



small craft advisory

JUL/AUG 2006 VOL.21 - NO.4

national association of state boating law administrators



**Measuring Performance
Boosts Programs' Success**

**New Commandant
Leads Coast Guard**

**NASBLA Prepares Launch
of Grant-Funded Projects**



Charlie Sledd
NASBLA President



The official publication of the National Association of
State Boating Law Administrators

Major Steps Forward with Performance Measures

As I prepare the column for this issue, it's a gorgeous summer day in Virginia, bright sunshine, about 92 degrees outside, not a cloud in the sky, very slight breeze, and I keep thinking that what I really should do is get out of the office for a day on one of Virginia's waterways doing what we are all so passionate about – safe and enjoyable boating.

You will note that my description of today's weather is just about like most days when we have a majority of our boating accidents. We then use those boat accident numbers, along with the associated number of boating fatalities, as a major performance indicator of our boating education, enforcement and outreach efforts. With that approach, I can proudly report that our 2005 statistics in Virginia had us with the second lowest number of boating accidents in 10 years and the lowest number of boating fatalities in 10 years. Our boating safety program performance appears to be on the right track, and hopefully we will have even lower numbers in 2006.

Some would likely tell us just to keep doing whatever we did in 2005 that made it a safer year. After all, we're on the "right track!" But being on the "right track" and "hoping" to continue the downward trend in accidents and fatalities does not shed any light on the true fundamental issue of what it was that we did differently and better in 2005 than we did in those other 10 years. What measures of performance does our program have in place that will help us to continue on the right track? Unfortunately, I do not have many answers about what we did differently or better, so I am pleased that Kim has set performance measures for recreational boating safety (RBS) programs as the theme for this issue of the magazine; I have learned that I have an awful lot to learn.

At the recent first-ever spring BLA workshop in Lexington, Ky., Mr. Jeff Hoedt, chief of the Office of Boating Safety, gave us a thorough and informative presentation on the

Coast Guard's work on RBS Program goals and performance measures. Jeff spoke to us about the National RBS Program mission statement, strategic planning, performance goals and performance measures. It's all of these components that we will be focusing on as we each manage our state boating safety programs in the years to come. We will become quite proficient in knowing the difference between "output" and "outcome." We will be developing performance goals that will have desired and measurable outcomes, objectives that will move us along the road to accomplishing our goals, and strategies that head us in the right direction in achieving our objectives. While much of this may not appear to be as much fun as getting out



NASBLA President Charlie Sledd isn't afraid to jump in and get his feet wet. During the International Boating and Water Safety Summit held in early May in Palm Harbor, Fla., he volunteered along with other boating safety professionals to participate in a team-building exercise. He and Ruth Wood, BoatU.S. Foundation president, worked together well at trying to capsize the canoe without flipping it. *Staff photo*

of the office for a day on the water, this approach will certainly enhance the effectiveness of our efforts and help us do a better job with the "safe and enjoyable" part of our boating mission.

Also at the spring workshop, the NASBLA Executive Board presented the association's strategic plan that we have been working on for the past several months. Our strategic plan/agenda/vision is a guidance document that we will use to chart our direction, accomplishments and performance. We have developed seven goals that will help us stay on

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PRESIDENT
Charlie Sledd

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MANAGING EDITOR
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EDITOR
Kimberly Hermes

ART DIRECTOR
Michelle Huber-Kropp

CIRCULATION DIRECTOR
Joan Minton

EDITORIAL OFFICES
1500 Leestown Road, Suite 330
Lexington KY 40511
Phone: 859.225.9487
Fax: 859.231.6403
E-mail: editor@nasbla.org

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ABOUT THE COVER

How do you determine whether a boating safety program is getting the job done? The National Association of State Boating Law Administrators, the U.S. Coast Guard, and the states and territories have recently begun implementing *performance measures* to gauge the outputs and outcomes to demonstrate various facets of their recreational boating safety programs. This involves selecting a strategy, allocating resources, implementing the strategy, and measuring the results to determine the strategy's effectiveness. The cover shot was designed simply to evoke the idea of "measuring" with regards to recreational boating.

Staff Photo

NASBLA Holds Its First Boating Law Administrators Workshop

The National Association of State Boating Law Administrators (NASBLA) held its first-ever Boating Law Administrators Workshop in Lexington, Ky., June 7-8. The meeting was designed to provide boating law administrators (BLAs) from around the country an opportunity to meet with their peers in an open exchange on current and emerging issues affecting boating program management.

NASBLA President Charlie Sledd explained that a main reason for the forum was to give the participants tools to take home to their toolboxes. The agenda was designed to allow plenty of time for discussion among the participants.

This aspect of the meeting was appreciated by the attending BLAs.

Randy Edwards, boating law administrator for Iowa and past president of NASBLA, commented that the workshop provided a “good, relaxed informal opportunity for face-to-face time with BLAs.”

“We had plenty of time to spend with fellow BLAs,” said Alfonso Campos, boating law administrator for Texas. “As a BLA, you usually have a good idea who to visit with for information or assistance with various issues. But at the fall conference, our time for individual discussions is limited by the need to attend meetings throughout the week, visit with associates, and other activities. The atmosphere of the spring workshop allowed us time to actually discuss the issues.”

Audience polling was used to gather basic information on the attendees. Polling revealed that more than half of the participants have been serving as a boating law administrator six years or less. Nearly all consider themselves recreational boaters and more than half currently own a boat.

The polling proved to be a popular feature of the workshop. Participants enjoyed the chance to be involved in the process by using handheld response keypads to answer various questions.



The National Association of State Boating Law Administrators held its first Boating Law Administrators Workshop. This meeting provided the state boating authorities with an open forum for discussing various issues affecting recreational boating safety, education and enforcement. *Staff photo*

The survey questions were also used to spark discussion among the participants. Organized as an open forum, the meeting generated much participation, with boating law administrators from 39 states sharing ideas, information, resources and experiences.

Topics of discussion included mandatory boater education; budget concerns; employee recruitment, training and retention; promoting boating safety; the education course review process; building a boating constituency; and NASBLA’s strategic planning.

On the second day of the workshop, Jeff Hoedt, chief of the U.S. Coast Guard Office of Boating Safety, discussed performance measures with the group. With direction from the National Boating Safety Advisory Council, the Coast Guard has developed performance goals for the Recreational Boating Safety Program. These goals include increasing the wear rate of life jackets, reducing the number of boating accidents and fatalities, and creating a database of the number of people that complete an advanced boating education course.

Small boats have been identified as a possible homeland security threat. This could lead to registering all vessels for identification purposes. Hoedt also discussed the creation of Real ID, an identification system that would be proof

of identity and citizenship. This will be phased in over time.

Hoedt discussed the nonprofit grants for FY07. Seven of the 10 grants NASBLA proposed were funded.

The Coast Guard will be conducting a cost-benefit analysis and survey on the 17-character hull identification number (HIN) project. The Organization of American States wrote a draft model act for vessel registration/identification and proposed a 13-character HIN. The shorter HIN would vary a great deal from the 17-character HIN being considered by the Coast Guard.

Approximately 30 to 50 propeller strikes are reported each year. The Coast Guard is moving forward with regulations to promote propeller injury avoidance. The National Boating Safety Advisory Council will recommend an engine cut-off device requirement, along with a requirement for people to maintain and utilize it.

The National Recreational Boating Survey will be released in 2007. The Coast Guard is working with groups to rewrite the survey. The new survey would be conducted every two years. It’s possible that new questions could be added to the new survey to gather state-specific data.

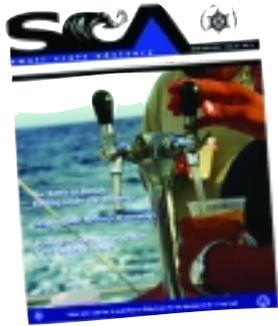
Hoedt announced that the vessel identification system will be in place by the end of September 2006.



Magazine Secures More Awards

Small Craft Advisory and its editor have been recognized with two awards from the Kentucky Government Communicators Association (KAGC).

The Kentucky Association of Government Communicators was founded in 1987 to provide a network for government information officers throughout the state. For the past 15 years, KAGC has recognized professional excellence in written and broadcast communications materials and campaigns



by public agencies through its Awards of Excellence program. The annual competition places high priority in two areas: providing professional peer critiques for all entries and publicly

honoring those submissions that merit recognition.

The annual Awards of Excellence luncheon was held June 15, 2006, in Frankfort, Ky., to honor materials produced during the 2005 calendar year.

Kimberly Hermes, editor of *Small Craft Advisory*, won both the Award of Excellence (first place) and the Award of Merit (second place) in the News Writing category in this year's competition.

