



■ congratulations to the National Safe Boating Council on **50** Years

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ABOUT THE COVER

Established in 1958, the National Safe Boating Council is foremost coalition for the advancement and promotion of safe boating. Its mission is to enhance the safety of the recreational boating experience through education and outreach.

Photo courtesy U.S. Coast Guard

SCA

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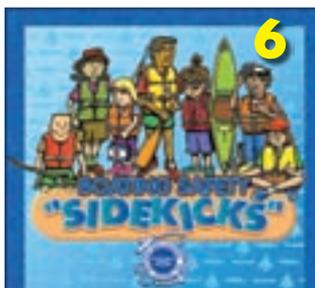
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Partnerships Serve as Association's Keystone



John Fetterman
NASBLA President

Partners. Partnerships. Partnering? Was “partnering” a verb when we were kids? We don’t think so, but it certainly is today.

But more than that, “partnering” is an action verb. Or at least it should be, if you’re doing it right. In this issue of *Small Craft Advisory* you will find a great article from Virgil Chambers on the nature of “partnering” and, more importantly, the nature of the partnership between NASBLA and the National Safe Boating Council (NSBC). We encourage you to read it.

Virgil is NSBC’s executive director and a longtime friend of NASBLA and the boating safety community. This year is the 50th anniversary of the National Safe Boating Council, and to help them commemorate this momentous occasion, NASBLA is devoting most of this issue to NSBC, and as Virgil has so well defined, the partnership that has existed between these two organizations for the last five decades. Together, along with many other stakeholders in the boating community, we believe we have made a difference – a very positive difference – in the lives of recreational boaters and in the quality of the boating experience itself.

We have more to say about the relationship between NASBLA and NSBC and how it benefits recreational boaters, but before we go any further with that story, we want to say a few words about what we mean by “we.” For the last couple of years, the authorship of this column has been a joint venture between the NASBLA President and the Executive Director. In many ways, we believe this collective effort on our part typifies the kind of street-level partnerships that we see throughout our organization, and one in which we are particularly proud.

The day-to-day work that is shared by these two positions is a reflection of the larger relationship between our executive board and our professional staff and, by extension, the relationship between the membership, the

board and the staff. These three elements of our internal partnership have a shared vision for NASBLA that has grown out of and been shaped by the association governance model the board and members have adopted over the last few years.

Bringing this vision to fruition is both challenging and rewarding, and it is the collective responsibility of our internal partners including the members, the elected leadership and the staff. NASBLA employees take pride in building strong relationships with our members and in leveraging those relationships to turn our members’ program and professional development needs into reality. At multiple points throughout the year, but particularly at the spring BLA workshop and the NASBLA annual conference, our core members – the boating law administrators – are polled regarding their preferences on association policies, products and services. Our staff and executive board use this input to define and refine the strategic objectives that drive our annual association-wide workplans.

NASBLA is a member-driven organization and, as such, everything we do is intended to reflect the mission, goals and objectives articulated by our members. We think one of the best things about NASBLA has always been the broad and deep involvement of our members in the policy work of the association. This is exemplified most clearly, particularly at this time of year, by the work of our national policy committees.

Through the NASBLA committee structure, every boating law administrator, as well as many of their key personnel, our valued associate members and our friends in the Coast Guard Boating Safety Division, are afforded the opportunity to engage the association at a level that really sets and guides the policy positions NASBLA strives to advance, both in our nation’s capital and throughout the states themselves. The products and policy positions that emerge

continued on page 2



John Johnson
NASBLA Executive Director

from the HELM continued from page 1

from our committee process in the spring and at the annual conference each fall form the basis of the national boating safety policies adopted by the members at the annual business meeting. These NASBLA policy positions, in turn, often establish the groundwork and rationale for subsequent regulatory and legislative guidance provided to the U.S. Coast Guard Office of Auxiliary and Boating Safety and its advisory body, the National Boating Safety Advisory Council (NBSAC).

We believe the partnership that presently exists between the Coast Guard/NBSAC and NASBLA has never been stronger. Gone are the days where we – the state boating programs – actually had to duke it out with the upper deck of the Coast Guard just to maintain our programs, much less try to find ways to work closer to grow our federal funding. We don't miss those days. In their place is a vibrant, constructive new relationship where NASBLA and the National Recreational Boating Safety (RBS) Program enjoy support from the highest levels of the agency. We count the Coast Guard Commandant, Admiral Thad Allen, as one of our strongest allies in Washington, D.C., and a true champion for the states' role in recreational boating safety and maritime security.

We are also privileged to have the opportunity to work closely with Rear Admiral David Pekoske, Assistant Commandant for Operations. As a former commander of the First Coast Guard District, Adm. Pekoske is no stranger to recreational boating safety, or to boating law administrators throughout the New England area. His deep understanding of the key issues that impact our programs

and his keen insights into some of the challenges we face in the run-up to the next reauthorization of the Sport Fish Restoration and Boating Trust Fund (anticipated in 2009) make him an invaluable and indispensable partner and mentor to NASBLA.

From the Office of the Commandant, to the Office of Auxiliary and Boating Safety, and to the Boating Safety Division Chief and his branch chiefs and their most capable staff, there is a tremendous spirit of cooperation and collaboration with the states and with NASBLA that is leading our program into a brand-new era of real and sustainable partnership. Stable and equitable funding is just one of the benefits of this new level of partnership, but with the implementation of the National RBS Strategic Plan over the next several years we have great expectations for even better outcomes on our waterways too.

Perhaps one early evidence of the impact of the strategic plan and the value of sustained partnerships can be seen in the results of last year's National Safe Boating Week campaign with the concerted efforts of the National Safe Boating Council in collaboration with the U.S. Coast Guard Boating Safety Division and the California Department of Boating and Waterways. Utilizing a market saturation approach to convince boaters in the Sacramento River Delta area of the wisdom of donning life jackets at the outset of their boating day, campaign patrols and related media events achieved a near doubling of life jacket wear rates in the affected areas. While it is still too early to tell definitively whether this boating safety message will "stick" and whether this approach can succeed in other parts of the country, it appears to be a significant step forward in one of the most intractable problems the boating safety community faces.

If any organization can succeed in cracking this nut – voluntary life jacket wear – we believe it will be our friends at NSBC. Virgil and his staff, together with a forward-leaning executive committee headed up by Ruth Wood of the BoatU.S. Foundation for Boating Safety & Clean Water, and a cadre of other national leaders in recreational boating safety, have succeeded in creating a long-term culture of cooperation and commitment. From our point of view, no other organization throughout the RBS community demonstrates the kind of commitment to boating safety, year in and year out, that the National Safe Boating Council does. They are the quintessential partners to nearly every other group in the constellation of boating safety partners nationwide and beyond.

We hope you will join us in congratulating the National Safe Boating Council on a job well done during their first fifty years and wishing them every success in the next fifty years! If you or your organization is not already a member of NSBC, we encourage you to join today. You can find out more about NSBC, the great things they do and how to become involved at their website at www.safeboatingcouncil.org. ■

Greetings from...

NASBLA

49th ANNUAL CONFERENCE

September 6-10, 2008 – Clearwater Beach, Florida

Please join us for the 49th annual NASBLA conference September 6 – 10, 2008,
at the Hilton Clearwater Beach Resort (400 Mandalay Ave) in Clearwater Beach, Florida!

Friday, Sept. 5

Executive Board Meeting

Saturday, Sept. 6

New BLA Orientation (morning)
First-time Attendee Orientation

Sunday, Sept. 7

Committee Meetings and Briefings
Exhibit Set-up
Opening Ceremonies
President's Reception

Monday, Sept. 8

Workshops
Business Meetings
Awards Banquet

Tuesday, Sept. 9

General Sessions
On-water Demonstrations
Breakout Sessions
Committee Meetings

Wednesday, Sept. 10

General Sessions
Closing Event – Evening Beach Party!

George Stewart Education Stipend Established

The Eastern Shore Small Craft Institute, based in Delaware, has generously established an education stipend to be administered by NASBLA. Named after Delaware resident and former NASBLA Executive Director George Stewart, the fund may be accessed by boating law administrators or NASBLA staff for seminars or classes to further NASBLA's mission of safe and enjoyable boating.

