 1, 2006

Mr. Scott Mitchell  
President of the Board of Directors

***Letter of Gratitude***

We wish it a blessing of God to tell you of the great help and support you have sent to us through John Pearce and Paul Dunning. Their noble hearts and knowledge have given us both present and future teachings that have enabled us to form a lifeguard service that will protect our beach community.

It is certainly advantageous for Playas to have pleasant weather which in turn allows our city to subsist on income from tourism. We are now able to rely on lifeguards to protect our waters thanks to your noble gesture of being concerned about the lack of protection of human life. Human life, which is more valuable than anything else, was being lost year after year.

Our dream has been made a reality with a group of young lifeguards who will watch over the lives of those that visit us. As our tourism increases, we will be able to protect these visitors who come to enjoy themselves. In actuality, we are striving forward with a campaign that will ensure us of an environment which will be safe and hospitable.

In gratitude we give to you, our North American brothers, the key to our city and we invite you to continue our brotherhood as we move forward.

We reiterate our gratitude and know that our creator will repay you for your outstanding work.

In the company of your honorable family, we wish, with all our hearts, that you have a merry Christmas and a prosperous new year.

To make clear our commitment, the following authorities have signed this document.

***Attentively,***  
**God, Country, and Liberty**



**Señora Esperanza showing off her new Long Beach Lifeguard Association sticker**

**Another round of donations**

News spread in the USA of our successful training mission and press releases from the Signal, Grunion Gazette and Press Telegram created a call for cash donations. See ***Exhibit C – Press Releases, Page 16***. Tom Hennessy’s article alone generated over \$2,000 in cash receipts. Pearce and Dunning received several product donations including uniforms; trunks, shirts and hats. Pearce sourced 75 new red trunks from USAlifeguard.com along with 50 bikinis. The red trunks have a cross oars lifeguard logo. The bikinis were given to the foundation to raise money to fund the project while we were gone. John

and I also donated products including two-way radios, new rescue buoys and fins. We completed our goal to have a lifeguard service with functional rescue equipment and professional uniforms. See *Exhibit D - Carnival 2007 Product Donation, Page 22.*

### **On the Job Training: Carnival 2007**

In mid February, Pearce, Dunning and Tony Gentile departed to Ecuador to begin the first “on the job lifeguard training”. We were told that the Carnival crowds would be massive and they were. Ecuadorians flocked to the beach beginning on Friday with peak crowds on Sunday. Then, the crowds diminished until Fat Tuesday. Peak crowds were estimated to be near 40,000. This more than the Playas population, which is reported to be 30,000.



**Pearce, Dunning and Gentile on the morning of Fat Tuesday**

Gentile and Pearce on the beach covering the rip current zone while Dunning was on a Navy boat patrolling the area by sea. Needless to say, we had a difficult task to manage. The beach was filled with cabanas serving cocktails and beer and umbrellas filled the entire beach front. Crowds were elbow to elbow in the northern portion called the Marina. The crowds were relatively sparse in the southern high surf / rip current zone.

We had a few close calls in the surf zone. The rip currents were strong and the victims luckily got hit by larger waves to push them back to where they could touch. Two victims swallowed a lot of sea water and were taken to the Red Cross building. A fishing boat made 2 rescues about 4 miles down the coast. It's common to see people trying to help others. This is also our biggest challenge that we have yet to face; multiple victim rescues.

The rookies took on the challenge of handling massive crowds in the most difficult of situations. The new guards sat in the towers or walked the beach. They were somewhat tentative on their rescue efforts due to lack of experience or confidence. Time, more training and rescues will cure this lack of assertiveness. Sometimes they gathered in groups of 3 or more leaving some stretches of the beach without eyes. Our intent was to communicate the location and status of the rookies via 2 way radios with Dunning in a boat and Pearce & Gentile on the beach. The relatively cheap radios we purchased had defective batteries that wouldn't hold a charge leaving us without communication. This “lack of

In just 3 months, the initial training class of 23 diminished to only 13. Six were young men and seven were from the military's Black Beret Special Forces. Yet, we still had enough lifeguards to fill each of the 13 towers. A few of the trainees had to seek out paid employment while 6 trainees were affiliated with the Red Cross and chose to work with the Red Cross during Carnival. Although concerned with the loss of some good rookies, we had to focus on the personnel available to us.

On Friday, we held a meeting with all the 13 new lifeguards to go over the schedule, hours and distributed uniforms. Our plan was to have

communication” led us to acquire 6 new waterproof / submersible radios for Carnival 2008. We purchased new batteries for the old radios, but they are not waterproof and have not been field tested for professional use.



**2007 Carnival: Ecuadorian Lifeguards, Long Beach Lifeguard volunteers and Foundation supporters. Standing far left: John Pearce and Paul Dunning. Far right: Tony Gentile. Standing Center in blue: Esperanza Lopez, she created Fundacion Intercontal Econatur (business owners, politicians and military officers supporting the new lifeguards). She is the Minister of Tourism and owner of Hotel Arena Caliente. She provides free room and board to volunteer USA lifeguards.**

The prevention advisories by the rescue boat were very effective as we pushed back all the distant swimmers to where they could touch the sand. We concluded that a rescue boat is a highly effective tool to manage such large crowds. Alternatively, a Personal Water Craft would be equally or more effective as it cannot be swamped. Due to the cost, we need to work directly with manufacturers that have a South American presence e.g. Yamaha. This type of donation will take over a year to materialize.

Dunning had a major life saving rescue while on rescue boat patrol in the Marina area. A man in his forties swam 100 yards off shore and rested on an anchor line of a fishing boat. He was tired and exhausted. He tried to swim with one arm, but made no progress back to shore. He was clutching his chest with the other arm. He had a heart attack in the water! He attempted again to swim to shore then went under. Dunning saw the man “turtle” and instructed the boat operator to go to the victim. Dunning jumped in the water, grabbed the victim, raised him to the surface and a Police inflatable boat was right there to take the victim to shore. The Navy Captain on the rescue boat called his commander and an ambulance was waiting for the victim when he was taken to shore. The man was transported to the local hospital and survived. The Emergency Medical System works in Ecuador!



**Dunning @ 5:30pm after the big rescue; crowds remain heavy until sunset.**



**Video photo taken from the rescue boat @ 5pm  
Try to find the potential rescue. Multiply this by 2.5 miles**

**Carnival 2007 Summary: No Drownings!** We celebrated our success with all the lifeguards on Fat Tuesday night. Watched the most amazing sunset and lifted our beers to acknowledge our new friendships!