Hermes earned top honors for her article "Alcohol + Water = Tragedy." Appearing in the March/April 2005 issue of *Small Craft Advisory*, the article was written to call attention to the ongoing problem of intoxicated boaters. The article also described the enforcement and education efforts a few states are using to reduce alcohol-related accidents and deaths on the water.

Hermes received second place for "Touting Safety for Towed Sports," which was published in the July/August 2005 *Small Craft Advisory*. With the growing popularity of towed sports activities, such as wakeboarding, wakeskating and water skiing, this article was written to alert law enforcement officers and education



Small Craft Advisory Editor Kimberly Hermes accepts two awards for the magazine from Victoria Dempsey, acting president of the Kentucky Association of Government Communicators. KAGC brings together professionals whose primary job is communicating with their fellow employees, the media, the general public and other government entities.
Staff photo

specialists to the safety concerns and unique hazards surrounding these activities.

The official publication of the National Association of State Boating Law Administrators, *Small Craft Advisory* is written for and about the nation's boating law administration professionals. Distributed to boating law administrators, education specialists, law enforcement officers, and other boating safety partners and organizations, the magazine focuses on practices, procedures and research in recreational boating safety, marine law enforcement, and boating safety education to enhance the efficiency and effectiveness of recreational boating safety.



...From the Helm continued from page 1

course and provide a continuity of effort for years to come. Many years ago, someone gave me a sheet of paper that had these words, "The really important thing to remember is to keep the main thing the main thing." And that is exactly what our strategic document does for us – keep the main thing the main thing.

Over the past few months, it has been my pleasure to represent NASBLA at a number of meeting and events. One very impressive event was the Commandant's Change-of-Command Ceremony, and we would like to extend to Admiral Allen our sincerest congratulations as the 23rd Commandant of the United States Coast Guard. I would also like to thank Virgil Chambers and the National Safe Boating

Council for making NASBLA a part of the Congressional Reception hosted each spring just before National Safe Boating Week. Virgil does a superb job with this event and it was an honor to be there.

In closing, please allow me to share a few comments about an event that I had the opportunity to participate in at the recent International Boating and Water Safety Summit. As a lunchtime "educational demonstration," I, along with a number of other "boating professionals" (at least that's what Pam Dillon with American Canoe Association tried to convince the audience that we were) had the rare opportunity to try to "professionally" sink a canoe – intentionally. I've never tried to sink a

canoe on purpose, but I have flipped over several (not on purpose). Teamed with Ruth Wood, president of BoatU.S. Foundation, we made our best effort. As it turned out, our effort was better than the other two teams (with due respect and in full consideration of Bobby Pharr, Jeff Hoedt, Richard Moore, and Ed Carter, I will not reveal who the other teams were), and Ruth and I were each presented the distinguished "Award of the Orange Paddle." And while this was one of the more unique events that I've had a chance to be part of, it was a bunch of fun. And that is what boating is all about!



New Commandant Takes Helm of Coast Guard

Admiral Thad W. Allen assumed the duties of the 23rd Commandant of the U.S. Coast Guard on May 25, 2006. Admiral Allen is most well known for his widely-praised performance directing the federal government's recovery efforts following Hurricanes Katrina and Rita in the Gulf Coast region from September 2005 to January 2006.

Before being named commandant of the U.S. Coast Guard, Admiral Allen served as the Coast Guard chief of staff and commanding officer at Coast Guard Headquarters in Washington, D.C., from May 2002 to April 2006. He also served as chairman of the Department of Homeland Security's Joint Requirements Council from 2003 to 2006. In September 2005, Admiral Allen was designated the principal federal official for Hurricane Katrina response and recovery operations in Louisiana, Mississippi and Alabama. He additionally served as principal federal official for Hurricane Rita response and recovery activities in Louisiana.

Prior to his assignment as chief of staff, Admiral Allen served as commander,

Coast Guard Atlantic Area, Fifth Coast Guard District, and U.S. Maritime Defense Zone Atlantic in Portsmouth, Va., where he was the operational commander for all Coast Guard activities in an area of responsibility spanning five Coast Guard Districts, encompassing more than 14 million square miles and involving 26,000 military and civilian employees, and 27,900 Auxiliarists. Admiral Allen led the Coast Guard's Atlantic Area forces in response to the terrorist attacks of September 11, 2001.

Admiral Allen's achievements have not gone unnoticed. "At every stage of his career, Admiral Allen has inspired those around him with energy and dedication to service," commented President George Bush during the Change of Command ceremony.

In his other flag assignments, Admiral Allen commanded the Seventh Coast Guard District where he directed Coast Guard operations in South Carolina, Georgia, Florida and throughout the Caribbean. He has also been assigned as the Coast Guard's Director of Resources at Coast Guard Headquarters, where he was responsible for formulating the Coast Guard's budget, developing long range plans and managing the Coast Guard's performance plan.

A specialist in operations both in the coastal and offshore environments, Admiral Allen has served aboard three Coast Guard cutters: the Androscoggin, Gallatin and Citrus, which he commanded. His coastal command operational assignments include captain of the Port/Group Long Island Sound, Connecticut; Group Atlantic City, New Jersey and LORAN Station Lampang, Thailand. Admiral Allen's other assignments included a tour as search and rescue controller in the Greater Antilles

Section, San Juan, Puerto Rico; intelligence watch officer at DEA/INS El Paso Intelligence Center, El Paso, Texas; chief budget officer, Maintenance and Logistics Command Atlantic, Governors Island, New York; deputy project manager, Fleet Modernization and Rehabilitation (FRAM) Project; and Assistant Division Chief, Programs Division, Office of the Chief of Staff at Coast Guard Headquarters.

A native of Tucson, Ariz., Admiral Allen earned his bachelor's degree from the U.S. Coast Guard Academy in 1971. He holds a master's degree in public administration from The George Washington University, from which he received the Alumni Achievement Award in 2006. He also holds a master's degree from the Sloan School of Management of the Massachusetts Institute of Technology. In 2003,

Admiral Allen was elected a National Academy of Public Administration Fellow.

Admiral Allen is married to the former Pamela A. Hess of Champaign, Ill. Together they have three grown children and two grandsons. Admiral Allen, the son of Clyde and Wilma Allen, followed his father, a retired Coast Guard chief damage controlman, into the profession.

President Bush said that Vice Admiral Allen follows a distinguished commandant in Admiral Thomas H. Collins, who led the Coast Guard during one of the more challenging periods in its history. "[Admiral Collins] helped to ensure a seamless transition into the department and introduced emerging technologies and innovative programs that have enhanced overall mission performance," added President Bush.



Admiral Thad Allen became the Commandant of the U.S. Coast Guard on May 25, 2006. Allen became a well known figure following his widely-praised performance directing the federal government's recovery efforts following Hurricanes Katrina and Rita in the Gulf Coast region from September 2005 to January 2006. Photos courtesy U.S. Coast Guard



Shortly after being appointed as Commandant, Admiral Allen began developing a maritime security strategy that will guide the U.S. Coast Guard's decision-making, rulemaking, technological requirements and requests for legislation. The strategy will focus on the agency's core mission areas of security, safety and stewardship of waterways. Allen hopes to create a "strategic trident" that will govern shore-based operations, off-shore capabilities and a new deployable operations group.





Awarded Grants

With seven of its grant proposals approved by the U.S. Coast Guard, the National Association of State Boating Law Administrators (NASBLA) has another busy year ahead, working on various projects to enhance the safety and enjoyment of recreational boating in the United States.

The following projects will be funded by grants, administered by the Coast Guard, from the Sport Fish Restoration and Boating Trust Fund.

Enhance Partnerships

The largest grant NASBLA has been approved for is the State and Federal Partnering in the *National Recreational Boating Safety Program*. Through this indispensable grant, NASBLA has continued to build and strengthen its valued partnerships in the world of recreational boating safety.

In fiscal year 2006-07, NASBLA will continue to use the partnering grant to support the states and the Coast Guard in improving interagency cooperation, coordination and assistance in the planning, implementation and evaluation of the National Recreational Boating Safety (RBS) Program. The ultimate goal of the program is to reduce the number and severity of recreational boating casualties of all types.

The objectives for the partnership program include:

- a) Effecting greater uniformity and reciprocity among state and federal agencies;
- b) Fostering more efficient stewardship of boating safety resources;
- c) Cultivating working partnerships among other national RBS organizations and stakeholders;
- d) Facilitating strategic plans linked to outcomes and performance goals for boating programs;
- e) Conducting research to improve law enforcement techniques and

promote more effective educational interventions; and

f) Providing a national RBS communications conduit to grassroots law enforcement officials and state and federal policy-makers through *Small Craft Advisory*.

Reduce Alcohol-Related Accidents

In spite of decreasing numbers of boating-related fatalities over the past few years, the number of fatalities caused by alcohol has steadily risen. To help enhance safety on our nation's waterways, four years ago, NASBLA designed a training course 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. Another valuable product of the training is the fostering of a stronger and more visible deterrent to alcohol use on the water.