The George Stewart Education Stipend may be used twice per year, up to \$1000. To access funding for a specific educational opportunity, please contact NASBLA headquarters at 859.225.9487 and speak with Libby Osborne, chief financial officer, or Tom Hayward, marketing manager.

The Eastern Shore Small Craft Institute (ESSCI) is a nonprofit organization that offers classes in sailing, windsurfing, canoeing and kayaking. Profound thanks to Bob Lawson, director, and the Board of the Eastern Shore Small Craft Institute for their generosity!

NASBLA Seeks Funding for Four Grants

In January, NASBLA submitted four grant proposals to the U.S. Coast Guard. The goal of NASBLA's 2008 grant program is to aid the U.S. Coast Guard in carrying out the strategies in the National Recreational Boating Safety Strategic Plan to advance the mission of the national program: to ensure the public has a safe, secure and enjoyable recreational boating experience by implementing programs that minimize the loss of life, personal injury and property damage while cooperating with environmental and national security efforts.

Implementing the National Recreational Boating Safety Strategic Plan: NASBLA and the States – to support the states, the Coast Guard and the recreational boating safety (RBS) community in

implementation of the National Recreational Boating Safety Strategic Plan. NASBLA seeks to accomplish this by:

- Developing policy solutions and products;
- Communicating strategies to the states and others;
- Coordinating state program administration and performance measurement; and
- Engaging the RBS community, the Coast Guard and the states.

Improving the Reliability of Accident Reporting – to continue the effort of the states and NASBLA to improve the reliability of accident reporting. This grant requests funding for two closely related projects, the Boating Accident Investigation seminars and the Staged Boating Collisions project.

Decreasing Alcohol-Involved Recreational Boating Accidents – to produce a series of Boating Under the Influence (BUI) Detection and Enforcement Training Seminars to provide state and local marine patrol officers, Coast Guard boarding officers and others with the comprehensive knowledge and skills necessary to reduce the number of alcohol-related accidents and fatalities and to foster a stronger and more visible deterrent to alcohol use on the water. Additionally, NASBLA is seeking funding for two other closely related projects: Validating Field Sobriety Tests in the Marine Environment, Year Three, and Developing E-Learning Sessions on BUI and Rules of the Road for Judges and Prosecutors.

Evaluating NASBLA-Approved Boating Education and Improving Compliance with the Navigation Rules – to evaluate NASBLA-approved boating education by completing a risk-based analysis of the National Boating Education Standards and by studying the efficacy of distance education courses currently in place for boating education. In addition, NASBLA will improve compliance with the Navigation Rules by creating an electronic learning module for marine law enforcement officers.

NASBLA Board Holds Productive Quarterly Meeting

During the first week of February, NASBLA convened its second quarter executive board meeting in Jacksonville, Fla. The board's agenda focused on key issues and objectives that are driving the association's strategic plan, including diversification of NASBLA's revenue sources, planning for reauthorization of the Sport Fish and Boating Trust Fund, the National Education Standards' role in promoting uniformity and reciprocity, advancing NASBLA's homeland security initiative, and launching the association's 50th Anniversary development plan.

The board is making significant advances in achieving one of its core goals to diversify NASBLA's income stream, where reliance on federal grants has been reduced from 90 percent of the revenue base to just under 75 percent in the last five years alone. While member dues have maintained a fairly constant proportion of the overall budget at approximately 15 percent, the board remains committed to growing other sources of non-grant funds, which presently make up the remaining 10 percent of the budget.

NASBLA is implementing new strategies aimed at creating a strong and effective alliance to push for fair and equitable funding for the state's RBS programs. For example, to prepare for the upcoming reauthorization of the trust fund slated for 2009, NASBLA recently hosted a partners dinner. Participants included the U.S. Coast Guard, BoatU.S., National Marine Manufacturers Association, Personal Watercraft Association, States Organization for Boating Access, National Boating Federation,

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The True Meaning of Partnership



Virgil Chambers
Executive Director
National Safe Boating Council

Partnership is a word that is misunderstood by many within (and outside) today's boating communities. Many organizations share their names on posters or a piece of information that is distributed. This action is often the extent of the partnership. I don't want to downplay the numerous relationships the National Safe Boating Council (NSBC) has with so many of our members and contributors; however, a partnership is so much more than sharing credit on handouts.

What the NSBC has with NASBLA is a good example of a working, dynamic partnership. There are fundamental and important differences between the NSBC and NASBLA that are vital to the success of the partnership. NASBLA is a professional association representing boating administrators of all 50 states and the U.S. territories addressing the laws and regulations for safer boating. NSBC is a coalition of organizations, both for-profit and non-profit, committed to advancing and promoting safer boating through educational outreach programs.

Although both organizations' purposes sound similar, program implementation involves different groups with different connections and approaches. By combining "forces," both organizations work toward furtherance of the many mutual goals to advance recreational boating safety objectives, often with a unified message and voice.

The NASBLA/NSBC partnership works in spirit, as well as in fact, by sharing ideas and projects. Both the NSBC and NASBLA share routine communications between each organization. Both groups have a standing invitation to send a representative to attend and participate in each other's governing board meetings and each group makes a deliberate effort to attend. This shared meeting participation has led to ideas and coordinated projects that benefited not

only both organizations but each of its member groups.

For example, NSBC and NASBLA worked in collaboration to advance the NASBLA National Education Standards through the NSBC Instructor Certification Training program. This training is a unique source of information about the standards and the NASBLA approval process for the greater boating safety community which further strengthens national and local boating safety efforts.

It sounds like a lot of words addressing how we work together but has it produced measurable results? Nationally, the results continue to show an overall downward trend in boating fatalities. As a nation, we continue to boat smarter by educating boaters about the risk of alcohol misuse, the dangers of carbon monoxide poisoning, the need to increase operator responsibility, and the importance of wearing a life jacket. The program's success is a result of many factors, including NSBC's and NASBLA's combined network of focused groups addressing boating safety issues of common concern. We know that paddlers and personal watercraft operators, water-skiers and anglers, sailors and power boaters share a common vision of safe and enjoyable boating on our nation's waterways. That vision is of waterways where each operator knows and follows the navigation rules, where each boater has completed a safe boating course and is actively applying the information learned, where families and friends have fun and enjoy boating as a component in enhancing their quality of life.

Through the continued partnering efforts between NASBLA and NSBC, we will continue to increase the value of safer boating for all groups at the local, state, territory, region and national levels. ■

"SIDEKICKS"

Help Spread Boating Safety Messages

By Rachel Burkholder, Outreach Manager, National Safe Boating Council

Working to develop a kid's boating program in the late 1990s, the National Safe Boating Council (NSBC) surveyed its membership to determine the need and interest from the various member organizations. The results were overwhelming. The need for younger children's involvement in the area of boating was a concern to many, particularly because we needed to assure that the next generation developed a lifelong interest in this on-the-water recreational activity. The Council knew they were competing with computer games and other electronic gadgets. After researching the potential to use characters already developed, the Council determined new characters that could be "adopted" by any interested group would be the best approach. Working with Linda and Ted Walke of Within Reach Inc., the Boating Safety "Sidekicks" characters were created in 1999.

The NSBC commissioned the first "Sidekicks" activity book to guide a group of seven cartoon children through activities to teach and practice safe boating skills. From the start, the Boating Safety Sidekicks were intended to introduce children to the world of boating with safety in mind.

The Sidekicks activity book series continued to grow. In 2001, the Recreational Boating and Fishing Foundation (RBFF) approached the NSBC to produce a fishing version of the popular boating activity book. *Boating Safety Sidekicks Go Fishing* was the result and is an activity book that teaches children the fundamentals of fishing and fishing safety. The book is filled with games and activities that reinforce key fishing principles ensuring safe and fun experiences.

In 2003, the American Canoe Association (ACA), a member organization of the NSBC, worked with the Council to create

Boating Safety Sidekicks Go Paddling. Activities are aimed at children to educate them on how to paddle safely while having fun.

In 2004, the latest book in the series, *Boating Safety Sidekicks: The Power of Safe Boating*, was created for the United States Power Squadrons (USPS). This version includes information and activities specific to the world of power boating, integrating the USPS logo and items into the original edition.

The Sidekicks series of activity books has seen great success. More than five million books have been ordered and distributed by state and private organizations throughout the United States and its territories, as well as other countries.

