

National Safe Boating Council
Report to USPS Governing Board Meeting ~ Annapolis, MD ~ 13 Sept 2014
31 January ~ 13 September 2014 Activities
P/R/C Joyce F. Shaw, AP, NSBC Past Chair, USPS Rep to NSBC

The National Safe Boating Council (NSBC) Board of Directors and Staff bring greetings to you. The NSBC is a coalition of approximately 330 member organizations who support the mission to *advance and promote a safer recreational boating experience through education, outreach and training*. Membership is open to non-profit and commercial organizations, state and local marine enforcement and boating safety agencies, and individuals that share an interest in recreational boating safety. In support of member organizations, the focus of NSBC is to provide safe boating materials, resources, tools, creative messages, training of instructors, education, and to lead the annual safe boating awareness campaign.

NSBC LEADERSHIP

NSBC Board representation reflects 13 major national recreational boating safety organizations. Members of the 2014 NSBC Board of Directors currently include: **Chris Edmonston**, *Chair* (BoatU.S. Foundation); **Joyce Shaw**, *Past Chair* (US Power Squadrons); **Richard Moore**, *Vice-Chair* (Florida Fish & Wildlife Conservation Commission); **Chris Stec**, *Treasurer* (American Canoe Association); **Betsy Woods**, *Secretary* (Tennessee Wildlife Resources Agency); *Members-at-Large*: **Matt Gruhn** (Marine Retailers Association of the Americas), and **Pam Doty** (US Army Corps of Engineers). *Ex-officio Organizational Representatives* include **Joe Carro** (USCG Division of Boating Safety), **Larry Bowling** (National Transportation Safety Board), **Brian Westfall** (National Water Safety Congress), **Jean Murray** (Canadian Safe Boating Council), **Herb Angell**, *President*, and **John Johnson**, *Executive Director* (National Association of State Boating Law Administrators), and **Sarah Ryser** (National Marine Manufacturers Association). Staff members include Rachel Johnson, CAE, *Executive Director*, Fred Messmann, *Deputy Director*, Sheila Chappell, *Office Manager*, Yalda Moslehian, *Communications Coordinator*, Sandy Smith, *Financial Officer*, and Emily King, *Training Director*.

The flow of information between these leaders and their parent organizations provides valuable insight and perspectives to the deliberations of the NSBC Board. In addition, NSBC leadership participated in meetings of the American Boating Congress, BSAC, the National Park Service, PFDMA, and NASBLA.

OFFICE RELOCATION

It was an exciting and busy spring in Manassas with the relocation of the NSBC Headquarters to a new “store-front” location. The physical and mailing address for the new location is: National Safe Boating Council

9500 Technology Dr., Ste. 104
Manassas, VA 20110
703.361.4294
office@safeboatingcouncil.org;

The official move took place in April 2014. Please drop by for a visit, if you are in the area.

MEETINGS

Meetings of the NSBC Board and Membership since the January 2014 USPS Annual Meeting include:

- The **NSBC Spring Board of Directors and General Membership Meetings** were held at the **18th International Boating and Water Safety Summit (IBWSS)** in Nashville, TN. Future Summits are scheduled for 29 March – 01 April 2015 in Sandestin, Florida, and 6 – 9 March 2016 in San Diego, California. For complete details and registration opportunities, visit www.ibwss.org.
- The annual **Congressional Reception** took place on Capitol Hill 15 May 2014 in conjunction with *North American Safe Boating Week*. Confluence Awards encourage and recognize government officials and others in public service to use their positions of prestige and responsibility to work for legislation, laws and regulations to promote boating safety. The event is co-sponsored by NSBC and NASBLA and was attended by more than 100 people.

- The **NSBC Summer Board of Directors Meeting and Strategic Planning Workshop** were held via Webinar 30 ~ 31 July 2014.
- The **NSBC Life Jacket Wear Rate Tiger Team Workshop** was held in Arlington, VA at BoatU.S. Headquarters. 22 national leaders representing 20 boating safety advocate organizations attended the workshop to review the 2014 campaign, chart a course of action for the 2015 Campaign, and to formulate recommendations to present to the US Coast Guard.