"Along with promoting greater awareness of the dangers of 'drinking and boating,' NASBLA believes that the best way to reduce boating under the influence is to strengthen law enforcement capabilities on the water," said NASBLA Executive Director John Johnson.

For the fourth year, NASBLA has secured a grant to produce a series of *Boating Under the Influence* (BUI) Detection and Enforcement Training Seminars. The nonprofit organization plans to hold five seminars at various locations across the United States. The three-day seminars will cover detection and general deterrence; afloat and ashore field sobriety testing; preparing for trial; and other related topics.

Validate Field Sobriety Tests

NASBLA has long recognized the need for the *Validation of Standardized Field Sobriety Tests for Use in the Marine Environment*. Now that its grant proposal for just such a project has been approved by the Coast Guard, NASBLA will embark on a multi-year project to develop a fully validated and legally defensible battery of approved tests for boating safety officers to use in enforcing BUI laws and prosecuting boating under the influence violations.

Alcohol-related violations remain one of the top causes of boating accidents, injuries and fatalities annually. Nationwide, the Coast Guard estimates that alcohol is involved in 40 percent to 50 percent of all boating accidents.

A battery of standardized field sobriety tests (SFSTs) was validated for traffic enforcement over two decades ago. These tests have become accepted nationwide as a means of demonstrating probable cause to arrest suspected impaired drivers. However, no such definitive validation has ever been conducted for SFSTs used on suspected impaired boat operators. Despite this, many marine enforcement agencies routinely teach their officers to use the highway-based SFSTs to screen boat operators.

After NASBLA completes its validation project, officers will be able to use SFSTs that have been validated for use on the water. This will increase the credibility of officers' probable cause in prosecution of BUI cases, which in turn will continue – and likely increase – officers' success in court cases. By removing intoxicated boaters from the water, boating will be made safer and more enjoyable.

Train Boat Accident Investigators

To continue its training efforts, NASBLA applied for and received a grant to hold a series of *National Recreational*

Boating Safety Boating Accident Investigation Seminars.

For the past 17 years, NASBLA has worked diligently to increase the number of well trained, professional boating accident investigators serving the public. This goal has been achieved through the Boating Accident Investigation Seminars series, conducted annually since 1988.

Because of their training, these federal, state and local law enforcement officers provide detailed and accurate data to the states, the Coast Guard and others to determine accident causes and trends, design problems that lead to safety defects, equipment use and human error statistics.

Through gap analysis of accident data, states have been able to redirect resources to local, state or regional initiatives specifically designed to counter negative trends determined by statistics. Even so, more trained accident investigators are needed to provide complete and accurate data regarding injuries and property damage.

Data obtained from accurate investigative reports can be used as one measure of effectiveness of existing boating safety programs and regulations, to evaluate the need for new or expanded programs and to assess the need for operator training. Since many government agencies share law enforcement jurisdiction with primary boating dedicated agencies, every officer who has been assigned marine duties should be trained in boating accident response, reporting and investigative techniques.

With its approved grant proposal NASBLA will conduct a total of five “comprehensive” seminars, one “advanced” seminar and four seminars to be held in conjunction with the Marine Patrol Officer Training courses.

Increase Knowledge of Boating Accident Scenarios

With approval of its *Design, Develop and Conduct Staged Boating Collisions* grant proposal, NASBLA will perform a series of staged boat collisions to provide more effective teaching aids for its Boating Accident Investigation Seminars.

The last series of staged collisions was conducted in 1999, also under a grant from the Coast Guard. The boats from these collisions continue to be used in the

seminars today. Unfortunately, due to the rigors of travel, time and use, the boats have begun to deteriorate and need to be replaced with updated boats from a freshly conducted set of carefully controlled collisions.

Included in the staged collisions will be accidents with both boats moving. The technology needed to accomplish this task was not readily available during the previous set of staged collisions in 1999, so crashed boats currently used in the training portray only collisions involving a moving vessel versus a nonmoving vessel or object. The new crashed boats will show the results of a collision involving two moving vessels. Additionally, the boats from the 1999 collisions are almost all the same type and size. The new set of crashed boats will involve a variety of boats.

With grant funding, NASBLA will conduct 12 staged collisions over the course of two years. Each set of staged collisions will consist of six sets of boats of various types, including personal watercraft and pontoon boats.

In addition to providing new teaching aids, NASBLA will capture the collisions on film; develop scenarios indicative of events that are likely to occur on the water; provide thorough video coverage of the events; and develop materials that can later be used in teaching accident investigation seminars.

Enhance Collection of Boating Accident Data

While NASBLA has contributed to the training of boating accident investigators through its accident investigation seminars, the reporting of accident data doesn't end with the investigating officer. Boating accident data analysts, state reviewers and boating law administrators also play a role in the accurate and complete reporting of boating accident data. These operatives provide detailed data to the states, the Coast Guard and others to determine accident causes and trends, design problems that lead to safety defects, equipment use and human error statistics.

Since the beginning of the National Recreational Boating Safety Program, the states and the Coast Guard have shared responsibility for collecting and maintaining statistics on casualties relating to recreational boating accidents. Our

ability to reduce injuries and fatalities on our nation's waterways is directly proportional to our efforts to gather and report accurate and complete boating accident data.

To enhance accident data collection among the states, NASBLA will produce a *Policy Manual and Guidelines for Recreational Boating Accident Reporting and Data Collection*. This state policy manual and user guidelines will be designed for state recreational boating safety (RBS) personnel tasked with investigating, reporting and analyzing boating accidents.

“The end product of the project will be better quality data which will eventually lead to minimizing loss of life, personal injury and property damage,” said Johnson.

The goal of the policy manual and guidelines is to improve the reliability and uniformity of boating accident data collection, reporting and data analysis so more reliable trends in recreational boating injury and property damage, both at state and national levels, can be identified.

Help States Improve Recreational Boating Safety Programs

Through the *State Recreational Boating Safety Programs Measures of Effectiveness Workshop* grant, NASBLA will develop and conduct a one-day clinic designed to provide basic training to the states' boating authorities and program personnel on the concepts and application of measures of program effectiveness and on the processes that precede and follow the development of such measures.

The project will build on research NASBLA previously conducted in the area of goal-setting, program assessment, and measures of effectiveness for numbering and titling programs. It is intended to assist the states in assessing and measuring the performance – the effectiveness – of all of the efforts associated with their recreational boating safety programs.

The workshop will serve as an initial step in what NASBLA foresees as a continuous process of assisting the states as they seek to improve their program efforts and of equipping the states to be even more effective partners in the National Recreational Boating Safety Program.





Zodiac President Lands Two Awards

J.J. Marie, president and CEO of Zodiac of North America, has received two prestigious awards for his work in the marine industry.

The American Boat & Yacht Council presented Mr. Marie with the ABYC Service Award during the organization's 50th Anniversary Annual Meeting and Reception held recently in Miami, Fla.



J.J. Marie, president and CEO, Zodiac of North America

The ABYC Service Award is presented each year to an ABYC member who has served the Council over a long period, through active participation on committees, boards or other volunteer venues, in a manner that materially benefits the goals of ABYC. Mr. Marie was chosen for his long-term, dedicated and focused work within both ABYC and other industry-related safety organizations; for his ardent support of workforce standards-based, technical education and training; and for his ardent support and unwavering dedication toward promoting

and heralding the importance of ABYC.

The National Marine Manufacturers Association (NMMA) presented Mr. Marie with the "Advocate of the Year Award" at the American Boating Congress in Washington, D.C. The Advocate of the Year Award recognizes an individual who has undertaken grassroots and political outreach efforts to further the industry's public policy initiatives. Mr. Marie was recognized by NMMA for his efforts in working to advance public policy issues important to marine manufacturers.

"Presently there are many issues, like water access, that could have a severe impact on our business," said Marie. "It's up to all of us to tackle these issues head-on so politicians at all levels know we're serious about keeping our industry thriving for years to come."



NMMA President Receives Horizon Award

During its 50th Anniversary Annual Meeting and Reception held in Miami, Fla., the American Boat & Yacht Council (ABYC) presented Mr. Thom Dammrich, president of the National Marine Manufacturers Association (NMMA), with the ABYC Horizon Award.

This award is presented each year to an ABYC member who has made significant contributions to the future success and growth of ABYC.

Mr. Dammrich embodies the upbeat and positive spirit and voice so crucially needed to improve watercraft safety and product quality, as well as advocate the inherent virtues of recreational boating to the boating public. He has negotiated to include a majority of ABYC standards in the NMMA Boat & Yacht Certification program, worked diligently to explore the feasibility and then execute the transfer of the Westlawn Institute of Yacht Design from NMMA to ABYC, and has advocated tirelessly on behalf of ABYC, recreational boating interests and the entire marine industry.