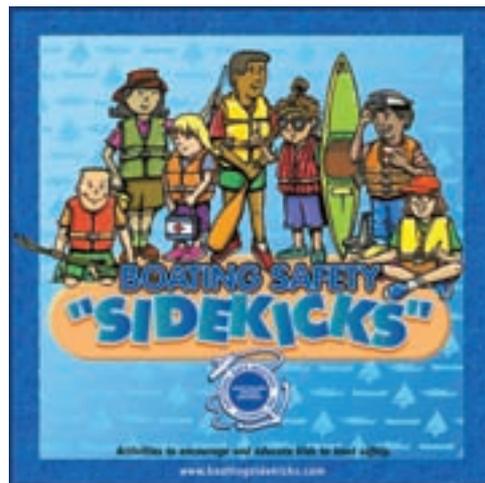
In 2000, the Boating Safety Sidekicks went "cyber" with an interactive website, www.BoatingSidekicks.com. Within Reach, a longtime NSBC member, developed this site to provide a continued resource for children to enjoy the Sidekicks beyond the books. The website, with its highly graphic interface, was created with a core purpose: to inform and educate youth about safe boating practices. It is "boating fun with a purpose." The site is full of games, activities and useful information with links to related websites available for children to explore and learn. In 2005, the Sidekicks site received the "Site of the Day" award from Adobe® Systems Incorporated.

As the Sidekicks website improved and grew, a new contest was added in 2004. The annual Boating Safety Sidekicks Contest inspires and provides incentives for children to get creative and voice their reasons for boating safely through a written essay. In addition to writing, the contest was expanded in 2005 to include poster design and video production.

Not only were the Sidekicks involved in multimedia through the Internet but they also tapped into another format – DVD video. In 2005, the Sidekicks launched its first full story DVD called "Expect the Unexpected." This short, animated video teaches children the importance of being prepared with the knowledge of safety while on the water.

In 2006, the Sidekicks' "Safe Boating Kidsite Central" was created. This site outlines what each state's boating organization provides online. With an easy and consistent interface, children can find what information their state provides for safe boating and fishing.

Also in 2006, the Sidekicks brand extended its presence to life jacket design. NSBC and Mustang Survival® launched a high-quality series of life jackets for children with Sidekicks as part of the action. In addition to becoming a lead retail product for Mustang Survival, these jackets were part of a "cause marketing" effort by Washington and



Kids Urged to Enter Boating Safety Contest

The National Safe Boating Council and West Marine have teamed up again to offer the Boating Safety Sidekicks Contest for kids.

The annual contest uses the theme "I'm a Safe Boater, Are You?" Children ages 4 to 15 can submit short stories, posters or videos that describe how they stay safe on the water. First prizes will be awarded in three categories for each age group (4-7, 8-11 and 12-15).

Essays will be judged on good grammar, punctuation, composition and the story told. Poster and video winners will be evaluated on design, style, artwork and the safety message.



For more information, visit www.boatingsafetysidekicks.com.

The deadline for submitting an entry is June 1, 2008.

Oregon state boating agencies, O'Loughlin Trade Shows, and NSBC. This annual marketing initiative distributes more than 5,000 children's life jackets free to youth attending those states' premier boating and sports shows.

The Sidekicks have proven to be an essential part of the NSBC. The cartoon characters help to reach children and teach them the importance of life jackets and safety in water activities. The Boating Safety Sidekicks have brought the need for safe boating for children to the forefront of boating issues and has taught children to be responsible while boating, paddling, fishing and spending time around the water. Through the efforts of the NSBC and its many partners, the Sidekicks will continue to promote safer boating to people of all ages. ■

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National Safe Boating Council, National Recreational Boating Safety Coalition, the Sport Fish Boating Partnership Council and others.

Of the utmost importance to NASBLA and the other RBS stakeholders, is working to develop and sustain a collaborative and mutually beneficial partnership with the Association of Fish and Wildlife Agencies (AFWA). Matt Long, NASBLA's government affairs director, together with NASBLA President John Fetterman and NASBLA Vice President Richard Moore, will meet with key representatives of AFWA, the U.S. Fish and Wildlife Service and the U.S. Coast Guard at NASBLA's Washington office in early March to begin a formal dialogue on reauthorization. Long and Moore will also represent NASBLA at the AFWA spring conference, March 25-28, as well as the National Association of Conservation Law Enforcement Chiefs' spring meeting, March 23-26.

The main reason NASBLA selected Jacksonville as the site of its winter board meeting was to provide an opportunity for members to tour the Florida Fusion Center at Naval Air Station Jacksonville. The Fusion Center was established in January 2007 with a mission to protect the citizens, visitors, resources and critical infrastructure of Florida by enhancing information sharing, intelligence capabilities and preparedness operations for all local, state and federal agencies in accordance with the Florida Domestic Security Strategy. The center consists of more than 45 Florida Department of Law Enforcement members, federal agencies and state multidisciplinary partners and is one of the nation's premier fusion centers established, in large part, since the terrorist attacks of 2001.

"The tour provided a great opportunity for the board to see, firsthand, the leverage that can be brought to bear on our domestic security needs when agencies work cooperatively to share intelligence and operational capabilities," said Fetterman. "The Florida Fusion Center has established a model of strategic and tactical interagency operability that should and will be emulated by other regional coordination centers across the nation."

The executive board concluded its four-day meeting with an exhaustive planning session to give shape and substance to the association's upcoming 50th Anniversary (1960-2010) commemoration. "The 18-month, association-wide campaign will highlight the significant milestones and achievements NASBLA has accomplished during its first 50 years, but more importantly," commented John Johnson, NASBLA's executive director. "We will use the commemoration as a once-in-a-lifetime, 'golden' opportunity to propel the association into the future." The year-and-a-half-long celebration is slated for kickoff at the 2009 NASBLA annual conference in Corpus Christi, Texas. ■

NATIONAL SAFE BOATING CAMPAIGN

Spurred Creation of **National Safe Boating Council**

By Erika Clemons, Campaign Coordinator, National Safe Boating Council

The National Safe Boating Campaign is an integral part of the National Safe Boating Council Inc., which was created in 1958. Its beginnings date back even further to June 1952 when the U.S. Coast Guard Auxiliary observed a "Safe Boating Week" as a Courtesy Examination weekend in Amesburg, Mass. The date changed yearly from July 19-25, 1953 to August 1-7, 1954 to July 4, 1958. In 1957, the U.S. Coast Guard, through the efforts of Capt. H.B. Roberts, the chief director of the Auxiliary, prepared a resolution to establish a National Safe Boating Week by law. A year later, on June 4, 1958, PL85-445 was passed, authorizing and

requesting President Eisenhower to proclaim annually the week including the Fourth of July as National Safe Boating Week (NSBW). That same year, the Coast Guard Office of Operations proposed a meeting to promote NSBW. Meetings were held several times that year to develop plans for NSBW. These meetings continued annually and, with each passing year, more was discussed, decided upon, and enforced to increase awareness of National Safe Boating Week.

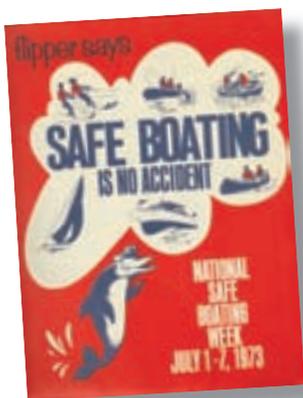
As the Committee grew and eventually became the National Safe Boating Council Inc. in 1958, the creation of the campaign proved to be a vital component of the National Safe Boating Council. The Council does its part on a wide scale to reach boaters across the United States, whereas the campaign takes a more directed, singular approach to safe boating. The history of the Campaign closely intertwines with that of the Council and finds its roots deeply seeded in the past fifty years of the Council's efforts.