Contact NSBC Headquarters at office@safeboatingcouncil.org for approved Minutes from any previous NSBC Meetings.

INTERNATIONAL BOATING AND WATER SAFETY SUMMIT (IBWSS)

The 18th Annual IBWSS was held in Nashville, Tennessee, 14 – 18 April 2014. Co-sponsored by NSBC and National Water Safety Congress (NWSC) through a USCG Grant, the four-day event features a variety of guest speakers, workshops, on the water activities, educational opportunities, and the most up to date information related to recreational boating topics. The NSBC and NWSC are grateful to all sponsors, advertisers and partners, exhibitors, attendees, USCG, and to all individuals who worked to help make this event a success. For pictures and more information, visit www.ibwss.org. Future Summits are scheduled for 29 March – 01 April 2015 in Sandestin, Florida, and 6 – 9 March 2016 in San Diego, California.

2013 NORTH AMERICAN SAFE BOATING CAMPAIGN - AWARDS

17 May 2014, 6,973 people gathered at 175 events held in nine countries to set a new world record for the number of participants who either inflated their life jacket or wore an inherently buoyant life jacket. The annual event, hosted by the National Safe Boating Council (NSBC) in partnership with the Canadian Safe Boating Council (CSBC), served as the kickoff to the 2014 North American Safe Boating Week 17 - 23 May. The purpose of the event was to heighten awareness of inflatable life jackets and life jacket safety. The next “*Ready, Set, Wear It!*” *Life Jacket World Record Day* (RSWI) will be held 16 May 2015, and *Wear Your Life Jacket to Work Day* will take place 15 May 2015.

RSWI was only one facet of this award-winning campaign. The [National Safe Boating Council](#) (NSBC) and agency partner [Paul Werth Associates](#) recently clinched eight awards for integrated communications efforts on behalf of the [North American Safe Boating Campaign](#). This yearlong campaign promotes safe and responsible boating and the value of voluntary life jacket wear by recreational boaters through the national theme, *Wear It!* Awards earned include:

- **Communicator Silver Award of Distinction** for Not-for-Profit Integrated Campaign
- **Hermes Creative Gold Award** for PR Campaign
- **PR Daily Award** for Best PR Campaign Honorable Mention (Non-Profit Awards)
- **PR Daily Award** for Best Traditional Nonprofit Campaign
- **PR Daily Award** for Best Infographic
- **PRSA Bronze Anvil** for Best Non-Profit Media Relations Campaign
- **VEMA Award** for Film/Video/TV Production for the *Wear It!* PSA
- **VEMA Award** for Design/Print for the *Wear It!* Infographic

The campaign continues to spread worldwide, and is now active in several countries including Japan, Australia, Finland, UK, Brazil, Mexico, Kenya, Nigeria, South Korea, and Canada.

CONTEST / GRANT

Among the many benefits and opportunities NSBC offers its member organizations, the Council partners with member organizations to offer an annual award and a grant. These opportunities recognize individuals and organizational partners in the boating community that create innovative programs designed to improve boating education and raise awareness of recreational boating safety-related issues.

BoatU.S. Foundation Boating Safety Youth Program Award (BSYPA): BoatU.S. Foundation, patron level member of NSBC, sponsors the BSYP Award. The program provides a vehicle to recognize individuals and organizations that have developed and successfully implemented innovative boating education programs directed at youth, aged 18 years or younger, and address issues and concerns of national interest. Selection priority is given to unique or creative programs that promote a primary goal of increasing boat safety and safety awareness. The *BSYP*

Award is awarded annually; the winner receives a cash prize of \$2,500 and a commemorative trophy. The award package includes an expense-paid trip for a representative from the winning program to attend the *IBWSS* to receive their award. Time is scheduled at the Summit for the recipient to present a 45-minute workshop about the award-winning program. Applications for the *BSYP Award* are due no later than December 31 of each calendar year. Thank you to BoatU.S. Foundation for its continuing generous sponsorship of this award.