Innis Receives First Watch Award

Larry Innis, director of Government Relations for the Marine Retailers Association of America (an associate member of the National Association of State Boating Law Administrators), recently received a "First Watch" Clean Boating award from the Dometic Sanitation Corp. The company presented the awards to four individuals who influenced and implemented the blueprint for successful Clean Boating and Clean Marina programs.

Presented at the eighth annual National Clean Boating Campaign Celebration, June 17, at James Creek Marina, Washington, D.C., the awards were given to:

- Larry Innis, current chairman of the Marine Environmental Education Foundation
- Neil Ross of Neil Ross Consultants, Kingston, R.I.
- E. Steuart Chaney, managing owner, Herrington Harbour Marinas, Friendship, Md.
- David Gohsman, manager, Gangplank Marina, Washington, D.C.

"Successful Clean Boating programs don't just happen," said Ed McKiernan, president of Dometic Sanitation Corp., based in Big Prairie, Ohio. "It takes special people to make them happen. Throughout their careers, these four individuals have

devoted their resources and expertise to make Clean Boating and Clean Marina programs a truly positive achievement at local, state and national levels."

McKiernan said Innis was instrumental in crafting the legislative language leading to the Clean Vessel Act in 1992 while serving as an aide to Congressman Earl Hutto of Florida. As a result of the Clean Vessel Act, there are over 5,000 dockside pumps in operation nationwide today.

"Innis's roles in vital marine industry organizations such as MEEF, the National Safe Boating Council, and the Marine Retailers Association of America further underscore his continuing devotion to the cause of clean boating," McKiernan said.



Boating Safety Advocates Receive Prestigious Confluence Awards

The fifth annual Congressional Reception took place May 16, 2006, to honor government officials for their work toward the advancement of boating safety. The event is sponsored by the National Safe Boating Council (NSBC), the National Association of State Boating Law Administrators (NASBLA) and the United States Coast Guard (USCG).

The NSBC recognized five individuals by awarding them with the prestigious Confluence Award. This award is used to recognize members of Congress or other individuals in government who have aided in the bringing together of people, resources and vision toward the betterment of safer boating. Through their positions of prestige and responsibility, these individuals have fought for funding, legislation, programs, laws and regulations for boating safety.

- **Jeanne Timmons** of the U.S. Coast Guard Office of Boating Safety has made countless contributions to the field of boating safety throughout her career. She has been instrumental in assisting the American League of Anglers and Boaters with the complicated issues of the Aquatic Resources (Wallop-Breaux) Trust Fund. Her experience and expertise

with boating safety issues has been invaluable to the boating community.

- **Congressman Clay Shaw** of Florida is the original co-sponsor of the Recreational Marine Employment Act of 2003. He also helped to introduce the Sportfishing and Boating Equity Act of 2005. In addition, Congressman Shaw is the co-founder of the Congressional Boating Caucus and co-chair of the House Boating Caucus. This is Congressman Shaw's fourth Confluence Award from the NSBC.
- **Senator Trent Lott** of Mississippi is the co-chair of the Senate Boating Caucus, a member of the Committee on Commerce, Science and Transportation, and a member of the Congressional Sportsmen Foundation. Senator Lott also helped to introduce the Sportfishing and Recreational Boating Safety Act of 2005 to the Senate.
- **Senator Herb Kohl** of Wisconsin is the co-chair of the Senate Boating Caucus and sponsored the Aquatic Resources Trust Fund Reauthorization and Expansion bill. Senator Kohl also helped to introduce the Sportfishing and Recreational Boating Safety Act of 2005 to the Senate. In addition to the



Ruth Wood, vice chair of the National Safe Boating Council, presents Jeanne Timmons (center) of the U.S. Coast Guard with a Confluence Award. Virgil Chambers, executive director of the National Safe Boating Council, announces the award recipients during the Congressional Reception on May 16, 2006. Photo courtesy National Safe Boating Council

National Safe Boating Council, the Wisconsin Department of Natural Resources nominated Senator Kohl for his support of boating safety programs on the state and national level.

- **Senator John Warner** of Virginia was nominated by the American Canoe Association for his efforts to remove non-functional dams. This opened up the rivers to allow for better fishing and safer boating.

The efforts and dedication of these five individuals are greatly appreciated by the NSBC, NASBLA, the USCG as well as the 78 million boaters that take to the water each year.

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NASBLA Loses Valued Associate Member

It is with much sadness that the National Association of State Boating Law Administrators (NASBLA) announces the passing of longtime associate member Bill Farden, president of Outdoor Empire Publishing Inc. Mr. Farden died July 10 at the age of 80.

Mr. Farden founded the magazine that grew into Outdoor Empire's signature publication, *Fishing & Hunting News*. He built *Fishing & Hunting News* into a magazine which currently publishes eight regional editions covering 16 states.

Farden was born Sept. 4, 1925. He grew up in Montana, and served in the U.S. Navy in the Philippines during World War II. After the war, he taught journalism at Rogers High School in Spokane, Wash.

In Spokane, in April of 1954, Farden started *Outdoor Empire Weekly Rod & Gun News* with little more than the names and

addresses of 60,000 hunting and fishing license purchasers, and an agreement with 10 sporting goods and boat dealers to buy advertising for 10 issues.

He began with the principle that outdoor enthusiasts wanted to read about opportunities they could pursue in the upcoming weekend, instead of reading old news about events that had already happened.

Farden added an edition for the west side of Washington in February 1955. The next year he purchased an Oregon magazine with the name *Fishing & Hunting News*. He began using the new name for all his publications. *F&H News* added editions in Colorado, Montana, Utah and California in 1963, and Idaho and Wyoming in 1965.

Farden also pioneered instruction manuals for hunter education and boater education. The hunter education manual

that he originally wrote for the state of Colorado became the model for manuals used throughout the country today.

In 1985, Mr. Farden helped NASBLA establish its magazine, *Small Craft Advisory*. Outdoor Empire published the magazine from October 1985 until September 2001, when NASBLA took production of the publication in-house.

In addition to *Fishing & Hunting News*, Outdoor Empire Publishing also produces numerous other publications covering hunter safety, fishing basics, snowmobile operations, bicycle safety and a variety of other outdoor topics.

Farden remained active in company operations throughout his life, and is remembered as a major figure in outdoor journalism in the United States.

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Missouri Uses T-shirts as Incentive

By Officer Kimberly Davis

Wearing a life jacket while boating is like wearing a seat belt in a car, it can save your life. The problem is wearing a life jacket on a summer day is usually not very comfortable and it is definitely hot. However, if you always wear one it becomes routine and before long you don't even know you have it on. But how do get into the habit of wearing a life jacket? By beginning your water experience with a life jacket on from the start.

Boaters who do not wear their life jackets decrease their chances of survival if they are involved in an accident or unexpectedly fall into the water. Aside from the obvious safety issue, adults not wearing a life jacket do not reinforce the importance of their usage to children.

As a water patrol officer, I have seen many kids who proudly wear their life jackets and others who absolutely hate to wear them. An officer quickly becomes the "bad guy" when he or she tells a child they have to wear their life jacket when their parents have allowed them not to. I always wonder how long the parent of a screaming, crying child waits for me to be gone before they let their child take off the life jacket.

It is hard to explain to a child how important it is for them to wear their life jacket, so why not reward them? In 2003, after seeing success in other states, the Missouri State Water Patrol teamed up with the U.S. Army Corps of Engineers and several businesses in an effort to encourage children to wear their life jacket. Any child that was caught wearing their life jacket was given a T-shirt that read "I got caught wearing my life jacket." This program, which started on Table Rock Lake, was such a success that it was expanded to other lakes across the state.

Missouri law requires children under the age of seven to wear a life jacket at all times when onboard a boat, but the Missouri State Water Patrol encourages children of *all* ages to wear their life jackets. While on patrol, anytime a water patrol officer encountered a child wearing their life jacket (children under 13 were targeted), the officer gave the child a free T-shirt. It was amazing to see the smile on a child's face when he or she received a

shirt. Then the young boater would make sure the parents got to see the prize.

It did not take long for the word to spread. Before long, kids would make a point of letting officers know they were wearing their life jackets. Some kids would be very subtle as they walked by on the dock trying to get an officer's attention, and other kids would just ask for a T-shirt. Many kids would proudly wear their T-

shirt every year since. Each year, the T-shirt giveaway program has had a positive impact on kids. Since this program began, water patrol officers have given away thousands of T-shirts. In areas where the program has been implemented, younger boaters are more likely to voluntarily put a life jacket on and keep it on. You can never do enough to stress the importance of wearing a life jacket. If the T-shirt

It is hard to explain to a child how important it is for them to wear their life jacket, so why not reward them?