As the Committee expanded throughout the United States, it was continually working to further its message. One way the National Safe Boating Week Committee did

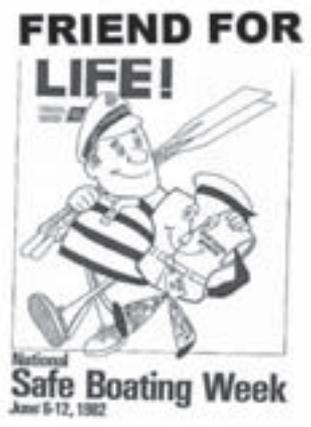
Safe Boating Campaign Logos Through the Years

The past fifty years of the campaign have seen change, advancements and – most of all – safer boating. The North American Safe Boating Campaign has come a long way from its modest beginning to its now nationally recognized effort. As we continue

to move forward, the campaign will continue to emphasize safe boating and the positive outcome of "Wear It!" – not only from a campaign standpoint, but from the standpoint that lives are being saved because of the efforts of all of the organizations that work each year to promote National Safe Boating Week and the North American Safe Boating Campaign.



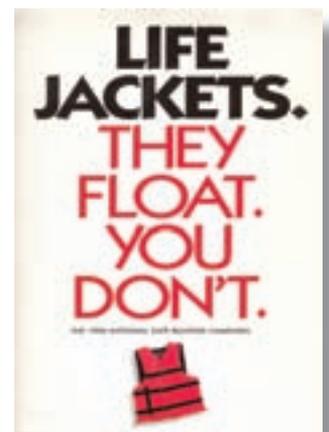
1973



1982



1993



1996

this was to adopt “Flipper,” a Walt Disney Production dolphin, in 1963. Along with the new Committee symbol, the “Flipper the Skipper” award was created in 1965 to recognize the dealer who did the most for boating safety each year. The National Safe Boating Week Committee was on the right track in recognizing those who were helping to promote safe boating as well as other topics that were important in enforcing safer boating.

What began as a small, grassroots outreach program has evolved into a targeted media effort, stretching across the United States and into Canada. Working with partner organizations such as the National Association of State Boating Law Administrators and the Canadian Safe Boating Council, the North American Safe Boating Campaign aims at spreading a message of boating safety, encourages boater education, and helps to save lives. The campaign produces a variety of safe boating information intended to enhance and supplement the individual campaigns that take place through groups, associations and organizations across the United States and Canada during National Safe Boating Week.

In 1995, in order to more efficiently capture the attention of the nation’s boaters, the date of National Safe

Boating Week changed. It was moved to the seven-day period immediately prior to the Memorial Day weekend. In 1999, plans began to expand the Campaign across the northern border. In the year 2000, the Canadians officially changed the week of their national safe boating observance to correspond with the U.S. The U.S. campaign was renamed the North America Safe Boating Campaign and included partnerships with the Canadian Safe Boating Council and the Canadian Coast Guard. National Safe Boating Week now serves as the kick-off for the North American Safe Boating Campaign, which is a year-round campaign that is focused during the summer months of May to September.

The Campaign does its part to supply the public and the media with education and information about safe boating. Through press releases, public service announcements (PSAs), informational campaign mailers, and other efforts, the Campaign is able to reach a wide range of individuals to bring them the most the Campaign has to offer.

Throughout the years, the National Safe Boating Campaign has strengthened and worked to gain more national attention across the U.S. In 2006, “Wear It!” became the official slogan of the campaign. Over time, the campaign logo has changed to reflect a newer, more comfortable life jacket in conjunction with the current trends of boating. Although the logo has changed and the slogan has been altered, the message has always been clear: By boating safely and wearing your life jacket, boating can be a fun and safe activity.

Not only did the campaign recently see a change in the logo and slogan but the campaign effort also added a geographically targeted area that was selected to enforce “Wear It!” The Delta region in Sacramento, Calif., was chosen to be the first targeted area in the U.S. After the 2007 campaign, life jacket wear rate increased in this area due to the intense marketing of a singly-messaged “Wear It!” and the efforts of the U.S. Coast Guard, NSBC, BoatU.S. Foundation, and the California Department of Boating and Waterways. The NSBC has decided to continue with the targeted approach in 2008, this time adding Tennessee as well as continuing its campaign efforts in California and in a general campaign across the country. ■



1995



2001



2003



2008

NSBC

celebrates 50 years

By Erika Clemons, Campaign Coordinator, National Safe Boating Council

The National Safe Boating Council has seen vast changes since its inception fifty years ago. In the beginning, the Council was merely a small committee intended to educate boaters about safe boating during National Safe Boating Week each year. The first time there was a week designated to safe boating was in June 1952 when the U.S. Coast Guard Auxiliary observed a "Safe Boating Week" as a Courtesy Examination weekend in Amesburg, Mass. This tradition continued until 1957 when a more "official" National Safe Boating Week observation took place and was sponsored by the U.S. Coast Guard Auxiliary in various parts of the country.

The U.S. Coast Guard prepared a resolution, and on June 4, 1958, President Eisenhower signed PL 85-445, which established National Safe Boating Week. National Safe Boating Week was enacted by Congress and proclaimed by the President as the week starting on the first Sunday in July. The National Safe Boating Week Committee, which is now known as the National Safe Boating Council, organized the event by coordinating efforts among the various boating safety groups. It took several years and a lot of effort to get Congress to change the date of National Safe Boating Week, but in 1993, National Safe Boating Week was finally changed to Memorial Weekend each year. This allowed the message of safe boating to reach more boaters before the season and enforce the message for a longer amount of time each year.

Very quickly, the National Safe Boating Week Committee realized that it needed more time and wanted to be more involved

in boating safety than just one week out of the year. The committee felt they needed to be able to provide wider, better channels for organizing and communicating boating safety concerns at the national level. Since the National Safe Boating Week Committee was part of the Coast Guard and related to the Red Cross, it needed to branch out on its own to have the opportunity for grant funding as well as the attention necessary to run a major boating safety effort. After much deliberation, the National Safe Boating Committee Inc. was formally incorporated in 1973. The next year, the committee was reincorporated as the National Safe Boating Council Inc.



The National Safe Boating Council strives to advance and promote safe boating through education and outreach.
Photo courtesy U.S. Coast Guard

Over the years, the National Safe Boating Council lent its efforts to various causes such as adopting a resolution urging the passage of the Biaggi-Eagleton legislation in 1979. The legislation was an important measure in boating history, especially for organizations such as the National Safe Boating Council that were committed to supporting and endorsing safe boating. The National Safe Boating Council worked with other organizations and within its own to create a strong platform that supported its mission: To enhance the safety of the recreational boating experience through education

and outreach. The Council continued to grow and find success throughout the United States not only on a national level but through its campaign as well. The Council did its best to educate the public about safe boating and chose relevant and current issues to support their cause. In 1985, for example, the National Safe Boating Council chose to focus on Boating Under the Influence (BUI) as the theme for that year's campaign.

The goodwill efforts of the National Safe Boating Council were proving to be successful over time. More people were being educated on life jackets, safe boating courses were being taught around the country, and the Council itself was growing in membership. The importance of boater education and outreach was being identified and expressed throughout the U.S.

The National Safe Boating Council continued seeking new ways to reach more people. Throughout the years, the NSBC offered an annual conference to allow participants to present papers and discuss current safety topics. In 1997, the NSBC took their efforts one step farther and joined with the National Water Safety Congress (NWSC) to create one annual event – the International Boating and Water Safety Summit (IBWSS). The Summit sees more involvement and success with each passing year and the message of safer boating is reaching more individuals due to this collaboration of two organizations.

The National Safe Boating Council has known and recognized the importance of reaching specific demographics that may have otherwise been overlooked. In 2000, the NSBC introduced its “Boating Safety Sidekicks” program for children to learn about safe boating practices and how they can become safer boaters. The success of the program is still evident today. Also in 2000, a new partnership helped to cross international boundaries. The official entrance of Canadians transformed



In conjunction with the National Water Safety Congress, the National Safe Boating Council puts on the International Boating and Water Safety Summit. This annual event provides an international forum for the exchange of boating and water safety information.

National Safe Boating Week into a larger phenomenon, the North American Safe Boating Campaign. An international effort and expansion was helping the NSBC reach more people than ever before and allowed more venues to get the message of safe boating out to the public.