OMC Foundation “Take ‘Em Boating” Grant Program: The purpose of the “*Take ‘Em Boating*” Grant is to promote and develop interest in boating for future generations. Funded by an initial grant from the Outboard Marine Corporation Foundation, the OMC Foundation “*Take ‘Em Boating*” Grant program seeks to continue the legacy of former employees by promoting interest in boating safety, environmental awareness, and the marine industry. The “*Take ‘Em Boating*” Grant encourages organizations to develop creative and innovative programs to get kids into boats and on the water, and to demonstrate benefits of water-related activities. This annual \$5000 grant helps to promote the future of the marine industry through environmental education, safety awareness and boating enjoyment. Applications from nonprofit organizations, companies and agencies are accepted each calendar year between October 1 and December 31. The grant winner is announced in early spring.

GRANTS

Work continues on 2014 grants including *North American Safe Boating Campaign (“Wear It!”) Grant*; *Cooperative Efforts Grant*; *Navigation Rules, Part II*; and *Instructor Close Quarters / Open Water Boat Control Grant*. 2015 Grant Applications were submitted to USCG for Consideration in January. NSBC received word in July that three of those applications were approved for 2015: *North American Safe Boating Campaign (“Wear It!”) Grant*, *Saved by the Beacon Grant*, and *Instructor Close Quarters / Open Water Boat Control Grant*.

PRODUCTS AND SERVICES

- **TRAINING:** NSBC partners with NASBLA to provide instructor candidates with the proper interpretation of each of the National Boating Education Standards when teaching the basic boating safety course content. The Boating Safety Instructor Training Course has produced hundreds of qualified and capable boating education instructors who in turn have taught others in their states and organizations. Other training opportunities offered by NSBC include the **Close-Quarter Boat Control Course**, the **Open Water Boat Control Course**, **Instructor Boat Control**, and the **Marina PRO Training**.
- **Recreational Boating Safety Instructor Network (RBS In Network):** *RBS In Network* is a web-based data base and the place to go for boating safety instructional support needs. *RBS In-Network* www.BoatingInstructorNetwork.com provides an online forum to exchange information regarding effective teaching techniques, products, audio visual tools, and other resources used in both formal and informal boating safety programs. *RSB In Network* is also a place where agencies, organizations, and companies can connect with experts when they need to conduct programs and fulfill training needs in their locations. *RBS In-Network* is linked within the National Safe Boating Council’s existing web site safeboatingcouncil.org, but also has its URL address, www.BoatingInstructorNetwork.com. With startup support provided by partner and NSBC member Walsh Marine, NSBC is proud to work with USPS and other member instructors on this exciting on-going project.
- Products for free and for sale to our members include the very popular Instructor Kits, Boating Safety Sidekicks books, DVD, and tattoos for young boaters, *Saved by the Jacket* book, and an OUI Stressors video. The NSBC will be opening its own online store within the next few months.

USEFUL WEBSITES AND CONTACT INFORMATION

- **National Safe Boating Council (Main site):** www.safeboatingcouncil.org
- **Boating Safety Sidekicks:** www.boatingsidekicks.com
- **North American Safe Boating Campaign:** www.safeboatingcampaign.com
- **Ready, Set, Wear It!** <http://www.readysetwearit.com>
- **North American Safe Boating Campaign contest “Fun in the Sun,”** <http://www.safeboatingcampaign.com/camp-share>
- **Boating In-Network:** www.BoatingInstructorNetwork.com
- **Navigation Rules Awareness: BoatOnCourse.com**
- **International Boating and Water Safety Summit:** <http://ibwss.com>
- **Office Contact:** Phone (703) 361-4294; e-mail office@safeboatingcouncil.org

- You may also find us on Facebook, You Tube, Pinterest, and Twitter where people every day are sharing information on boating safety.

With a mission *to enhance the safety of the recreational boating experience through education, outreach and training*, the National Safe Boating Council welcomes the opportunity to assist Squadrons and Districts to develop, encourage, and recognize projects that demonstrate our mutual commitment to increase boating safety on our nation's waterways.

Respectfully submitted,
P/R/C Joyce F. Shaw, AP
USPS Representative to NSBC
NSBC Chair