This young boater proudly displays her new T-shirt. A Missouri State Water Patrol officer gave her the shirt as a reward for wearing her life jacket while boating. Photo courtesy Missouri State Water Patrol

shirt the next weekend and make sure the officers knew they were wearing it. Several parents were especially thankful because it made their job (making their child wear their life jacket) a bit easier.

The program was such a success in 2003 that we have continued the program

giveaway program can save the life of a single child, then it will have accomplished its intended purpose.



New WATER TOY RECALLED Due to Safety Concerns

By Kimberly Hermes

As long as humankind has been roaming the earth, we've been fascinated with other animals' ability to fly. Through trial and error, we've invented balloons, airships, gliders and eventually aircraft to help us realize our dream of flight. Even with all these devices, we continue seeking new ways to take to the air.

One recent invention was developed to let people enjoy two of their favorite pastimes at the same time – flying and boating. The item, referred to as a tube kite, is a water toy that is towed behind a motorboat. Tube kites are large, wide, sometimes saucer- or delta-shaped inflatable water devices that can be more than 10 feet in diameter. The tubes are towed behind boats at speeds between 25 and 35 miles per hour. The speed of the boat causes the tube to lift into the air with its passenger, at times to 30 or more feet.

In April 2006, the Wego Kite Tube, made by Sportsstuff, was named the Annual Sporting Goods Manufacturers Association Sports Product of the Year. Offering riders the ability to soar into the air, tube kiting quickly became a popular form of water recreation, with hundreds of the flying tubes being bought off the shelves.

Unfortunately, with gravity, what goes up must come down – sometimes with tragic results.

The National Association of State Boating Law Administrators (NASBLA) began following the storm of injury reports resulting from the use of tube kites. The reports began filtering in practically with the beginning of boating season.

The first tube kite-related accident to be reported on Lake Powell at Glen Canyon National Recreation Area this year occurred on April 7. It involved a rider who lost control of the device and fell into the water at a high rate of speed. The victim suffered a punctured lung caused by broken ribs.

On April 30, one of the first fatalities related to tube kiting was reported. A 33-

year-old from Orangefield, Texas, was tube kiting near Stutes Island where the Neches River meets the Intracoastal Waterway. According to a game warden's preliminary report, the victim was about 15 feet in the air when he fell off the tube. Several witnesses say the tube kite turned onto its side in the air and then fell to the water. The victim was knocked off and he suffered a neck injury. The victim later died at a hospital.

During the first weekend in June, two more tube kiting accidents occurred on Lake Powell. The recurring accidents prompted the National Park Service (NPS) to examine the activity. After careful evaluation, the NPS decided to place a ban on "tube kiting" at Glen Canyon National Recreation Area.

"Kite tubing has proven itself to be extremely dangerous," said Glen Canyon National Recreation Area Superintendent Kitty Roberts when announcing the ban. "Ensuring the safety of our visitors is always the top priority of the National Park Service. There are many other, far safer ways to enjoy Glen Canyon – from waterskiing, to fishing, to exploring narrow side canyons."

Shortly after the NPS ban, the tube kite had been banned from U.S. Army Corps of Engineers district waterways in all or portions of 13 states.

At least three tube kite fatalities have occurred this summer in the United States, as well as several dozen personal injury accidents.

Injuries reported include heart and lung trauma, broken neck, back injuries, jaw and other facial fractures, concussions, cracked ribs, perforated eardrums and broken limbs.

During its investigation, NASBLA downloaded the user's manual for the Wego Kite Tube, manufactured by Sportsstuff Inc. The manual had an extensive list of safety precautions, including a warning that misuse or improper use of the product could result

in serious injury or death. In addition, the company had printed numerous warnings directly on the tube. One warning stated that the tow boat should never exceed the speed of 20 miles per hour when towing adults or 15 miles per hour when towing children.

However, these warnings were often ignored. Media reports concerning the recent tube kite incidents state that the boats were towing the device at speeds exceeding 30 miles per hour, a speed far in excess of the maximum towing speed indicated on the Wego Kite Tube.

Immediately before the Fourth of July holiday weekend, the Consumer Product Safety Commission (CPSC) issued a warning to consumers about the possible dangers associated with a new type of water recreation known as "tube kiting." The commission noted that possible reasons for incidents and injuries include a rider's difficulty controlling the tube, boat operator inexperience, and how the tube reacts in certain weather conditions. Conditions of highest concern to the CPSC are wind gusts, which can cause the tube to spin out of control, or sudden slowing or stopping by the boat operator, which can cause the tube to nose dive into the water. In some cases, the sudden stopping of the boat might cause the tube rider to continue past the boat and hit it or hit other boats or stationary objects, such as a bridge.

Despite the CPSC warning, numerous accidents involving tube kites were reported during the holiday weekend. Since injuries continued to occur, the tube kite was quickly banned on numerous waterways. Sportsstuff received reports of two deaths in the United States and a variety of serious injuries. The manufacturer conducted an investigation into the incidents but was unable to determine the cause of the incidents. On July 13, the company voluntarily recalled 19,000 Wego Kite Tubes from the market.

Consumers were instructed to stop using the tube kites immediately and contact Sportsstuff for information on how to obtain free replacement products.



The Wego Kite Tube was recalled in cooperation with the U.S. Consumer Products Safety Commission.

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All in Good Measure

Demonstrating program value and effectiveness

By Dr. Deborah A. Gona, NASBLA Research Director

Nearly two years ago, the National Association of State Boating Law Administrators (NASBLA) released a report on its *Vessel Numbering & Titling Measures of Effectiveness Project*, conducted under a grant from the U.S. Coast Guard. The project investigators expected not only to develop a national picture of the status and comparability of vessel numbering and titling processes and procedures, but also propose specific performance measures that states could adapt to gauge their progress on internal program improvements in those areas. (Editor's note: See pp. 9-10 of the January/February 2006 *Small Craft Advisory* for more information.)

That project was successful in developing the snapshot of state programs but ended up taking a different direction on the intended development of performance measures. Findings from a survey revealed that while many efforts underway across the states were *intended* to create efficiencies and improvements in these resource-constrained numbering and titling programs, the states' programs themselves were at very different stages of readiness and capacity to consider, let alone adopt or implement, any "model" performance measures proposed through the project.

In fact, the research signaled that *before* most state programs would be able to set realistic performance goals – and measure their progress – they would need more guidance about the concepts and application of performance measures *and* the processes of performing preliminary assessments and audits of program status. The evidence suggested that even programs that already had achieved some level of success in setting basic goals and measuring their performance would benefit from new thinking and insights about performance measurement.

That project concentrated on numbering and titling, just one supporting component in the states' efforts to conduct and maintain their Recreational Boating Safety (RBS) Programs. Yet the results illustrated a need for better all-around understanding of

performance measures and attendant preparations and caveats – a need that reached beyond the numbering and titling program units to all of the state efforts that combine to conduct, achieve and sustain positive results within the framework of a state's RBS Program, and on a broader scale within the National Recreational Boating Safety Program.

What are *performance measures* and why are they really important?

The terms *performance measures*, *effectiveness measures* and even performance *benchmarks* or *targets* are tossed around so liberally that they have taken on various, sometimes overlapping meanings and hues depending on the field or sector in which they are being discussed and applied. For example, programs often are said to use *performance* measures when they quantitatively evaluate different aspects of their operations, quality and costs; *output* measures when they monitor the products or counts that result directly from their activities; and *outcome* measures when they evaluate their progress toward larger program or agency visions, missions or benefits.

Despite their sometimes confusing and interchangeable labels, measures that are carefully developed and monitored can help to establish accountability in specific areas. They may "prod" the activity that leads to progress. That which can be measured, indeed, often does stand a better chance of getting done...and noticed.

Whatever the label or hue, the reality of measures is pretty much the same – doing a credible job of measuring performance effectiveness takes thought, time, resources and ongoing commitment.

Then why, with all of the competing demands and time constraints associated with the State RBS programs, *should* the states even consider investing any time and resources on developing program performance measures? Why *would* the states – in conducting their boating safety, education, assistance and enforcement activities – benefit from acquiring a fundamental, practical understanding of performance measurement and processes

Output measures or "counts"

Measure the direct products or volume resulting from program activities.

They give answers to questions such as:

- *What did we do or 'generate'?*
- *How much did we deliver or produce?*

Benchmarks or "targets"

Set the numeric bar for program or task accomplishments within a certain time.

Serve as points of comparison with other programs or activities that are considered "exemplary."

They give answers to questions like:

- *What are we aiming for?*
- *How fast do we want to finish task 'X'?*

Performance or "effectiveness" measures

Quantitative measures that offer insights into how well or how effectively a program is performing in a particular area or function. Often formed as a composite of output (count) measures and often expressed as a percent, ratio or rate.