#### **Plans for the Future: Politicians and Carnival 2008**

In December, Pearce and Dunning met with Eddie Benton, the Ecuadorian Consulate General. Our goal was to seek full time wages for the Ecuador lifeguards. After an hour conversation, the Consulate General was satisfied with the merit of our mission and agreed to forward a letter on to the Governor of the state of Guayas. Within a week of this meeting, it was reported that the Ecuadorian lifeguards were receiving money from the Mayors office. We are very pleased with the government's support. Please note that the letter to the Governor had not been sent until after this good news. We will continue to press for long term support at the state and local level as well as continuing to work with the International Red Cross officials.

We have 9 lifeguards committed to help in Carnival 2008. The 8 Long Beach Lifeguards are Molica Anderson, Tyler Anderson, Paul Dunning, Nick Korsgaden, Marc Morimoto, Kelsey O'Donnell, John Pearce and Jared Vargas. Matt Shafer is a LA County lifeguard. This year's mission will include new guard training / rookie recertification followed by on the job training during Carnival 2008. The training will focus on beach entry using rescue boards and fins plus being assertive. Multiple victim rescues will also be emphasized as well as radio communication rules. Last month, Andres Altramirano, an Ecuadorian national, trained / recertified the new recruits / rookies on CPR and advanced first aid.

See **Exhibit E for Carnival 2008 Product Donations – Actual and projected as of the date of report.**

Page 23

## Budget: Sources and Uses of Cash

The public's generosity has been overwhelming. Tax deductible cash donations have totaled \$3,100. Here's is a recap:

Sources of Cash:	Cash Donations from Tom Hennessy 2/07 article:	\$2,000
	Cash donations after 2/07 article:	\$1,100
<b>Total Cash</b>		<b>\$3,100</b>
Uses of Cash:		
	Binoculars for Carnival 2007	\$180
Proposed Uses of Cash for Carnival 2008:		
	6 Pairs of Fins for Carnival 2008	\$162
	6 Two way waterproof Radios for Carnival 2008	\$500
	50 Uniform shirts for Ecuadorians guards and gifts	\$500
	30 Uniform Salvavida hats, baseball style	\$300
	Baggage costs for Rescue Boards @ \$75 each	\$300
	Extra baggage/transportation fees and 2 duffle bags	\$200
	6 Red fanny packs, waterproof, size to hold radios/CPR masks	\$ 55
	Project administration, postage + direct costs	\$150
	Boat Rental during Carnival 2008	\$200 *
<b>Total Uses and Proposed Uses of Cash</b>		<b>\$2,547</b>
<b>Proposed Cash Balance after Carnival 2008</b>		<b>\$553</b>

\* *Recent news from Playas indicates that the Navy may not allow us on their Navy boats during Carnival 2008. We will talk to the Navy commander. If we cannot persuade him to help, we are prepared to pay a local fisherman to operate a rescue boat for \$50 per day.*

The majority of the remaining \$553 will be used to purchase "Project Ecuador" T-Shirts with an estimated cost near \$500. These will be resold to the public via the Long Beach Lifeguard Association. All proceeds will be used to recoup our purchase costs and the markup will provide an additional \$500 in cash funds. The ending cash balance projected after all sales are complete will be close to \$1,000. (\$553-\$500 costs + \$1,000 sales = \$1,053).

We gratefully thank everyone that has contributed to Project Ecuador. With the support of volunteers, donors and the Long Beach Lifeguard Association the new "salvavidas" in Ecuador will continue to save lives for years to come.

***"We are here to develop this course because life is the most important issue" – John Pearce at a Dec 2006 Press Conference in Playas Ecuador.***

# EXHIBIT A

PLAYAS, ECUADOR

NOV / DEC 2006

## PRODUCT DONATIONS FOR LIFEGUARD ORIENTATION AND TRAINING

QTY	Item	Size	Donated to	Donated by
6	Salvavida Uniform Shirts	L	6 new lifeguards	LBLGA
18	Salvavida Uniform Shirts	XL	17 new lifeguards + A. Savinovich	LBLGA
5	LBLG Uniform Shirts	L	Gov't officials @ Press Conference	LBLG
5	LBLG Uniform Shirts	XL	Gov't officials @ Press Conference	LBLG
1	Panama Jack 'Lifeguards for Life' Shirt	L	To #1 Cadet: Marlon Oliivasa	LBLG
2	Blue Duffle Bags	S	To #2 and #3 cadets: Richard Escalante & Christian Morela	LBLGA
12	Speedos	34-38	To Cadets	Pearce/Dunning
2	Red Swim Trunks	34	To John Pearce and Paul Dunning	Kanvas by Katin
5 ind.	BZ Swim Fins	XL	Fundacion Intercontal Econatur	LBLG
2 ind.	BZ Swim Fins	M-L	Fundacion Intercontal Econatur	LBLG
2 ind.	Redley Swim Fins	L	Fundacion Intercontal Econatur	Pearce
4 ind.	Viper Swim Fins	L	Fundacion Intercontal Econatur	Dunning
3	Burnside Buoys		Fundacion Intercontal Econatur	LA County
3	Burnside Buoys		Fundacion Intercontal Econatur	LBLG
1	Peterson Buoy		Fundacion Intercontal Econatur	LA County
3	Cervical Collars	Short	Fundacion Intercontal Econatur	LBLG
20	Inflata-Shield		To Cadets	LA County
1	CPR training tool	Adult	On Loan ONLY	LBLG
1	CPR training tool	Child	On Loan ONLY	LBLG
7	Bottles Sunscreen		To Pearce, Dunning & Cadets	LA County
10	Buoy Key Chains	S	Gov't officials @ Press Conference	Dunning
14	LBLGA Pencils		To Cadets	Dunning
9	LBLG Service Sticker	Round	To Cadets	Dunning
5	LBLGA stickers	Square	4- to Cadets 1-Señora Esperanza	Dunning

## PRODUCT DONATIONS FOR LIFEGUARD ORIENTATION AND TRAINING

continued

QTY	Item	Size	Donated to	Donated by
2	California Lifesaving Association stickers	Square	<b>1-Commander of Black Berets 1-Elvis Tomala</b>	Dunning
\$150	Cash		<b>\$100 for extra Baggage cost \$50 for professional photos</b>	LBLGA
2	LBLG Hats	Red	<b>1- Military Base Commander 1- Señora Esperanza</b>	Pearce/Dunning
1	LBLGA Long Sleeve Shirt	XL	<b>Armando Savinovich</b>	Dunning

### GIFTS RECEIVED

1	Proclamation of Thanks		<b>To Scott Mitchell, President LBLGA</b>	Fundacion
1 each	Artisan; Last Supper, Vase, Lamp, key chains		<b>To LBLGA, Pres. VP and Board</b>	Fundacion
1 each	Artisan: carved ship, shell necklace, surfboard key chains		<b>John Pearce and Paul Dunning</b>	Fundacion
12	Ecuadorian Cigars		<b>Paul Dunning</b>	A. Savinovich

# EXHIBIT B

## 2006 TRAINING - DAILY WORK LOG

<b>SUNDAY 11/26/2006</b>	
MORNING	Departure. Ten hour flight (air time), stop over in Miami. Total transit time 14 hours.
NIGHT	Arrive in Guayaquil, Ecuador. Met by Senora Esperanza (Minister of Tourism for the state of Guayas and hotel / restaurant owner in Guayaquil and Playas) and Evelio Baquerizo (bi-lingual surf trip guide). Stay at Evelio's home on the Malecon. Election results final. Socialist Leftist, Dale Correa wins Presidential election. Fireworks and political rallies with no problems.