The National Safe Boating Council, along with the U.S. Coast Guard and the California Department of Boating and Waterways, took on another initiative in 2006 when it decided to narrow its campaign effort to focus in on a targeted region. California's Sacramento Delta region was chosen as a test program “to see if using a variety of targeted messages aimed at different user groups simultaneously can increase life jacket use” in one designated area. Social marketing had brought a fresh and useful perspective to boating safety efforts and it was evident in the “Wear It!” California Campaign. With California, along with the Council in general, one voice and one message has been adopted. The NSBC teaches the importance to always “Wear It!” and encourages not only its members but also the public to help teach and promote the message as well. By adhering to one central message, it can reach a greater audience and, in effect, have a greater impact on safe boating.

The past fifty years of the National Safe Boating Council has undoubtedly seen change. The Council has had to adapt with the trends seen in recreational boating throughout the past five decades. The NSBC continues to serve as an advocate for boating safety and education as well as acting as a unifying force for organizations to seek the goal of safer boating through education. The Council will continue its drive toward safer boating as it has through the years. The success of the Council is only as great as those willing to be involved in it. The help and support of other organizations and members of the NSBC have made it the success it is today and has, as a result, helped to save lives. The Council will continue to promote and educate on safe boating practices in the hopes of getting more people involved in safe boating for years to come. ■

“Wear It” Marketing Campaign Achieves Positive Results

Recreational Boating Safety Partners Pilot Initiative Inspires Boaters on

The National Safe Boating Council (NSBC) announced that the pilot initiative designed to measure the effect of marketing outreach on actual life jacket wear in the California Delta resulted in a notable percentage increase, near doubling, in a one-year period. The initial unveiling of the study results was a highlight of the October National Boating Safety Advisory Council meeting in Washington D.C., a forum that facilitates opportunities for boating safety advocates to advise the U.S. Coast Guard Office of Auxiliary and Boating Safety on recreational boating safety matters.

“The Coast Guard has committed numerous hours and resources to public outreach focused on increasing boating safety – particularly life jacket wear – on America’s waterways,” said Jeff Hoedt, chief of the U.S. Coast Guard Boating Safety Division, the organization that initiated and funded the pilot initiative. “In keeping with our goal to identify those strategies proven to be most effective, this campaign achieved measurable results in the desired outcome (life jacket wear). The end result in California – a sizeable increase that we hope will continue to grow.”

Overall, the observational study was conducted over four separate periods throughout July and August of 2007, in a total of 10 observation sites (as far away as San Francisco), seven of which were designated in the central Sacramento area. The chosen sites were known only to JSI Inc. – the independent research company under contract to the Coast Guard and responsible for the study – until the



Above, the Wear It! campaign’s boat is readied for launch. Below, Christa Miller, television actress and co-star of the NBC hit comedy “Scrubs,” and Virgil Chambers, executive director of the National Safe Boating Council, talk about the campaign and boating safety.

Photos courtesy National Safe Boating Council





California Delta to “Wear It”

conclusion of the campaign. Final results indicated that the 2007 life jacket wear rate for all powerboats in the central sites registered at 12.2 percent, as compared with the baseline 2006 measurement of 6.2 percent in the same area. The study excluded measurements of children and personal watercraft users, populations that could skew results as these groups are required by law to wear life jackets.

According to Ray Tsuneyoshi, director of the California Department of Boating and Waterways, a key partner in the overall campaign, “I speak for all boating safety advocates in California when I say that we were delighted that the Delta was chosen for this first-time effort. These extraordinary results underscore the importance of outreach and education, and more specifically, the value of the ‘one voice – one message’ targeted approach. Our efforts on the Delta may well be the springboard for similar initiatives across the state, as well as across the country.”

The California Delta was chosen as the site for this initiative – dubbed “Wear It California!” – due to the area’s national reputation as a boating hot spot, and its fairly significant contribution to the state’s overall boating accident statistics. On average, 10 percent of all of California boating accidents occur in the Delta area alone. Launched during National Safe Boating Week in mid-May, the three and a half-month campaign was focused in the central Delta region and featured intensive advertising; approximately 25 media

stories; over 50 coalitions with area marinas, community organizations, and retail outlets; more than 10 community events; multiple radio promotions; and a campaign boat crewed by “ambassadors” who cruised the Delta waters, distributing inflatable life jackets and safety tips to recreational boaters. In return for the life jacket, boaters were asked to document their commitment to always “wear it” by submitting a signed pledge card. In total, 1,200 pledge cards were collected over the summer months.

Life jackets have been proven as the best way to save a life in the event of a sudden, unexpected capsizing or fall overboard—incidents that account for 85 percent of all boating accident fatalities nationwide. “The results of this initiative will go far to encourage the national boating safety community that we can, indeed, communicate that message in such a way that boaters don’t just listen, but actually respond,” said Virgil Chambers, executive director of the National Safe Boating Council, a lead organization in the “Wear It California!” effort. “By utilizing sound strategy and communicating to a defined target audience, we have proven that we can not only achieve significant visibility of life jacket messages but we can actually inspire changed behavior. That’s exciting.”

According to the 2006 Boating Statistics Report published by the U.S. Coast Guard, 90 percent of boaters who drown were not wearing a life jacket. The JSI Study Report indicated that, nationally, less than 4.1 percent of power boaters (excluding children and personal watercraft users) have been observed wearing a life jacket.

The JSI Wear Rate Observation Study and the “Wear It” California initiative were funded under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. ■

Coast Guard Updates Boating Safety Slogan

The U.S. Coast Guard's Office of Auxiliary and Boating Safety has modified its slogan to simply "Boat Responsibly."

The Coast Guard has not changed its philosophy. Rather they've observed that *You're In Command*, the tagline the Office of Auxiliary and Boating Safety has been using since 2002, has never resonated as well as hoped with either boaters or boating safety partners. More to the point, boaters – no matter what type or size of boat they operate, or what sports they pursue on the water – should recognize that they are "in command" and therefore fully responsible for boating safely. So it shouldn't be necessary to stress that fact permanently in a slogan.

The Coast Guard's goal is to continue to be the best partner possible. Recently more and more boating safety advocates, including the Coast Guard, have united behind "Wear It!" – a simple but powerful reminder to wear life jackets while boating. Although other safety topics remain important – education, BUI, accident reporting, and more – it's been remarkable to see what happens when we all speak with one voice in a coordinated *Wear It!* campaign.



"This shift will allow us to be an even better partner and better illustrate our commitment to provide support to the Wear It! campaign headed by the National Safe Boating Council," explained John Malatak, chief of the Program Operations Branch. "When we concentrate less on emphasizing our own organizations, and work together to save lives through a unified campaign like *Wear It!* – we get great results."



Officer Frederick Guthrie Jr.

Missouri Water Patrol Officer Honored for Heroic Action

A severe thunderstorm hit Smithville Lake in Northeast Missouri during the night on June 22, 2007. Severe lightning and heavy rain were accompanied by winds up to 60 miles per hour, resulting in six-foot waves. The Missouri State Water Patrol received reports that several boats were swamped or capsized near the Route W Bridge. Officer Frederick Guthrie Jr. headed toward the bridge to provide assistance by patrol boat.

Shortly after setting out, Officer Guthrie determined that his patrol boat was not capable of negotiating the rough water. He reluctantly decided to return to his marina and find an alternate response plan. A few moments later, Officer Guthrie was informed by radio that a woman was thrown from one of the boats. The victim was not wearing a flotation device and had struggled to reach a buoy where she was clinging for her life.

Risking his own life in a boat that was not designed for such conditions, Officer Guthrie turned his boat around and negotiated several miles of exceptionally rough water to reach the victim. Officer Guthrie retrieved the weakened victim from the water and took her to shore to receive medical care. Once Officer Guthrie got the woman to safety, he returned to the area where the boats had capsized to look for others until all victims were accounted for.

For his heroic action on that night, Missouri State Water Patrol Officer Frederick Guthrie Jr. was selected as the November 2007 Employee of the Month for the Missouri Department of Public Safety. He was then selected by Governor Blunt, from over 55,000 Missouri state employees, as the December 2007 Missouri State Employee of the Month.

Officer Guthrie is assigned to the Platte and Missouri Rivers in Northeast Missouri.

BoatU.S. Foundation, Izaak Walton League of America Offer Clean Boats Challenge

The BoatU.S. Foundation for Boating Safety and Clean Water has joined the Izaak Walton League of America's campaign to help stop the spread of aquatic invasive species and is urging all recreational boaters who trailer their vessels to take the League's "Clean Boats Challenge."