They begin to give answers to the pressing question:

- *How well are we doing?*

and all of the caveats associated with developing effective, meaningful measures?

There are at least three vital reasons, and there are likely to be more as time passes.

One important reason is purely intrastate in nature. It is no secret that State RBS programs face serious competition among many other public service providers, agencies and state needs for increasingly scarce resources to accomplish the mission established by public decision-makers and fueled by the direct demands of the boating public. Their ability to effectively manage these programs and to demonstrate program effectiveness as measured by their outputs and outcomes is not only becoming increasingly important, but also expected.

A second reason is more intergovernmental in nature. The states,

in meeting requirements for federal assistance in support of their State RBS Programs, have to define their problems, their program objectives, and their need for that financial assistance. They have to anticipate quantifiable and qualitative accomplishments. They have to collect data and describe the reasoning by which they will evaluate the results of their efforts. In short, the states have to try demonstrating in some tangible way that their performance of program activities has been effective – that is, has created some positive outcome – and warrants continued assistance. And even if they cannot show positive improvement, they have to be able to demonstrate why they have not improved.

A third reason, linked closely to the second, revolves around the continuing efforts toward strategic planning and performance goal-setting in support of the mission of the National Recreational Boating Safety Program. As described in *Measures, Progress Come With Planning* (Editor's note: See article on page 22), the U.S. Coast Guard is working steadily to try to demonstrate the value of the national RBS not only in light of its funding increase through reauthorization of the Wallop-Breaux Trust Fund last year but also to the American public. As the Coast Guard readily admits, the success of the national program depends on the participation of its partners, and measurements of its national strategic plan objectives will require data from many, but most especially the states. The data derived from the state Performance Report Part II and other sources are expected to be used in trend analyses to identify areas of strengths and weaknesses within the national and state programs.

So, what's in NASBLA's pipeline to assist the states in efforts to effectively operate and meaningfully and consistently evaluate their State RBS programs; to document and communicate the value of their programs within their own state governments, to the boating public and to the federal government; and to support the National RBS Program in setting meaningful, measurable performance goals?

Apart from ongoing informational activities and presentations, one event – a one-day workshop to be conducted under a grant from the U.S. Coast Guard and tentatively scheduled to coincide with the 2007 version of the NASBLA BLA

Workshop – will provide basic, concentrated training to state boating authorities and program personnel on the concepts and application of program measures, and especially on the processes associated with implementing performance measures. (Editor's note: See pp. 5-6 for information on other NASBLA grant projects in the works.)

The State Recreational Boating Safety Program Measures of Effectiveness Workshop will be developed to:

- 1) Facilitate state boating program professionals' basic understanding of the processes associated with developing and using measures of program effectiveness and performance;
- 2) Create an ongoing opportunity for learning on these evaluative processes and on their applications; and
- 3) Lay some groundwork for the eventual development of model, valid measures of effectiveness for State

RBS Program performance based on the relationships between state program goals and objectives and observed program outcomes, especially as they relate to the creation of safer recreational boating experiences and positive improvements in the rate of fatalities and injuries.

More information will be made available as the workshop plans come together and as attendant resource materials are developed.

To facilitate the internal discussions, some "Do's and Don'ts" are presented below. While credible performance measurement is by no means an easy activity, program personnel should try to avoid the missteps that can overly-complicate an already tricky series of tasks, and overshadow the ultimate purpose of the activity – to improve program efforts and effectiveness.



DON'T	DO
Jump into creating performance measures without knowing where your program "stands" and where it could stand improvement.	Take the time to perform an initial assessment of your program, especially in critical functional and operational areas.
Undertake performance measurement without involving anyone except yourself and your computer.	Get buy-in and involvement from anyone who really does need to "buy-in" and participate (this includes staff).
Start off on a grand scale...doing too much and not being selective on the first rounds of measurement will increase the likelihood of a short-lived effort.	Start small, with a few primary goals and a few preliminary measures that will be tied to those goals and address the most important aspects of what you want or need to improve. Build from there.
Create such a complex, paper intensive process that it actually takes time away from program operations.	Keep it simple. Make performance measurement something that becomes part of day-to-day operations and management and ongoing improvement of your program.
Attempt the creation of performance measures if you know, upfront, that you don't have the personnel to collect, calculate and monitor the data.	Recognize that even in keeping it simple, the measurement of performance is something that will require regular collection, upkeep and use of the data . . . and likely continuous reports.
Think that you have to set your measures in concrete for them to be taken seriously.	Expect to reexamine, adjust and refine your measures or your methods over time. After more experience with them, you can better evaluate whether you've picked the "right" or "best" ones.
Be discouraged if you seem to have a hard time identifying appropriate performance measures.	Take a look at "count" / "tracking" data that you have been collecting, and see if you can find a meaningful measure from a composite of your count data.
Set actual numeric targets for your measures right away.	Have an idea about what "direction" you want the measures to move. Develop a baseline as a point of future comparison for your measures, and then get some experience with those measures so you know what is achievable.
Take lightly the way that you describe or define your effectiveness measures.	Decide if you want your effectiveness measures to be expressed in positive or negative terms.
Assume that just because you can "measure" it, your program activities "affected" it.	Try to differentiate between change that occurs from the actions you have initiated and change that is prompted by "outside" factors.

Online Lobbying ‘Survivor’ Contest Targets Recreational Boaters

This summer, safety precautions on the water could rack up big winnings for those who adhere to them, according to the National Safe Boating Council (NSBC), a national organization best known for its leadership of the annual North American Safe Boating Campaign. Sponsoring a summer long contest dubbed “Be a Survivor!”, the advocacy group says winners could accent their summer boating gear with prizes courtesy of West Marine® and find themselves nationally published.

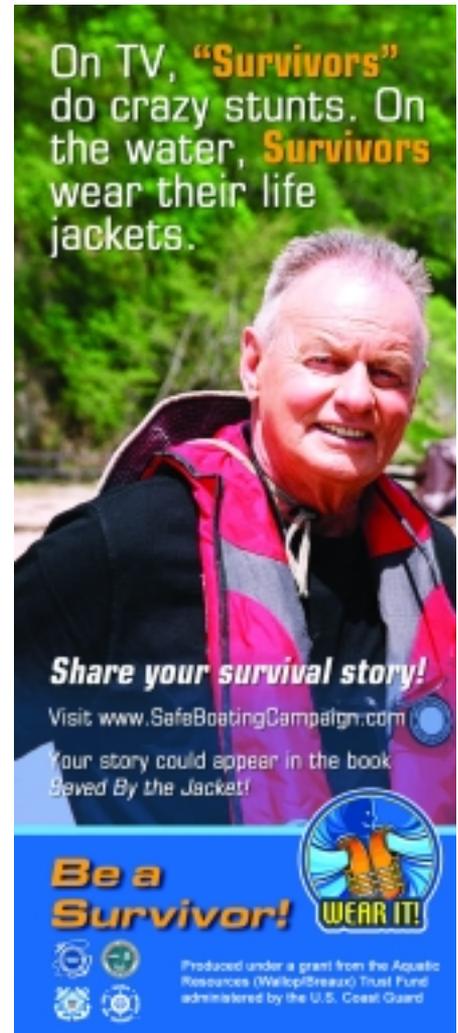
Launched during National Safe Boating Week in May, the contest is NSBC’s latest innovation designed to promote key safety measures to the more than 78 million recreational boaters on the water each year. As spokesperson, former Survivor star and NAVY Seal Rudy Boesch invites recreational boaters across the country to share their personal stories of how the life jacket has made a difference in their boating experiences. Entries may be submitted online at www.SafeBoatingCampaign.com or by visiting any West Marine® store nationwide.

“This initiative arises from our overall objective of highlighting boating safety

behaviors – particularly life jacket wear – that could save lives on the water,” says Virgil Chambers, executive director of the NSBC. “When boaters are taking responsibility for their safety and the safety of their passengers,” Chambers says, “everyone wins.”

Winners of the “Be a Survivor!” contest will be announced September 4, 2006. Prizes include a two-person inflatable Skedaddle kayak, a Weekend Water Sports Package, and two Comfort Series Inflatable Belt Packs. Their stories will also be published in NSBC’s *Saved by the Jacket*.

As annual boating fatalities have decreased, the percentage due to neglecting life jacket wear has risen – 90 percent of boaters who drowned in 2004 were NOT wearing life jackets. The NSBC hopes to reverse this trend by raising boater awareness of advances in the modern life jacket. Offering the latest technological innovations, current models can be customized for specific water activities and outings without sacrificing comfort or freedom of movement.

New Survey Shows Boaters Will Pay to Play

Boat owners say high gas prices won’t keep them off the water this summer, but will have them easing off the throttle more often, according to a new survey by Nationwide Mutual Insurance.