<b>MONDAY 11/27/2006</b>	
MORNING	Drive to Playas, ocean swim. Drive to Saraguro Military Base; 'Honor valor y Fuerza' with Savinovich & Esperanza. Meet the Military Commander, pass out business cards. Office very intimidating, but he has his big dog under his desk! The guy is ok!- we get the ok to use pool.
NOON	Lunch with Señora Esperanza Lopez, Armando Savinovich (Red Cross) and local officials at Hotel
AFTERNOON	Orientation Meeting - 9 cadets show up. Overview of training schedule and goals. Start time for Tuesday is 1pm. Confirmed with each cadet.
EVENING	Thinking, "what are we getting ourselves into??? What are we doing here???"
NIGHT	Dinner at Hotel Arena Caliente. Flur de Cana with Victor Lopez, hotel owner.

<b>TUESDAY 11/28/2006</b>	
MORNING	Breakfast at the hotel; 2 fried eggs, goat cheese, 2 buns, juice and café with milk. Review Fundacion Intercontal Econatur; Ministerio de Turismo legal documentation, content, signatures; validate..
NOON	Lunch at Hotel Arena Caliente. Fried fish over cabbage then covered with a rich sauce and a dozen shrimp with rice and fried plantations on the side!
AFTERNOON	Training 1-4pm; only 2 arrived on time. Thinking, "what's going on?" By 1:30, about 4 new guys showed up. Thinking, "let's go surfing!" All arrive by 1:45. This <i>is</i> Latin America! Rescue Buoy- hands on, wrapping. Timed wrap. 4 km run, 150 yard swim; water entry w/ high knees + dolphin techniques. Water entry speed test, 25 yds out. Pearce example of water entry "the wrong way" (1) buoy line detaches from harness upon first dive (2) trips at the very shallow drop off, falls down face first in 2 feet of water (twice)! Ended training with "uno, dos, tres" SALVAVIDAS!
EVENING	5PM Press Conference: Pass out business cards. Señora Esperanza,

	Foundation President-Introduction, reason for Foundation-lifeguards at Playas to save lives and improve the local economy. Comments by Mayor-Correa, Navy-Pincay, University President, Business Owners. Pearce/Dunning Introduced. Pearce speaks, "life is the most important issue". Cadets comment on why they want to be lifeguards. Toast to our success. Distribute LBLG shirts/stickers/key chains/pencils to officials and cadets. Photo shoot.
NIGHT	Dinner at Empanadas de Playas.(awesome food!) Military commander drives by and stops to ask us if we want a swim race challenge against his best guys! We say yes! Date & time set for Thursday at 10am

## DAILY WORK LOG

<b>WEDNESDAY 11/29/2006</b>	
MORNING	Breakfast at the hotel; 2 fried eggs, goat cheese, 2 buns, juice and café with milk.
NOON	Drive beach, get stuck 3 times. Map lifeguard towers; location and condition. Total area to lifeguard is 2.4 miles. Total 13 towers. Towers #1-4 are 12 feet high and approximately 1/8 mile apart spreading to 1/5 mile. Towers #5-13 are 6 feet high and consistently 1/5 mile apart. Off to the Military Base for a 1 mile swim workout; watch 2 enlisted men in short fist fight while 6 guards (with big guns) watch. The officer wins.
AFTERNOON	Training 2-5pm; Roll Call, most on time. Pearce notifies Armando Savinovich that his son, Paulo, cheated on yesterday's run. Threatened to kick him out. Training was in chaos. The Navy allowed us to have use of their 20' boat w/ a 75 hp outboard. The Navy skipper loaded 10 cadets (in lifejackets) and went out to sea. John and I are on beach. No way to communicate. The original intent was to review beach and rip tides. Capacity only 10, but we have 17 guys. Almost gets swamped by a big wave. Boat drops off cadets 500 yards off shore. Deep water Rescue training. 300 yard swim. Review buoy techniques; wrap, run, release, exchange, violent victim. Rescue buoy wrap for time; best time 7 seconds. Lecture on Playas beach currents, rip tides by local; Luis Salazar. Rescue to surf line 2 times. Rescue to deep water 2 times. 2nd time w/ fins. Stop training. Discipline cadets; Dunning say, "too long to rescue me". "I'm dead" Re-do Deep water rescue. Timed deep water rescue. Much improved! Made cadets hold their breath for their time compared to Dunning's rescue time of 1 minute, 6 seconds. Best cadet was 1:22, longest rescue time was 1:48. Ended with "uno, dos, tres.." SALVAVIDAS!
EVENING	Cervezas poolside.
NIGHT	Dinner at Armando Savinovich's home. He's a FINA aquatics official: (Swimming & Diving) Tuna in sauce with rice, beans and fried bananas. Received gift of Cruz Roja (Red Cross) Volunteer shirt. Reaffirmed his commitment to be "Chief" lifeguard.

<b>THURSDAY 11/30/2006</b>	
MORNING	Workout; weights (Pearce) run beach (Dunning) - Video Beach and Towers

NOON	Swim Race Challenge @ Military Base. Introduced to Special Forces - Black Berets (7). They want to join Lifeguard training. "OK!" Photo of Pearce and Dunning with Black Berets in fatigues and guns! They run around the compound then enter the pool to swim 50 meters. Upon exiting, they yell, "Mission accomplished officer!" We were not prepared to do training... no buoys... so, Dunning becomes the Drill Sergeant: 50 meter swim test, backstroke test, instruction on floating, kicking. Swim and dive test to find hat on bottom of deep end. Swim and dive test to pull Dunning off the bottom of the deep end. How to use international hand signals. Replicated buoy rescue by putting kickboard between legs, swim 25 meters to victim, hand kickboard (buoy) to victim. Swim for time. Dunning 13 seconds, Pearce 14 seconds. Their best guy was 14 seconds. Slowest guy 20 seconds. Ended with "uno, dos, tres.." SALVAVIDAS!
AFTERNOON	Late Lunch at Hotel Arena Caliente. Training 2-6pm. Roll call. Rescue buoy wrap for time. Rip Tide lecture and examples. Found rip tide. All went into rip. Experienced undertow. Long lecture on currents; how to use them, how to get out of them. Deep Water Rip Tide rescues. Pull victim to sand. Saddleback carry. Beach sprint run, 2km. Photo shoot on beach. Lifeguard coverage when tower empty/ guard on rescue. International hand signals. 1.5 mile run. Ended with "uno, dos, tres" SALVAVIDAS!
EVENING	Dinner at Hotel Arena Caliente. Flur de Cana with Victor Lopez and friend from Cuba.
NIGHT	Visit Norman Jarimillo, tourism official.