The challenge is a quiz at <http://www.CleanBoats.org> that educates boaters and anglers on how to inspect and clean their boats to ensure that lakes and streams are protected from non-native, aquatic hitchhikers.



"Taking the Clean Boats Challenge will give boaters and anglers the information they need to make personal choices that can help stop the spread of invasive species," said BoatU.S. Foundation Director of Clean Water Programs Susan Shingledecker.

In addition to the short and easy-to-complete Clean Water Challenge, the website includes information on how to clean a boat properly and some best practices

for trailer boaters. For example, it is recommended that a boat and motor be drained and inspected for mud or plant life before departing the launch ramp. It then should be allowed to dry completely for five days before launching into a different body of water.

Website links to a clean boat video demonstration, maps identifying the locations and spread of invasive species, and an educator's resource guide are also available at the website. Boaters can even take an online "Stop Aquatic Hitchhikers Pledge."

Top Retailers Partner with RBFF to Boost the Number of Anglers Nationwide

Bass Pro Shops, Cabela's and Dick's Sporting Goods are partnering with the Recreational Boating & Fishing Foundation (RBFF) this year to promote Anglers' Legacy, a program that encourages anglers to share their love of fishing and introduce a newcomer to the sport.

"We're delighted to be working with these industry leaders who share our passion for fishing and the outdoors," said RBFF President & CEO Frank Peterson. "These retailers will reach out to avid anglers, the best prospects to introduce someone new to the sport, and help us expand our Anglers' Legacy message even further."



Displays, giveaways, coupons and other marketing materials are expected to encourage hundreds of thousands nationwide to take the Anglers' Legacy Pledge this year. Together, the Anglers' Legacy message will reach customers in more than 400 stores throughout the country.

The outreach campaign is part of a larger effort by RBFF to help reverse a nationwide decline over the past five years in the number of people fishing, according to a recent U.S. Fish & Wildlife Service survey.

Anglers' Legacy has collected more than 27,000 pledges since its inception in May 2006. The program asks avid anglers to share their passion for fishing and to visit AnglersLegacy.org where they're asked to "Take the Pledge" – promising to take one new person fishing each year.



*North Carolina Senator
Richard Burr*

North Carolina Senator Co-Chairs Senate Boating Caucus

North Carolina Senator Richard Burr, a former businessman and pro-growth champion on Capitol Hill, has agreed to become the new co-chairman of the Senate Boating Caucus. Senator Burr replaces former Senator Trent Lott (R-Miss.), who recently retired from the U.S. Senate, and will serve as co-chairman alongside Senator Herb Kohl (D-Wisc.).

Senator Burr was elected to the United States Senate in 2004 following a decade of public service in the House of Representatives, where he represented the people of the 5th Congressional District of North Carolina. A strong and proven advocate of job growth and pro-manufacturing policies as well as environmental stewardship and outdoorism, Senator Burr serves on a number of key Senate Committees, including the Energy and Natural Resources Committee; Health, Education, Labor and Pensions Committee; and the Veteran's Affairs Committee, where he is the Ranking Member.

"I love the outdoors, so I'm pleased to be a co-chair of the Senate Boating Caucus," Burr said. "Like all North Carolinians, I know that boating is a great way to enjoy our state and we share that with many families across our country. The boating industry is an important part of North Carolina's economy that is continually growing," Burr added.

"The National Marine Manufacturers Association (NMMA) applauds Senator Burr for taking on the responsibility of co-chairing the Senate Boating Caucus and thanks him for his strong representation of the recreational marine industry and boating community in North Carolina," said Scott B. Gudes, NMMA vice president of Government Relations. "We look forward to working with him to promote pro-boating policies on Capitol Hill."

Initiated by NMMA Government Relations in 1989, the Congressional Boating Caucus is an informal, bipartisan group of U.S. senators and representatives concerned with issues affecting the recreational marine industry. The Caucus seeks to improve the economic viability of the industry and support the protection of the environment, boating safety and the creation of international trade opportunities for the industry.

Missouri Waterway Accidents at 20-Year Low

2007 was the safest boating year in Missouri in more than 20 years. Col. Rad Talburt, the state's boating law administrator, attributed the decrease in boating accidents to several factors.

First, Governor Matt Blunt and the Missouri legislature have been dedicated to increasing safety on Missouri waterways and have increased resources supplied to the Missouri State Water Patrol. The additional resources have resulted in the retention of experienced officers, reduced training costs and improved equipment. The direct result has been more officer visibility, which encourages safer boat operation.

Second, public involvement in the boating safety message is at an all-time high. The Water Patrol has been given more exposure by Missouri press, which has been used to

promote boating safety. Also, the Water Safety Council based at Lake of the Ozarks spreads the boating safety message statewide.

Another factor contributing to the decrease in boating accidents is increased enforcement. The Water Patrol has significantly increased sobriety checkpoints statewide. Last year, in some areas, an average of one out of every six nighttime boat operators was intoxicated. As sobriety checkpoints increased, the number of designated sober operators increased and the number of accidents decreased.

Education is also playing a role in safety on Missouri waterways. In 2004, the state legislature passed a law requiring that anyone born after January 1, 1984, must pass a boater safety course before operating a vessel. The results of that law are now being realized with safer boat operation on Missouri waterways and a reduced number of boating accidents.

“Obviously we have made a great stride toward safety by reducing the number of accidents in 2007; however, there is still room for improvement. The officers of the Missouri State Water Patrol are eager to make Missouri’s waterways safe for all to enjoy in 2008 and beyond,” said Col. Talburt.

NMMA Supports Life Jacket Use at Miami International Boat Show

To show support for ongoing boating safety efforts, the National Marine Manufacturers Association (NMMA) showcased new, lightweight, fashionable life jackets and the importance of wearing them while participating in boating and boating-related activities as part of the 67th Annual Miami International Boat Show, which took place Feb. 14-18, 2008.

Throughout the event, security guards, ticket takers, greeters and show staff wore life jackets to promote the availability of new, comfortable styles and to help reinforce responsible boating messages.



NMMA staff, PR representatives and guest speakers at the show also wore life jackets during the Miami Media Breakfast on Feb. 14.

“We wanted to reiterate the fact that life jackets are part of the boating uniform,” said Cathy Rick-Joule, NMMA vice president of Southern Shows and manager of the Miami International Boat Show. “Life jackets are no longer the bulky, orange vests of years past. Today’s styles are sleeker, lighter, more stylish and, most importantly, more comfortable to wear.”

Approximately 150 life jackets were donated for use at the Miami show by several manufacturers, including Body Glove; Kent Sporting Goods; Marine Technologies International (Bluestorm); Mustang Survival; and Stearns Inc. The donated jackets included inflatables (both vests and belt packs) and inherently buoyant models in a variety of styles, colors and brands.

In addition to live models, signage was posted around the Miami show floor encouraging life jacket use. The signs depicted various black and white boating lifestyle scenes, with only the life jackets illuminated in visible, bright colors. Underneath the images the tagline read, “It Only Works If You Wear It.” These posters were scattered throughout the show in prominent places, reinforcing the work boating safety organizations are doing by emphasizing the visual impact of how life jackets are worn. Life jacket-clad mannequin displays were also visible on the show floor, and a number of boat manufacturers exhibiting at the Miami show were asked to help support the cause by featuring life jackets as part of their exhibits.

For more information, contact NMMA Affiliates director Bernice McArdle at 312.946.6280; bmcardle@nmma.org.

Marine Marketers of America Reveals Three Major Industry Marketing Initiatives

At its biannual meeting during the Miami International Boat Show held mid-Feb., Marine Marketers of America (MMA) announced three major marketing initiatives to benefit the boating industry – pro bono cause marketing campaign, a marine industry speakers bureau and a marketing awards competition, an industry first.

MMA’s first pro bono industry marketing project will be a test program involving boating education programs targeted at women. Co-chairs John Wisse and Jim Rhodes are spearheading the effort which will be tested at the local/regional level with the potential to grow into a national industry promotion if successful.

The committee anticipates this grass-roots project will launch in 2008 and involve either a boat manufacturer or trade association with select dealers, an education curriculum and hands-on skills provider, plus MMA members who will contribute



time and talent toward strategic plan and branding/promotions development. Potential partnerships are under discussion.

