



**RICHARD N. SLAWSON**  
Executive Secretary

# *Los Angeles / Orange Counties Building and Construction Trades Council*

*Affiliated with the Building & Construction Trades Dept., AFL-CIO*

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**August 19, 2008**

**Surf Industry Manufacturers Association  
8 Argonaut, Suite 170  
Aliso Viejo, CA 92656**

**Re: SIMA Sponsored Misinformation on SR 241 – Consumer Retail  
Purchases of Surf Apparel Eliminating Jobs and Harming Regional  
Economic Growth**

**Dear Surf Industry Manufacturers Association:**

The Los Angeles/Orange Counties Building and Construction Trades Council represents affiliated construction Unions who membership exceeds 130,000 Craftsmen and Women in the Construction Industry.

On behalf of all affiliated Craft Unions/Councils of the Los Angeles/Orange Counties Building and Construction Trades, we request that SIMA correct the public record and halt its sponsorship of groups such as Sierra Club's Friends of the Foothills and the Surfrider Foundation, who are actively engaged in a misinformation campaign against the completion of State Route (SR) 241.

According to your web site, a SIMA fundraiser is currently scheduled for August 21<sup>st</sup>-22<sup>nd</sup> at the St. Regis Resort in Monarch Bay to raise hundreds of thousands of dollars for a variety of environmental causes. A significant portion of these proceeds will be used by two recipient organizations "exclusively for litigation and legal activities battling the expansion of the 241-toll road" and "dedicated to the fight to save Trestles."

Money and support provided by SIMA members like *Billabong, Hurley, Nixon, O'Neill, Quiksilver, VANS* and *VOLCOM* is being utilized by activists to continually mislead the public about the SR 241 project and the impact on surfing resources at San Onofre State Beach and Trestles. We value integrity in public debate and recognize differences of opinion. However, our members will not continue to support companies who knowingly sponsor groups who seek to lie or misinform the public.

Profits from your member companies are being used in a misinformation campaign to eliminate our members' jobs, harm our region's economic growth and reduce coastal access for our working families.

The fundraiser you are holding this week to benefit anti-toll road activists on August 21<sup>st</sup>-22<sup>nd</sup> causes us great concern. It raises a serious question whether or not the hundreds of thousands of labor families in southern California should continue to enrich SIMA member companies with retail purchases of surf apparel that is in-turn being used to harm our future.

To protect the integrity of the public debate, SIMA should take immediate action to publicly address the ongoing misinformation about the road's alleged impacts on the surfing resources of San Onofre State Beach and the Trestles surf break; and take immediate action to disqualify both of these organizations from receiving new grants in 2008 if they cannot pledge to tell the truth.

Please let us know ASAP if SIMA intends to continue to raise and provide funds to misinform the public about Trestles.

Sincerely,



Jim Adams,  
Council Representative