## DAILY WORK LOG

<b>FRIDAY 12/01/2006</b>	
MORNING	6:00 am attempt to go surfing / bodysurfing at Embigow. No surf. Return to hotel; sleep 2 more hrs. Article and photo in the National Ecuadorian newspaper, " <u>El Universo</u> ". Pearce and Dunning interviewed by radio station 105.5 Radio Costa; about 20 minutes long. Esperanza and Jarimillo interviewed too.
NOON	Lunch at Hotel Arena Caliente. Numerous phone calls to Sn Esperanza to get more interviews. Nearby cities want to meet Pearce / Dunning to create new lifeguard program at their towns; Libertad, Salinas, Montanita. Received letter from Cadet Francisco, on behalf of the entire training group, thanking us for the training and wishing that we will return again soon. Wow!
AFTERNOON	Training 2-7pm. Roll Call at the Hotel. 23 cadets! Mandatory attendance required today. CPR Training by Armando Savinovich - Red Cross Coordinator General, state of Guayas, Ecuador. Infant and Adult mannequin provided by LBLG on loan. CPR discussion and practical. Distributed "inflat-a-shield" to each cadet. Donated by LA County Lifeguards. First Aid review. Sunstroke, Heatstroke, Jellyfish. Lecture: Pearce, One page consolidation of facts: Duties of the Lifeguard, Basic Rules, Ethics, Signs of Danger. Then to the beach. Jog 1 mile. First beach day by Military. Run - Swim - Run. Best race yet. Pearce 2nd

	behind top Military guy. Everyone had all out effort. Reviewed buoy techniques, fastest water entry, dolphin, buoy exchange, tow victim to shore. 10 deep water rescues exercises. Simulated adjacent lifeguard coverage when middle tower on rescue. Photo shoot through out. Cadets wanted to continue beyond sunset. Ended with the best cheer! "uno, dos, tres.." SALVAVIDAS!
EVENING	Dinner at Hotel Arena Caliente. Flur de Cana with Victor Lopez and friend from Cuba. Surprise "thank you" party by cadets! All cadets (except Military) attended. Many heart felt words were exchanged. Tears had to be held back. Very moving. Our hearts were touched deeply. Champagne toast! Then we awarded the top 4 honors; #4 was Elvis (received LBLGA sticker), he was really #1 or #2, but his attendance was the only problem (school), Number 3 went to Christian (blue 'surf lifesaving association' bag), awesome attitude and great runner. Number 2 went to Richard (another blue bag) and the top Cadet was Marlon; top overall athlete, best attitude, funny guy (gay bar story). For this honor we presented the Panama Jack "lifeguard for life" shirt! The cadets said in English, "come back" when we gave final thanks. Very touching.
NIGHT	Take out cadets for beers. Marlon takes us to the hot spot (a gay bar)! Then the cadets start running away after we entered the doors! Funny stuff! Later meet up with military guys in the promenade. Explain to cadets the effects of beer and salt = foam!

## DAILY WORK LOG

	<b>SATURDAY 12/02/2006</b>
MORNING	Article and photo in the local Playas newspaper. Meeting @ 8am with Military Commander cancelled. Breakfast; fish soup. Pack.
NOON	Last day of training. Time 9-1pm. Roll call with all 23 cadets. Distributed one fin to each cadet. (Note: first time using fins for most these guys) Most fins sizes to big. Need Sm and Med next time. Timed water current. Entered at Tower #5, by the Cabanas. Surf was a modest 1 to 2 foot face and grew to 4' – 5' faces by tower # 12. <u>Final analysis: Side current strength is 1 mile in 40 minutes.</u> Reviewed findings with cadets, discussion, questions. Beach run 1 mile back to cabanas. Hot day! Rented 3 cabanas to get out of the sun. Busy day at the beach. Moderate crowds. Dunning spoke his inner thoughts of what is happening on the beach so the cadets can understand how a lifeguard thinks...: "little girls going into water, parent close by, now holding hands, ok... Another family entering water, must be tourists, they have new hats, must watch them closer,... child playing dead in the shallow water, (I hate that), keep eyes moving, two people down the beach wearing long pants, watch them ...." We observed a dark patch in the ocean about 2 miles off.... continued to watch, was it algae? It was the remains of a boat wreck with an oil spill, chunks of wood, rope, etc.. Gave the cadets buoys and had them inform the public of the pending danger. A one mile stretch of beach was cleared of swimmers within a few minutes. The cadets informed the public to move to the north where the water is not polluted. Amazing to watch them. They felt empowered and proved their ability to control the beach!!! Last final words of encouragement. Military

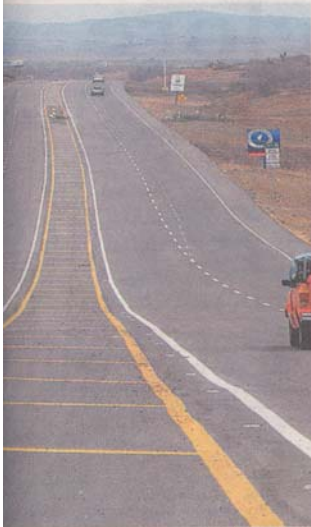
	<p>leader spoke very kind words. Friends forever and many thanks. Graduated the cadets. Gave them new T-shirts with a red cross on the front inscribed with "Salvavida" and large red letters on the back " SALVAVIDA". Shook their hand and congratulated them on their efforts! We had 24 shirts and 23 were given to the new Salvavidas and one to Armando Savinovich! One last cheer! "uno, dos, tres.." SALVAVIDAS! Perfect way to end the week of training!</p>
AFTERNOON	<p>Inventory of Lifeguarding equipment. Official transfer to Armando Savinovich. 6 Burnside Buoys, 1 Peterson Buoy. 13 individual fins. 3 short cervical collar braces and one large duffle bag to carry all equipment. Last lunch at Hotel Arena Caliente. Fried fish over cabbage then covered with a rich sauce and a dozen shrimp with rice and fried plantations on the side! Way too good!</p>
EVENING	<p>Off to Guayaquil. Stopped by Military Base to see Commander. Gave him red LBLG hat. He was overwhelmed with joy. Stayed at Victor and Esperanza Lopez's home. Tour of nice 3 story home next to airport. Victor has a recording studio in the home. They also have a restaurant next to the bus terminal for the airport, so they do very well. Went shopping at the artisan mall.</p>
NIGHT	<p>Final dinner in Guayaquil. Brother of Victor Lopez. Sangria, grilled steak, pork, tit, intestines, sausage with potatoes.</p>

	<b>SUNDAY 12/03/2006</b>
MORNING	<p>Breakfast at Lopez's airport restaurant. Fish soup, plantines, café with milk. Received "Proclamation" from Señora Esperanza. Gave her gift; red LBLG hat. She too was overwhelmed.</p>
NOON	<p>Flight home</p>
AFTERNOON	
EVENING	
NIGHT	<p>Arrive home</p>

# EXHIBIT C

Viernes 1 de diciembre del 2006

## naugura nta Elena



Archivo / EL UNIVERSO

La autopista Guayaquil-Santa Elena, cuenta con cuatro carriles.

alud y co millones de dólares. Los trabajos arrancarán en los primeros días de diciembre. El financiamiento de las labores se obtendrá de la Cuenta Especial de Reactivación Productiva y Social (Cereps).