Like all motorists, boat enthusiasts are caught in the wake of high fuel prices – especially those who pay a premium to gas up at marinas. However, boat owners indicate they are willing to “pay to play” saying gas prices would have to nearly double before they change their lifestyle.

“When talking with our customers about boating we learned that while they’re concerned about rising fuel prices, the passion they have for their boats override those concerns,” said Greg Blanchard, Nationwide’s vice president of

Specialty Products. “What they say is that they’ll look to cut costs elsewhere.”

Nationwide’s survey conducted by The Brandware Group, Inc. of 2,544 powerboat, bass boat, motorcycle and ATV owners shows that two-thirds of boat owners indicated high fuel prices would not cause them to use their boats less often. In fact, boat owners are willing to pay about \$2.70 more per gallon for fuel before they will consider docking their boats.

According to the survey, boat owners will be on the water just as often as last summer – about 20 times – but expect to run their engines about 25 minutes less per trip.

It’s the passion for their boats and lifestyle that has enthusiasts willing to pay higher fuel costs.

Boat owners reported they spend 28 percent of their total leisure time on the water and 36 percent of boat owners consider their time boating more important than all other leisure time.

Boat owners surveyed have been engaged in the activity for more than 17 years and have owned their current boat for about six years. About 80 percent plan to continue boating when they retire. Over the past five years, enthusiasts invested \$6,848 on improvements and accessories for their powerboats and \$5,208 for their bass boats.



Lack of Enforcement Bad for Boating

from Boating Industry

As the busy summer boating season kicked off over Memorial Day weekend, many boating communities across the nation found themselves lacking in on-water law enforcement.

With state-funding shortages, law enforcement, for what is in many places a seasonal activity, has become a common problem – one with serious consequences for individual boaters and the industry.

On Georgia's Lake Allatoona, for example, there are only six Department of Natural Resources officers spread over a 13,000-acre body of water, according to *The Atlanta Journal-Constitution*. On summer weekends, the Army Corps of Engineers expect about 5,000 boats, the newspaper reported.

Up north, in the Lakes Region of Maine, there are only two wardens covering the popular boating area that includes Naples, Raymond and Casco, according to the Portland Press Herald. Statewide, there are only between 30 and 40 wardens.

"In all honesty, we don't have the manpower to adequately patrol like we should," Lt. Matt Berry of the Maine Warden Service said.

To the south, a record number of boats – just over 1 million – were

registered in Florida in 2005. However, the number of sworn officers patrolling for the state has remained relatively steady in recent years, the *Orlando Sentinel* reported on June 12, 2006.

Path to legislation?

The cliché that a few bad eggs can ruin it for everyone applies here. Not only can a few speeding, drunk or uneducated boaters pose a huge safety risk to their passengers and the boaters around them, they can easily give boating a bad name with loud, discourteous behavior that affects everyone around them – on water and on shore. That bad name more and more is leading to legislation – often the kind that bans or limits boaters' access to bodies of water.

In Michigan, for example, there is a proposal that would take the Department of Natural Resources' authority to limit the number of boats allowed on public waterways and extend it to township police, who could then ticket boaters who access a public lake once it has reached capacity.

While some supporters argue that the proposed bill would improve boating safety, a recent opinion columnist pointed out that injuries due to boating accidents are down within the state.

"We don't believe we need any more laws," said Thom Dammrich, president of the National Marine Manufacturers Association. "Enforcement of existing laws is all that is needed to promote a safe and enjoyable boating experience for everyone. Additional laws that go un-enforced will do nothing."

Paying the price

In Missouri, a different kind of legislation is on the table – a bill that would dramatically increase boat registration fees to pay for what some would say is a good cause. The almost \$5 million that would be generated annually if the bill passed would go to the Missouri State Water Patrol, which ultimately would benefit boaters, according to an Associated Press article on KansasCity.com today.

Boat owners currently pay \$10 to \$40 for registration every three years. Under the proposed legislation – passed by the legislature and awaiting the governor's signature – small boat owners' fees would increase to \$25 and boats over 40 feet in length would pay \$150.

While another addition to the cost of boating is nothing to celebrate, perhaps in this case it's worth it.

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Kawasaki 2006 JET SKI, Watercraft Loan Program Reaches \$1 Million Milestone

The long-standing Kawasaki JET SKI® watercraft public safety loan program has already provided more than \$1 million worth of JET SKI watercraft in 2006. The nationwide program operates through Kawasaki dealers loaning JET SKI watercraft to public agencies responsible for marine law enforcement, recreational boating education and safety, and search and rescue.

Roger Hagie, director of public affairs at Kawasaki, says that the loan of two 2006 Kawasaki JET SKI STX®-15F watercraft to the U.S. Coast Guard Auxiliary in Columbus, Ohio, raised the value of loans this year to over \$1 million.

Commenting on the loan, Hagie says, "The Coast Guard Auxiliary boating safety and boating education programs are

second to none. Kawasaki is extremely gratified that the loan of JET SKI watercraft can help the Auxiliary promote safe and responsible boating. Kawasaki is pleased to have the Auxiliary mark this milestone."

The participation of JET SKI watercraft dealers is essential in the working of the program. While the program is not mandatory for dealers, most are enthusiastic participants as evidenced by the more than 650 dealers who have made public safety loans since the program was created in 1989. The Coast Guard Auxiliary loan was arranged by a Kawasaki dealer in Ohio.

Kawasaki Motors Corp., U.S.A. (KMC) markets and distributes Kawasaki motorcycles, ATVs, personal watercraft

and utility vehicles through a network of more than 1,500 independent retailers, with an additional 7,700 retailers specializing in power products and general purpose engines. KMC and its affiliates employ over 2,900 people in the United States, with 400 of them located at the Irvine, California headquarters.

Kawasaki's tagline, "Let the good times roll.™", is recognized worldwide and the brand has become synonymous with powerful, stylish motorcycles for over four decades. Information about Kawasaki's complete line of recreational products and Kawasaki affiliates can be found online at www.kawasaki.com.

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Preparing for Hurricanes Critical for Boaters

from Boating Industry

With scientists predicting another “very active” hurricane season, boaters are urged to prepare their boats.

The United States’ recreational boating industry endured millions of dollars’ worth of damage during last year’s hurricane season.

“The industry can’t continue to have these losses,” said Scott Croft, associate vice president of public affairs for BoatU.S., during an interview in late May. “It’s going to reduce the number of people boating. We need to tell boaters that hurricane planning and preparation is not optional. One unprepared boat in a marina can cause havoc.”

Scientists are predicting 13-16 named storms, 8-10 hurricanes, and 4-6 major hurricanes during this year’s Atlantic hurricane season, according to a statement from the National Oceanic and Atmospheric Administration. This is above normal but not quite as severe as last year.

While many people assume the responsibility for hurricane education should fall on the marina sector, Margaret Bonds Podlich, BoatU.S. vice president of government affairs, said the future of the entire industry is on the line.

“I think every person in the industry can play a role in hurricane preparedness and education,” she stated. “We all have a stake in the end result.”

Legislation to help minimize damage?

One new tool Florida’s marine industry may have in its arsenal as hurricane season approaches comes in the form of House Bill 7175, which would give marinas the ability to secure its customers’ boats in the case that boat owners are unable to do so.

Podlich said the bill, which came about through collaboration between BoatU.S. and the Marine Industries Association of Florida (MIAF), has been passed by Florida’s legislature and is on its way to the governor.

“About a year ago, we started some very in-depth conversations with MIAF,” she explained. “Boaters need marinas and if marinas want to stay marinas, they need boats. We asked how we could work together to minimize the damage. The end result is this bill.”

The bill would go a long way toward preventing hurricane damage at Florida’s marinas, which is a win-win for boaters and the industry, Podlich suggested.

“Hurricane preparedness is such a critical part of the future of boating in Florida,” she concluded.

Above normal hurricane season expected

NOAA is predicting a continuation this year of the above-normal hurricane activity that began in 1995. This outlook is produced by scientists at NOAA’s Climate Prediction Center (CPC), National Hurricane Center (NHC), and Hurricane Research Division (HRD).

Hurricane seasons during 1995-2005 averaged 15 named storms, 8.5 hurricanes, and 4 major hurricanes. NOAA classifies nine of the last 11 hurricane seasons as above normal, and seven as hyperactive. It does not currently expect this year’s hurricane season to be as bad as last year’s record season.

“Whether we face an active hurricane season, like this year, or a below-normal season, the crucial message for every person is the same: prepare, prepare, prepare,” said Max Mayfield, director of

the NOAA National Hurricane Center. “One hurricane hitting where you live is enough to make it a bad season.”

On average, the north Atlantic hurricane season produces 11 named storms, with six becoming hurricanes, including two major hurricanes. In 2005, the Atlantic hurricane season contained a record 28 storms, including 15 hurricanes. Seven of these hurricanes were considered “major,” of which a record four hit the United States.