MMA will establish a National Speakers Bureau comprised of qualified marketing experts and launch by early summer on the association website, www.marinemarketersofamerica.com.

“Our goal is to offer a one-stop source of marketing experts available to address any number of relevant marketing topics,” said committee chair Wanda Kenton Smith. The roster is in development, and experienced marketing speakers are invited to apply. For more information about qualifications and requirements, e-mail wanda@kentonsmithadv.com.

The third major announcement is the launch of a marketing awards program, the first in industry history to recognize outstanding achievement in marine marketing, advertising and public relations categories.

Committee co-chair Sally Helme announced that the inaugural festivities will be held in Ft. Lauderdale this fall. A call for entries is available and posted on the association website, with a detailed website update by April 1.

Other committee work during the meeting included plans for a national industry-wide marketing retreat in 2009, offering both a mix of professional development and social networking programs.

“For a new association, we’ve got a lot of enthusiasm among our board and general membership, a great deal of momentum and a heck of a lot on the ball,” said Kenton Smith. “It is absolutely fun and rewarding for marine marketers to work on these terrific initiatives. Those in marine industry marketing should become involved in this group as we have much to offer, no matter if you’re new to the business or an industry veteran. We want and need you.”

For more information, visit www.marinemarketersofamerica.com or contact association secretary/treasurer Patti Velsor at 407.856.6680.

New Jersey Boater Arrested after High-Speed Ejection

Delaware Division of Fish and Wildlife Enforcement Agents on Sept. 23 arrested a boater following a boating accident on the Chesapeake and Delaware Canal (C&D Canal).

On Sept. 23, 2007, around 3:20 p.m., Robert Winzinger, 35, of Hainesport N.J., was heading eastbound on the C&D Canal in Delaware during a poker run. He was operating a 35-foot Fountain sport boat.

During this high-speed travel, the boat hit a wake just west of the Summit Bridge, ejecting both the operator and a passenger. The vessel went airborne and hit a telephone pole on the shoreline, which cut the boat in half. The boat finally came to rest on the bank.



A 35-foot speed boat came to a rest on shore after its operator and passenger were ejected after hitting a large wake.
Photo courtesy Delaware Division of Fish and Wildlife Enforcement

The operator and the passenger were treated at the scene and declined further medical treatment. Fish and Wildlife Enforcement Agents interviewed the boaters and conducted field sobriety tests. The operator was arrested for operating a vessel under the influence and reckless operation of a vessel.

“The C&D Canal is not a place for high-speed vessel traffic,” said Sgt. Gregory Rhodes, public information officer with the Delaware Division of Fish and Wildlife Enforcement. “Many large vessels use the canal and large wakes can cause vessels to become airborne if they travel at a high rate of speed. This accident could have easily been tragic.” ■

Celebrating a Special Partner



Jeff Hoedt
Chief, Boating Safety Division
Office of Auxiliary and Boating Safety
U.S. Coast Guard

While our country initially established laws that affected the operation of recreational vessels in the first Congress in 1789, a more comprehensive recreational boating safety effort didn't occur until the enactment of the Motorboat Act of 1910. That resulted from the growth of motorboating participation and the subsequent accidents.

The country was greatly concerned about boating accidents in those early days and did what it could at the federal level to improve safety while still providing for an enjoyable boating experience. Soon, it became apparent though that the federal government could not succeed in achieving the level of safety desired by doing the job alone. Thus, over the following decades, we witnessed the creation and growth of the incredible partnership that now exists within the recreational boating safety community.

Each of the partners in this community plays a key role in the success of the National Recreational Boating Safety Program, and that success is no less than amazing, as the ratio of casualties to the number of vessels has decreased so much over the years. Still, the job is far from over, and we count on the great efforts of the partnership to collectively succeed in this program.

We owe so much to our partners. We owe them our thanks; we owe them support; and we owe them the recognition that they deserve. So, when a special opportunity arises to provide that recognition to one of the foremost partners in boating safety, we're excited about the opportunity to say "thanks" and "congratulations."

In 2008, we have that distinct pleasure with the National Safe Boating Council, as they celebrate their 50th anniversary this year. Please join me in letting the Council know that we appreciate all that they've accomplished to promote boating safety, to save lives, to reduce injuries, to prevent accidents, and to make boating even more enjoyable as an American way of life. Here's to your first half-century. May you have more to come as we look forward to celebrating with you and to working together to achieve even greater accomplishments.

National Safe Boating Council

The U.S. Coast Guard is very proud to congratulate the National Safe Boating Council (NSBC), the nation's foremost coalition for the advancement and promotion of safer boating through education, upon their 50th anniversary. Our partnership with this dedicated group of individuals, formerly known as the "National Safe Boating Committee" actually began almost 60 years ago just a few miles from the launching site of one of the first Coast Guard cutters (the *Massachusetts, 15 July 1791*) in Newburyport, Massachusetts.

During the 1950s, we shared the responsibility of promoting boating safety with this organization at several 'Safe Boating Weeks' scheduled throughout the First District. However, our relationship reached full stature when "National Safe Boating Week" was authorized by President Eisenhower in 1958 to be proclaimed annually during the week of the Fourth of July.

The significance of "partnerships" in promoting boating safety was brought to our attention in 1958 by Vice Admiral A.C. Richmond, then commandant of the U.S. Guard. When Congressional approval for the first "National Safe Boating Week Presidential Proclamation" was achieved, ADM Richmond stated:

This is a tremendous assignment and obviously is beyond the capabilities of any one organization – whether government or private – to carry out alone. If we are to make boating one of the safest outdoor activities, the National Safe Boating Committee must have the support and cooperation of the boating public and everyone interested in the safety of our citizens. Therefore, I call upon every boating enthusiast to join in this effort to advance the cause of boating safety.

By Jo Calkin
Boating Safety Division
Office of Auxiliary and Boating Safety
U.S. Coast Guard

Interestingly, the nautical term “partners” means a framework of timber around a hole in a ship’s deck that supports a mast, capstan, pump, etc. In other words, “partners” signifies a joint effort, collaboration, a union to create, expand and strengthen opportunities. We know that those who partner with the Office of Auxiliary and Boating Safety share the devotion of saving lives on the water, educating recreational boaters, and ensuring that the safe pursuit of the joy of boating is available to all. Successful partnerships are not made by chance, they are designed. The process involved in developing and negotiating a partnership is as important as the partnership itself.

During the last boating season, the National Safe Boating Council had the opportunity to take part in a successful multi-year boating safety partnership pilot initiative designed to measure the effect of marketing outreach on actual life jacket wear in the California Delta. The California Delta was chosen as the site for this initiative because of the area’s popularity among boaters and its high rate of boating-related accidents. The outreach campaign, called *Wear It California!*, resulted in a notable percentage increase, near doubling in the first year.

The observational study was conducted over four separate periods throughout July and August of 2007 in 10 observation sites, which were known only to JSI Inc. (the independent research company responsible for the study) until the conclusion of the campaign. Final results indicated that the 2007 adult life jacket wear rate for all powerboats (except personal watercraft) in the central sites registered at 12.2 percent, as compared with the baseline 2006 measurement of 6.2 percent in the same area.

Life jackets are the proven number-one way to save a life in the event of a sudden, unexpected capsizing or fall overboard, incidents that account for the majority of all boating accident fatalities nationwide.



While the National Safe Boating Council has officially been around 50 years, it actually began working with the U.S. Coast Guard to promote boating safety nearly sixty years ago. Beginning as the National Safe Boating Committee, this group was established in 1952 to help the U.S. Coast Guard Auxiliary organize an annual “Safe Boating Week” in the First Coast Guard District. As it continued helping promote these annual safe boating weeks, the committee grew and became the National Safe Boating Council in 1958. Photo courtesy U.S. Coast Guard

By utilizing sound strategy of communicating to a defined target audience and capitalizing on the best assets of each partner, they accomplished significant visibility of life jacket messages and inspired changed behavior. The JSI Wear Rate Observation Study and the “Wear It” California initiative were funded under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S Coast Guard.