## Estadounidenses capacitan a salvavidas del cantón Playas

PLAYAS, GUAYAS | NÉSTOR MENDOZA

Un grupo de voluntarios procedentes de Long Beach, California (E.E.U.U.), está en Playas brindando un curso de capacitación a 20 jóvenes que serán los futuros salvavidas de este balneario.

Los salvavidas John Pearce y Paul Dunning son los encargados de capacitar a los jóvenes en adiestramiento de salvamento en el mar.

Desde la semana pasada se encargan de la preparación física, informó Esperanza López de Saltos, presidenta de la Cámara de Turismo local, entidad que gestionó la venida de los extranjeros.

Playas tiene el problema de la falta de salvavidas, especialmente en la temporada alta de turismo, y aunque todos los años se firman convenios para que la Cruz Roja y la Marina se hagan cargo de la seguridad de los bañistas, las torres que pone la empresa pri-



Néstor Mendoza / EL UNIVERSO

PLAYAS, Guayas.- Autoridades cantonales hicieron la semana pasada la presentación de los capacitadores de salvavidas.

vada permanecen vacías, según se quejaron servidores turísticos locales.

La remuneración de los nuevos salvavidas se autogestionará con la empresa privada. El alcalde Rodrigo Correa se comprometió a ser el primer padrino y apoyar esta

iniciativa.

Invitó, además, a los jóvenes a fortalecer la Defensa Civil y Cruz Roja.

“Con este equipo que se está formando se dará un ambiente de seguridad y hospitalidad a los turistas”, enfatizó López.

### La próxima semana...

*Jingle Bells, Jingle Bells... la Navidad se acerca y hoy más que nunca debemos hacer que en nuestros hijos renazcan los valores que caracterizan a esta época.*

Valores  
de la  
Navidad



### El Universo, Dec. 1, 2006 PLAYAS IS FORMING A LIFEGUARD SERVICE

A group of volunteers from Long Beach, California (USA) are in Playas giving a course to twenty young men on how to become future lifeguards. The training was established by the Tourism Board. The lifeguards, John Pearce and Paul Dunning, are taking on the responsibility to teach them how to save lives in the ocean. Since last weekend, the young men have been preparing physically for the training stated Esperanza Lopez de Saltos of the Tourism Council of Playas. To date, Playas has no lifeguards, especially during the tourism season. The Red Cross and the Navy are in charge of the swimmers safety, however the Lifeguard towers remain empty. The new lifeguards will work for a private foundation. The Mayor, Rodrigo Correa, has promised to be the first official to support this effort. He also invites the young people from the Red Cross and the military to become lifeguards. Noted Senora Esperanza, “With this lifeguard service, we have formed an environment of safety and hospitality to the tourists.”

**Photo:** Authorities make a presentation on the lifeguard training and trainers.

# Salvavidas de Playas reciben capacitación

■ Buscan apadrinar a quienes trabajen en la seguridad del balneario



Néstor Mendoza  
Redacción Playas

■ Un grupo de voluntarios de Long Beach, estado de California (Estados Unidos), se encuentran en el cantón Playas para dictar un curso de capacitación a 20 jóvenes que serán los futuros salvavidas de este balneario. La capacitación es gestión de la Cámara de Turismo.

Los especialistas salvavidas John Pearce y Paul Dunning serán los encargados de entrenarlos en: adiestramiento de salvataje en el mar y preparación física, materia que reciben desde la semana pasada.

## Una medida oportuna

El proyecto ayudará a Playas a contrarrestar la falta de salvavidas especialmente en la temporada playera cuando el turismo aumenta considerablemente.

Servidores turísticos que omitieron su nombre denunciaron que aunque todos los años se firman convenios para que la Cruz Roja y la Marina velen por la seguridad de los bañistas, las torres que usualmente coloca la empresa privada para esta finalidad están siempre vacías.

La remuneración de los nuevos socorristas se autogestionará con la empresa privada, a fin de que los apadrinen.

El alcalde, Rodrigo Correa, comprometió al Municipio a ser el primer padrino y apoyar en todo a los nuevos guardianes de la playa.

Correa invitó a los demás



Los turistas tendrán más seguridad en el balneario de Playas con los nuevos salvavidas.

## ■ PIENSO QUE...



**JOHN PEARCE,**  
experto salvavidas  
"Estamos aquí para desarrollar este curso, porque la vida para nosotros es lo más importante".

jóvenes a fortalecer este equipo, que también lo integra la Defensa Civil y la Cruz Roja.

Con este grupo que se está formando se dará un ambiente de seguridad y hospitalidad a los turistas, enfatizó Esperanza López de Salto, presidenta de la Cámara de Turismo.

Ronald Benalcázar, Luis Eduardo Bravo, Líder Tumbaco y otros jóvenes que se preparan, dijeron sentirse muy orgullosos de ser salvavidas, pues con su trabajo se fortalece el turismo en el cantón.



Un grupo de 20 jóvenes están siendo entrenados como salvavidas, a fin de brindar seguridad a los turistas que vengan.

## Analizan ordenanza

El Comité Zonal de Playas, en sesión extraordinaria, analizará la propuesta de Ordenanza Turística, presentada por el Municipio local.

La ordenanza aportará con regular el área de playas y arena, las actividades a desarrollarse en el

cantón durante la temporada playera, encontrándose entre ellas: las deportistas, de comidas, alquiler de sillas y sombrillas.

El Comité Zonal está conformado por 35 organizaciones de prestadores de servicios turísticos que funcionan en el cantón.

## Playas Lifeguards Receive Training They work on the beach to insure your safety

A group of volunteers from Long Beach, California (USA), are in Playas giving a course to twenty young men on how to become future lifeguards. The training was established by the Tourism Board. The lifeguards, John Pearce and Paul Dunning, are training the new lifeguards how to perform rescue operations. The Red Cross and the Navy are in charge of the swimmers safety, however the Lifeguard towers remain empty.

## A great opportunity

The new lifeguards will work for a private foundation. The Major, Rodrigo Correa, has promised to be the first official to support this effort. He also invites the young people from the Red Cross and the military to become lifeguards. Noted Senora Esperanza, "With this lifeguard service, we have formed an environment of safety and hospitality to the tourists".

## Photos

**Top:** The tourists will have more safety in the swimming area at Playas with the new lifeguards.

**Bottom Left:** John Pearce stated, "We are here to develop this course because life is the most important issue."

**Bottom Right:** A group of 20 young men will be trained as lifeguards to bring security to the tourists that come.

# Local lifeguards set up training program in Ecuador

**JOSEPH SERNA**  
Staff Writer

When the Long Beach Lifeguard Association celebrated its 100th anniversary in August they had no idea two of their members were starting the life guarding tradition again thousands of miles away.

In Playas, Ecuador, a small coastal city, along the mouth of the gulf of Guayaquil on the western coast, Paul Dunning and John Pearce, 29-year veterans of the Long Beach lifeguards, were in the midst of a surfing trip.

Playa was their first, and ultimately only, stop in Ecuador.

While staying at a hotel owned by Esperanza Lopez, the president of Playa's tourism council, the two men struck up a conversation with a local about being lifeguards.

"We were told about the horrible drowning situation during tourist season," Dunning said.

Dunning remembers hearing something like one person a weekend drowning in Playa



**Long Beach lifeguards Paul Dunning (left) and John Pearce discuss training with Red Cross Official Armando Savinovich. (Inset) The cadets and officials in training.**

waters—the small city had no lifeguards.

With Dunning between jobs and Pearce having an extended vacation from his job as a paramedic in Pasadena, both had the time and experience to train Playa locals to save others' lives.

Within days, officials from the city of Playa, including the

mayor and the Red Cross were meeting with Dunning and Pearce to discuss training local residents to be lifeguards.

Three months later, at the end of November, Dunning and Pearce returned to Playa to train local volunteers.

"On the first day there were 10 [volunteers], the next day 12, and the next day 15," Dun-

ning said. "The people down there truly embraced us."

The two ended up instructing 23 men in total, most were between 18 and 23 years old.

The five-day training, which lasted between four and six hours each day, included beach runs, practice rescues and equipment orientation.

The Red Cross conducted the CPR training.

"This is a constant plan of action," Dunning said.

He and Pearce are planning a 10-day trip to Playa around Carnival weekend, a weekend-long celebration in February.

Dunning and Pearce have already recruited some of their lifeguard friends to join them for the spring trip, and are currently working with the lifeguard association to set up a nonprofit, special fund for their "sister city in Playa, Ecuador."

For more information, contact the Long Beach Lifeguard Association at (562) 438-5124.

## Local Lifeguards Share Expertise With Ecuadorian Town

By Heidi Hatch  
Staff Writer

What started as a simple surfing trip to Playas, Ecuador, last August transformed into a life-saving mission for two experienced Long Beach lifeguards.

While Paul Dunning and John Pearce were getting tours of the best surf locations from their tour guide, they noticed there were no lifeguards on the beach.

The head of Ecuador's Board of Tourism owns the hotel they were staying at, and disclosed there had never been any.

"They do have lifeguard towers, but they're empty," Dunning said. "It's a dangerous beach. When I went out to surf, I drifted one mile in 40 minutes. There's a strong side current that has a strong rip tide potential."

"They were told several drownings happen every year at the height of the tourism season, February through April.

"They asked if we could help. We didn't know what to do, we

were on vacation," Dunning said.

But after hearing the story of a little boy who was caught in a rip tide and drowned — along with his father, mother and two others who went out to try and save him — they couldn't say no.

"I felt something definitely needed to be done before the high season," Pearce said. "We knew we had to do something."

A meeting with city officials and the mayor of Playas ensued and the duo organized a November lifeguard training class they agreed teach.

"We solicited support," Dunning said. "We went back down to Ecuador and brought rescue buoys, uniforms, first aid kits, supplies, breathing masks. It was a boatload of stuff."

Because of their efforts, a foundation was created by local business owners to improve tourism in the region — specifically to help lifeguard efforts at Playas, Dunning said.

"The word got out. They (trainees) were made aware that there was a new lifeguard service," Dunning said. "We had young men who had water skills, and every day we had physical training and testing and taught lifeguard techniques."

By the end of the week, 23 new lifeguards were trained, including seven military men from Ecuador's Black Beret Special Forces unit.

"I drilled these guys hard," Dunning said. "It was a wonderful experience. It was a hugely successful trip."

The lifeguards are currently all volunteers, but Dunning said he is working for additional funding to get them pay. At this point in time, the volunteers are scheduled to watch the beaches during the most populous season, February through April. Pearce and Dunning plan to return to Playas in February.

"We'll be working and helping them make rescues," Pearce said. "They're new. It's on the job training and experience."

The two men are working with the Red Cross in Ecuador to implement a training program for new lifeguards, so the program can continue.

"My initial goal is to get bodies out there, and then to make sure it's ongoing," Dunning said. "My role is to create and implement and move on to another city."

The men have worked as lifeguards in Long Beach for 29 years, and are working through the Long Beach Lifeguard Association to get additional funding to the program. For more information, call 438-5124 or e-mail info@lblga.com and reference Project Ecuador.

# L.B. guards save lives in Ecuador

It was to be a surfing vacation, the kind of carefree jaunt that evokes songs by the Beach Boys.

Paul Dunning and John Pearce would be surfin' Ecuador.

"We started in Guayaquil," says Dunning. "The first beach location after that was Playas. We stopped there to see if the surf was up." It was.

Playas is a coastal town of about 30,000. During the height of the tourist season, its beach resembles the one at Amityville, the fictional "Jaws" locale. Bathers bob up and down on inflatable rafts. Children dart past cabanas and beached fishing boats.

"It's a very popular place," says Dunning. "All the locals go to the beach by bus. Few people there have cars."

Now, however, it was August — and relatively quiet.

## Kindred spirits

They checked into a beachfront hotel, and soon found they shared a macabre mutual interest with its owner. Drowning.

Fifteen to 20 people a year drown at Playas, Esperanza Lopez told them. Recalls Pearce, "She told of one recent six-week stretch in which one person drowned every Sunday."

What made the subject of

special interest to Lopez was the fact that she heads up the local tourist board. What made it especially interesting to Dunning and Pearce was their avocation.

They are Long Beach lifeguards.



**TOM HENNESSY**

## Perilous place

Two things caught their attention. The first was the rip tide off Playas. "We went body surfing," says Dunning, "and discovered that we had traveled one mile in 42 minutes."