Today, the National Safe Boating Council represents more than 350 leading boating safety organizations in the United States and its territories. For the past several years, they have taken the lead in planning and executing the North American Safe Boating Campaign in partnership with the National Association of State Boating Law Administrators. With the support of the U.S. Coast Guard, Canadian Coast Guard and Canadian Safe Boating Council, and all of the other American recreational boating safety partners, we have joined forces in this national/international effort to save lives on the water. Because most drownings would have been prevented had the victim been wearing a life jacket, “Wear It” has become the universal slogan of the partners in the recreational boating safety community, along with the Coast Guard’s message to “Boat Responsibly!”

The Coast Guard truly values its partnership with the National Safe Boating Council. In fact, Admiral Thad W. Allen clearly expresses the Coast Guard’s view on partnerships in a *Letter of Promulgation (January 2007)* where he states: “We will work with the Congress, our interagency partners and our state, local private and international partners to bring the **Coast Guard Strategy for Maritime Safety, Security, and Stewardship** to life. As we stand watch, we will build the 21st Century Coast Guard America expects and deserves. ■

The National Safe Boating Council and the Coast Guard Auxiliary

William Griswold
Branch Chief, Liaison /
Resources Divisions
U.S. Coast Guard Auxiliary
Department of Boating

The National Safe Boating Council (NSBC) and the Coast Guard Auxiliary have had a long storied past, complementing each other primarily in the area of the National Safe Boating Week. The week once was run by a division at Coast Guard Headquarters that enlisted the Auxiliary and other volunteers to take boating safety messages to the public.

As the role of the Coast Guard, the states and volunteers changed, the NSBC assumed the role as the primary organization to initiate and institute each year's Safe Boating Week. The Auxiliary continued its role helping spread the messages, public safety announcements and materials. Local Auxiliary units took the initiative and organized boating safety events, search and rescue demonstrations, picnics, displays and vessel safety checks at local boat ramps.

Auxiliarists became an important conduit for safety messages. They provided safe boating materials to local media outlets, including newspapers and radio stations. Over the years, as the National Safe Boating Council grew, the bond between the two organizations matured and flourished. Auxiliarists began to serve on the Council's Board of Directors, and National Commodore Aime Bernard served as chairman of the Council in 1992. By that time, the Council had become the primary organization running the "week."

By the mid 1990s, the Council and the National Water Safety Congress (NWSC) joined hands to sponsor the International Boating and Water Safety Summit. Up to that point, the Council and the Congress held separate training seminars each spring. Usually, at the Council's seminars, Auxiliary boating instructors presented sessions

on various classes and training subjects they offered to the public. The Summit widened the reach of these training opportunities, and the Auxiliary began to partner with some of the organizations that participated in the Summit, namely the U.S. Army Corps of Engineers. These new partnerships enabled all the organizations to reach further, spreading safe boating words.

Technology has assisted the move from a printed manual and brochures to a website, which made materials instantly available to anyone. The public service announcements became much more professional and were produced in a variety of formats the media could use. A concentrated effort was made to distribute them to the major media outlets. All the while, the Auxiliary continued to take these messages to the public locally, spreading tens of thousands of pieces of literature to boaters everywhere.

Recently, the Campaign has taken a new turn, going to specific areas and concentrating on life jacket wear. Vessel safety checks have become a large part of these local efforts, enlisting local businesses involved with boating – retailers, dealers, marinas, yacht clubs and others. Auxiliarists have assisted in recruiting these businesses into the program, through their contacts in the Auxiliary Visitors Program. These efforts have greatly enhanced this new, exciting wave of the Safe Boating Campaign, using volunteer and local resources.

The relationship between the Coast Guard Auxiliary and the National Safe Boating Council has been a long and prosperous one. The Auxiliary salutes the NSBC on its 50th Anniversary and looks forward to continuing joint efforts to make boating safer and more enjoyable. ■

A note from Commodore Jesse L. Harrup Jr.:

I have stepped down as the National Directorate Commodore for Recreational Boating Safety with the U.S. Coast Guard Auxiliary effective January 7, 2008. I will always remember and treasure my many friendships with the past and current boating law administrators over the past 10 years. Commodore Edward E. Sweeney III is the current NADCO-RBS and I ask you all to join me in welcoming him onboard.

Fair winds and smooth sailing to all my NASBLA friends. I have enjoyed and learned much from our relationships and hope to one day see you all again in perhaps another USCGAUX capacity.

National Safe Boating Week

MAY 17-23, 2008

Access campaign materials online at
www.SafeBoatingCampaign.com:



— **Be a Survivor! Contest Materials**

— **Press Release Templates**

— **Wear It! Logos and Graphics**

— **Recreational Boating Photos**

— **Brochures, Pamphlets, Stickers**

— **It's all FREE!**

*Additional paid resources include banners, signs, DVDs,
Sidekicks booklets for kids. See website for details.*

***Get onboard with partners across the
country and make your voice heard!***



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1500 Leestown Road, Suite 330
Lexington KY 40511

Change Service Requested



CALENDAR

2008-09 RECREATIONAL BOATING SAFETY

APRIL 2008

7-11 **NASBLA**
National Boating Accident Investigation
& Analysis – Level 1 Training
Cleveland, Ohio
859.225.9487
chris@nasbla.org

8-10 **NASBLA**
Boating Under the Influence Detection
& Enforcement Training
Boulder City, Nevada
859.225.9487
chris@nasbla.org

12 **National Boating Federation**
Spring Meeting
Hyannis, Massachusetts
508.394.5670
www.n-b-f.org

15-16 **NASBLA**
Education & Awareness Committee Meeting
San Diego, California
859.225.9487
gail@nasbla.org

16 **NASBLA**
Waterways Management
Subcommittee Meeting
San Diego, California
859.225.9487
matt@nasbla.org

16-18 **National Safe Boating Council &
National Water Safety Congress**
International Boating &
Water Safety Summit
San Diego, California
703.361.4294 or 440.209.9805

25-27 **National Boating Safety Advisory Council**
Spring Meeting
Rockland, Maine
202.372.1061
jeffrey.a.ludwig@uscg.mil

27-29 **American Boating Congress**
Washington, D.C.
www.nmma.org/abc

MAY 2008

6-8 **NASBLA**
Boating Under the Influence Detection
& Enforcement Training
Lucas, Kentucky
859.225.9487
chris@nasbla.org

12-16 **NASBLA**
Spring Executive Board Meeting
Washington, D.C.
859.225.9487
info@nasbla.org

12-16 **NASBLA**
National Boating Accident Investigation
& Analysis – Level 1 Training
Helena, Montana
859.225.9487
chris@nasbla.org

13 **National Safe Boating Week**
Congressional Reception
Washington, D.C.

17-23 **North American Safe Boating Week**

JUNE 2008

3-5 **NASBLA**
Boating Under the Influence Detection
& Enforcement Training
Vancouver, Washington
859.225.9487
chris@nasbla.org

3-6 **Western States Boating
Administrators Association**
Annual Conference
Juneau, Alaska
info@nasbla.org

17-19 **NASBLA**
Boating Under the Influence Detection
& Enforcement Training
(Train-the-Trainer Course)
Madison, Wisconsin
859.225.9487
chris@nasbla.org

27-July 2 **National Sheriffs' Association**
Annual Conference
Indianapolis, Indiana

JULY 2008

15-17 **NASBLA**
Boating Under the Influence Detection
& Enforcement Training
Pearl City, Hawaii (on the island of Oahu)
859.225.9487
chris@nasbla.org

28-Aug 1 **NASBLA**
Summer Executive Board Meeting
Bangor, Maine
859.225.9487
info@nasbla.org

AUGUST 2008

16-19 **American Society of Association Executives**
Annual Meeting
San Diego, California
www.asaecenter.org

SEPTEMBER 2008

2-7 **United States Power Squadrons**
Governing Board Meeting
Detroit, Michigan
888.367.8777
www.usps.org

7-12 **Association of Fish & Wildlife Agencies**
Annual Conference
Saratoga Springs, New York
202.624.7890
info@fishwildlife.org

6-10 **NASBLA**
Annual Conference
Clearwater Beach, Florida
859.225.9487
info@nasbla.org

OCTOBER 2008

16-19 **US Sailing**
Fall Meeting
St. Petersburg, Florida
401.683.0800
www.ussailing.org

FEBRUARY 2009

17-22 **United States Power Squadrons**
Annual Meeting
Anaheim, California
888.367.8777
www.usps.org