Lopez told them about a little boy who drowned in the rip tide. His parents also drowned trying to save him. Two other people, would-be Samaritans, also drowned while trying to effect a rescue.

The second item to catch their attention was the fact that Playas had no lifeguards. Not even, they learned, during the tourist season. There were lifeguard towers, but it seems they had never been used.

After learning her guests were lifeguards, Lopez asked if they could do something about the situation. Says Pearce, "We just knew we had to help."

They met with local officials, developed a plan to train lifeguards, and returned in November to Playas. Ten recruits were waiting. Others joined. Within a week there were two dozen, ages 18 to

23. Among them were seven military members of Ecuador's Black Beret Special Forces unit.

Designed by the Long Beachers, the designer course ran five days, four to six hours a day. The recruits exercised, learned the rudiments of rescues and were given orientation in the use of lifesaving equipment.

With no money available to fund such a program, the trainees received no compensation save for breakfast and lunch provided by Lopez at her hotel.

When the Californians again left for home, Playas had 23 lifeguards, and Esperanza was more or less in charge of the program. "Without her support, things would fall apart," says Pearce.

## Early rewards

Since returning to Long Beach, the local lifeguards have heard of several rescues at Playas, including one in which a lone lifeguard, trained by the North America visitors, rescued a mother and her two children from the perilous rip tide.

"This leaves us with an incredible feeling," says Dunning. "The thought of that happening several thousand miles away is awesome."

There is more. They leave again for Playas Feb. 15, this time with a third Long Beach lifeguard, Tony Gentile. With them will be gifts for the new Playas guards: binoculars,



Long Beach lifeguards John Pearce, left, and Paul Dunning arrived in the town of Playas, Ecuador, to find a beach with dangerous rip tides and no guards to protect swimmers. The two created a training program for local lifeguards.

Special to the Press-Telegram

rescue buoys for pulling victims through the water, and uniforms.

"The uniforms will have a twofold purpose," says Pearce. "They will enable people to identify them as lifeguards. Second, they will be good for morale; setting them up as a tight-knit unit."

All the material has been donated by people in the Long Beach area.

The Long Beach lifeguards hope this is but a beginning. Some of the lifeguard platforms need work, and Pearce says they would like to build a lifeguard headquarters on the beach, near where the rip tide is strongest.

To realize these long-range dreams and to provide more equipment, Dunning says the lifeguards could use donations, which, he adds, are

tax-deductible. Checks may be sent to: Long Beach Lifeguard Association, P.O. Box 3180, Long Beach, CA 90803.

Meanwhile, a letter of gratitude, signed by several officials from the Playas area, has been sent to the Long Beach lifeguards. In part, it says:

"We are now able to rely on lifeguards to protect our waters, thanks to your noble gesture of being concerned about the lack of protection of human life. ... In gratitude, we give to you, our North American brothers, the key to our city, and we invite you to continue our brotherhood as we move forward."

Tom Hennessy's viewpoint appears Sunday, Tuesday, Thursday and Friday. He can be reached at (562) 499-1270 or by e-mail at Scribe 17@mac.com

Las batanas, pinitas, diademas y palmeritas no pasan de moda. Estos tipos de trenzas marcan el ritmo en la playa. Es por eso que decenas de mujeres, especialmente, recorren las playas para ofrecer uno de estos peinados a costos que van desde los cinco dólares. Y en la temporada no pueden faltar los tatuajes fijos y temporales. Por eso hombres y mujeres buscan en estas tierras a los artistas que los elaboran.



**SALINAS, Guayas.** Las trenzas no pasan de moda en la playa.



**SALINAS, Guayas.** Víctor Orrantía dibuja un tatuaje temporal en la espalda de Juan Zambrano. Su costo va desde los \$ 5.



**SALINAS, Guayas.** Los shorts que hacen juego con el modelo de brassier están entre los preferidos por las chicas.

## General Villamil vive jornada de esparcimiento

### Plan para turistas.

NÉSTOR MENDOZA  
PLAYAS, GUAYAS

John Pearce, Paul Dunning y Tony Gentile, expertos salvavidas de Long Beach (California, EE.UU.), ya están en Playas para reforzar y vigilar el desem-

peño de sus diez colegas que ellos estrenaron hace dos meses y que ahora son responsables de la seguridad de cientos de bañistas.

Este equipo es parte del contingente de apoyo montado por el Comité cantonal de Seguridad para controlar el orden y la delincuencia, a fin de dar seguridad a los turistas. El plan involucra a la Policía, Fuerzas Ar-

matadas, Marina, Comisión de Tránsito, Cámara de Turismo, Cruz Roja y otras entidades.

El alcalde Rodrigo Correa indicó que, además de la seguridad, se cubrirán los servicios básicos a los casi cien mil visitantes que vienen en carnaval, según estimaciones de la Asociación de Hoteleros.

Desde el viernes en la tarde las reservaciones hechas en los

hoteles comenzaran a ser ocupadas por los centenares de turistas que empezaron a llegar en transportes públicos y privados. Pero no todos arriban a estos establecimientos, algunos como Juan Matamoros prefieren buscar a la familia o amigos que tienen casas en el balneario para ahorrarse el hospedaje.

"En comida sí gastamos", señaló Pedro Castro, quien llegó a

casa de un pariente el viernes en la noche.

En otro escenario, los comerciantes informales y las autoridades de control mantienen una constante lucha, los primeros tratando de evadir a la policía metropolitana que mantiene una campaña contra los tarrineros y vendedores que no tienen permiso, y los otros porque se respeta el plan de Temporada 2007, que establece varias prohibiciones.

La intendencia emprendió

una campaña contra las carpas cerveceras y quioscos ubicados en el malecón que mantengan sus equipos a alto volumen.

"Hay quejas de los turistas que se hospedan en los hoteles de la zona.. Los locales que no mantengan un volumen bajo serán clausurados", refirió el jefe político, Jorge Palacios.

Hoy está prevista la presentación de grupos musicales y artistas en el malecón. Entre ellos, el puertorriqueño Maelo Ruiz y la orquesta Galé.

### General Villamil (formal name for Playas) Ready for Carnival Plan for the Tourists

John Pearce, Paul Dunning, and Tony Gentile, expert Lifeguards from Long Beach, California, USA are in Playas to train new Lifeguards to protect hundreds of beachgoers.

This team is part of a contingency of help organized by the local government to help guard the lives of tourists. They are part of a plan that also involves the help of the Police, Navy, Transportation Commission, Chamber of Tourism, the Red Cross and some other entities.

The Mayor, Rodrigo Correa, indicated that besides security, these groups will also provide other basic services for the close to 10,000 visitors (estimated by the Hotel Association) that come for Carnival.

Since Thursday afternoon, reservations for hotels have been made and hotels are already being occupied by the thousands of people arriving by public and private transportation. But not everyone is staying in these hotels, such as Juan Matamoros. He prefers to look for his family or friends who have other places to stay on the beach.

In a different arena, the street merchants and authorities are constantly battling as illegal merchants try to evade the local police. The police are trying to enforce a plan for the Tourist Season that prohibits unlicensed vendors to sell their products.

There is also a problem with noise from the beer vendors that are on the sidewalks. Often they keep their music at a high level which bothers some tourists.

"There are some tourists who are staying in Hotels where there are vendors with loud music which causes problems and these offenders will be cited" stated chief politician Jorge Palacios.

Today is the concert in the carnival zone of the beach. Some of the groups to be performing are the Puerto Rican Maelo Ruiz and The Gale Orchestra.

# Salvavidas en un simulacro

Finalizó preparación emprendida por Cámara de Turismo de Playas



**Néstor Mendoza**  
Redacción Playas

Con un simulacro de emergencia finalizó la preparación del primer grupo de 12 salvavidas, organizado por la Cámara de Turismo de Playas.

John Pearce dio la voz de alarma cuando avistó que Jéssica García se estaba ahogando, enseguida el salvavidas Luis Arteaga, con boya en mano se lanzó al mar y rescató en dos minutos entre el aplauso de los bañistas que observaban el simulacro.

Así el grupo de salvavidas demostró que está debidamente entrenado para rescatar a las personas del mar cuando se están ahogando. Este curso forma parte del programa de presentación oficial.

Doce de veinte jóvenes re-



NÉSTOR MENDOZA

En un simulacro, Jéssica García recibe respiración de un salvavidas, luego de ser rescatada en el mar.

clutados pasaron la prueba para ser salvavidas y recibieron, desde noviembre, entrenamiento físico, por parte de expertos de Long Beach de Estados Unidos y la Armada del Ecuador.

"Ya han hecho sus primeros rescates" aseguró la presidenta de la Cámara de Turismo capítulo Playas, Esperanza López de Salto, gestora de la creación de este grupo de rescate.

## BAJO LA LUPA

### Certificados

La Cámara de Turismo entregó certificados de aprobación del curso a los salvavidas y placas de reconocimiento a los instructores de Estados Unidos. Además la hostería Bellavista instalará 10 torres de vigilancia, de acuerdo a un convenio firmado con la Cámara.

Super Diario Familiar  
February 26, 2007  
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Lifeguards in a simulation

Finalized preparation enacted for the Playas Chamber of Tourism

The simulation of an emergency has completed the training of 12 lifeguards who were organized under the Chamber of Tourism of Playas. John Pearce gave a voice of alarm when he advised that Jessica Garcia was drowning. Immediately Lifeguard Luis Arteaga, with his rescue buoy, rescued the victim within 2 minutes to the applause of beachgoers observing the simulated event.

Thus, the group of lifeguards demonstrated their ability to rescue swimmers when they are drowning in the ocean. This demonstration was part of the official

presentation of the lifeguard program. 12 out of 20 young recruits passed the program to become lifeguards. Since November, the candidates received training from lifeguards from Long Beach, USA. They have made their first rescues" stated the president of the Chamber of Tourism of Playas, Esperanza Lopez.

# EXHIBIT D

**PLAYAS, ECUADOR**

**FEB 07**

## PRODUCT DONATIONS FOR CARNIVAL 2007

<b>QTY</b>	<b>Item</b>	<b>Size</b>	<b>Donated to</b>	<b>Donated by</b>
6	Burnside Buoys - new		<b>Fundacion Intercontal Econatur</b>	Dunning
2	Burnside Buoys - new		<b>Fundacion Intercontal Econatur</b>	Marine Rescue Products
1	CPR dummy/supplies		<b>Fundacion Intercontal Econatur</b>	Red Cross - LB
2	First Aid Bags/supplies		<b>Fundacion Intercontal Econatur</b>	Red Cross - LB
	First Aid Supplies		<b>Fundacion Intercontal Econatur</b>	Bound Tree Medical
50	Uniform T-Shirts		<b>To Ecuadorian Lifeguards</b>	Wet Paint
25	Salvavida Hats		<b>To Ecuadorian Lifeguards</b>	Wet Paint
4 ind.	Viper Swim Fins	L	<b>Fundacion Intercontal Econatur</b>	Dunning
2 ind.	Churchill Swim Fins	L	<b>Fundacion Intercontal Econatur</b>	Pearce
6	Cobra 2 way radios		<b>Fundacion Intercontal Econatur</b>	Dunning
6 ind.	Viper Swim Fins	M	<b>Fundacion Intercontal Econatur</b>	Viper Swim Fins
75	Red Lifeguard trunks		<b>Fundacion Intercontal Econatur</b>	USALifeguard.com
30	Bikinis - "lifeguard"		<b>Fundacion Intercontal Econatur</b>	USALifeguard.com
7	Bottles Sunscreen		<b>To Ecuadorian Lifeguards</b>	Pearce/ Dunning

## GIFTS RECEIVED

2	Thank you plaques		<b>Paul Dunning and John Pearce</b>	Fundacion
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# EXHIBIT E

## PLAYAS, ECUADOR

FEB 08

### PRODUCT DONATIONS FOR CARNIVAL 2008

*Actual and projected as of date of report*

QTY	Item	Size	Donated to	Donated by
6	Burnside Buoys		<b>Fundacion Intercontal Econatur</b>	Long Beach Lifeguards
6	Peterson Buoys		<b>Fundacion Intercontal Econatur</b>	San Clemente Lifeguards
6	Burnside Buoys		<b>Fundacion Intercontal Econatur</b>	Huntington State Beach Lifeguards
2	Rescue Boards	11 feet	<b>Fundacion Intercontal Econatur</b>	Long Beach Lifeguards
2	Rescue Boards	11-12 feet	<b>Fundacion Intercontal Econatur</b>	<b>Crystal Cove and Huntington State Lifeguards</b>
12	CPR Masks		<b>Fundacion Intercontal Econatur</b>	Long Beach Lifeguards
20	Bottles Sunscreen		<b>Fundacion Intercontal Econatur</b>	Long Beach Lifeguards
3	Rescue Board Travel Bags	11-12 foot	<b>On loan</b>	Tim O'Toole, Dunning, Pearce
1	Rescue Board Travel Bag	11 feet	<b>Fundacion Intercontal Econatur</b>	San Clemente Lifeguards
6	2 way radios – not waterproof		<b>To Ecuadorian Lifeguards</b>	Andres Altramirona
50	Deep Discount Uniform T-Shirts		<b>To Ecuadorian Lifeguards</b>	Wet Paint
30	Deep Discount Salvavida Hats		<b>To Ecuadorian Lifeguards</b>	Wet Paint

### GIFTS RECEIVED

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