“Although NOAA is not forecasting a repeat of last year’s season, the potential for hurricanes striking the U.S. is high,” added retired Navy Vice Adm. Conrad C. Lautenbacher, Ph.D., undersecretary of commerce for oceans and atmosphere and NOAA administrator.

Warmer ocean water combined with lower wind shear, weaker easterly trade winds, and a more favorable wind pattern in the mid-levels of the atmosphere are the factors that collectively will favor the development of storms in greater numbers and to greater intensity.

The vast majority of named storms and hurricanes are expected to form during August-October over the tropical Atlantic Ocean, which is typical for above-normal seasons. These systems generally track westward toward the Caribbean Sea and/or United States as they strengthen, according to NOAA.

Historically, very active seasons have averaged 2-4 landfalling hurricanes in the continental United States and 2-3 hurricanes in the region around the Caribbean Sea. However, it is currently not possible to confidently predict at these extended ranges the number or intensity of landfalling hurricanes, and whether or not a given locality will be impacted by a hurricane this season, NOAA stated.

The main uncertainty in this outlook is not whether the season will be above normal, but how much above normal it will be. The 2006 season could become the fourth hyperactive season in a row, NOAA added.

Scientists will produce an updated Atlantic hurricane outlook in early August, which begins the peak months (August-October) of the hurricane season, according to NOAA.



Free Hurricane Preparation Guide Available to Boaters

Recreational boaters and marinas in hurricane country don’t have to go it alone when making vessel storm preparations. The Boat Owners Association of the United States (BoatU.S.) offers its newly revised guide, *Preparing Boats & Marinas for Hurricanes*, free to boaters and marina operators.

The 12-page guide presents up-to-date information learned from boaters’ and marina operators’ firsthand experiences during the past three hurricane-intensive years and has more information on the causes, types and prevention of hurricane damage to recreational boats. For a free copy of the guide, go to the BoatU.S. Hurricane Resources and Tracking Center at www.BoatUS.com/hurricane.

Included in the comprehensive guide are insights into preparing boats for storms while they are kept at docks, on boat lifts, in canals, on moorings, in high-rise storage boatels and on trailers. The guide also includes a storm preparation checklist to help boaters methodically and carefully take the right precautions.

Addressing a User Conflict

Across the country, boaters and landowners are clashing over boat wakes. A carelessly created boat wake can damage docks, injure paddlers, and irritate numerous waterway users and local residents. On the other side of the argument, the public has a right to use public waterways.

Rather than implementing a new law to try to fix the problem in Oregon, the State Marine Board has implemented an outreach plan to address the conflict on one of the state's popular waterways.

Boat Wakes Make Waves in Portland

Boat wakes have taken center stage in the Portland metro area since 2005 when the Oregon State Marine Board considered a rule that would have created a "low wake zone" on a portion of the lower Willamette River. The Board ultimately turned down the proposal, but directed staff to create a working group to tackle the problem through improved enforcement, education and outreach. The process is now underway.

"Enforcement is really the first thing we looked at," said Randy Henry, policy and planning analyst for the Marine Board. "We listened when people told us to do a better job enforcing existing laws instead of creating new ones. That only makes sense."

Henry said a more liberal application of the state's statute that addresses "unsafe boating" could do much to address the problem of large wakes cast carelessly about the river. Henry formed a working

group to develop an outreach plan that would bring two opposing forces together – boaters and riverfront homeowners.

"[Homeowners] see some pretty severe violations out there and we need to get at those violators," said Henry. "At the same time, [boaters] remind us that Oregon's rivers are a public resource, and we shouldn't be restricting boaters' rights to operate on the river... We see that both sides can live together if they show a little respect and common sense."

From the boater's perspective, the common sense message is this: The river rises and falls and sometimes floods. Wind-waves and floating debris such as trees all wreak havoc on docks and boat houses. If someone wants to build a private dock on the river, that person is advised to build it strong. In addition, homeowners are reminded that boaters have a right to use a public resource.

From the homeowner's perspective, the common sense message is this: A dock is private property, can cost many thousands of dollars, is completely legal if properly permitted, and is subject to private property laws and protections. "If a boater damages your dock or injures someone using it, the boater is liable," said Henry.

There are many complicating factors. Waterfront land is rapidly being developed along the Willamette River. Many water-skiers are now converting to wakeboarding and use boats that create much bigger wakes than other similarly sized boats. They are also operated differently than ski boats, often circling back and forth so the wakeboarder can jump the boat's wake.

This creates the perception of heavy use, when in fact, boat numbers drop each year on the Willamette River.

One key message from both sides of the debate is this: it's a small number of users who cause the majority of the problems. And it only takes a couple "rogue boaters" with loud stereos and no concern for their wake to create many unhappy residents.

The solution: "We call it 'play away,'" said Henry. "We're going to the boaters and asking them to watch their wake, turn their stereos down and operate away from waterfront homes. We're also going to homeowners and reminding them that the water is a public resource and that their docks should be built to withstand average use. But, if you believe someone is being careless, please call it in. Let's get the bad apples off the river."

New signs have been placed at boat ramps up and down the Willamette River reminding boaters to watch their wakes. Direct-mail flyers and handouts targeted homeowners and users with specific messages, and Multnomah and Clackamas county marine law enforcement are patrolling the water for people who refuse to watch their wake.

"This is a two-year trial effort," said Henry. "If we don't see any improvement or changes, then we revisit the rulemaking option, but we would much rather find a way for people to live and play well together without entering that contentious process."



Boating Fatalities in Downward Trend

Nearly 700 boaters died across the country in boating-related accidents during 2005, according to the U.S. Coast Guard. The figure was the third lowest recorded in the nation. A record low of 676 boating-related fatalities occurred in 2004.

The U.S. Coast Guard has released the national recreational boat registration and accident statistics for calendar year 2005. In summary, 12,942,414 recreational boats were registered in the 56 states and U.S. territories in 2005. That's

an increase of nearly 10 percent during the past decade. In addition, there's an estimated 4 million or more unregistered boats. Approximately 77 million individuals (age 16 and older) participate in recreational boating in the United States.

Accident data captured by the national Boating Accident Report Database (BARD) System show 5,002 accidents. These accidents resulted in 697 fatalities, 3,474 injuries, and nearly \$39 million in total property damage.

Overall, fatalities have been on a downward trend for three decades even as the number of boats on U.S. waters has more than doubled since accident figures were first collected in the early 1970s.

With assistance from the state boating authorities, the Coast Guard compiles, publishes and releases accident statistics that can be used by its partners in boating safety to reduce the risks boaters are exposed to while out on the water.



Water Access Solutions Debated

Water access was a hot – and controversial – topic during the National Marine Manufacturers Association’s American Boating Congress.

During the discussion, Genmar Holdings CEO Irwin Jacobs blamed industry for failing to help government agencies make decisions that would improve access – or at least prevent the problem from growing.

One suggestion Jacobs made for improving access is that the boating industry may need to begin considering moving its access points out of crowded urban areas. He suggested, for example, that boat ramp parking lots may need to be moved from the waterfront, with shuttle buses made available to users.

The Genmar executive tied up his comments by stating that technology will be “the single biggest way” for the industry to ensure a “long and prosperous future.”

Brunswick Corp. CEO Dusty McCoy began his speech by painting water access as the industry’s biggest issue. In fact, he sounded a warning note that the industry may already be “losing sales at an alarming rate.”

He used the situation in Florida’s Broward County as illustrative of the problem, stating that 14 percent of its

marinas, making up 23 percent of its floating slips, “are getting ready to be lost.”

McCoy said permitting may be one of the biggest obstacles in finding access solutions. For example, at Brunswick’s recently purchased marina in Pinellas County, it will take 18 months to obtain the permitting to “fix up the place,” he said.

The Brunswick CEO begged the industry to support efforts to gather data related to water access, to work with their local communities to provide tools and information on the value marinas offer, to cooperate with government agencies that permit to streamline the process involved in approving efforts to build and refurbish marinas and boat ramps, and to work with government agencies that own waterfront that can be developed as marinas.

After the discussion, it was announced that a National Conference on Water Access will take place in May 2007 at William & Mary, where these and other solutions will hopefully be debated.

Other speakers warn of potential changes

Also sitting on the panel were Rear Admiral Craig Bone, director of inspections and compliance for the U.S.

Department of Homeland Security, and Gerald W. Barnes, chief of operations for the U.S. Army Corps of Engineers.

Rear Admiral Bone spoke on the importance of safety and security, suggesting that ID cards – or a similar boater identification system – may be necessary to avoid a ban on boating in the case of a security crisis. He also mentioned a need to update the maximum carrying capacity for boats now that a person’s average weight is closer to 170 pounds rather than the 150 pounds now used as a standard.

Barnes admitted during his speech that recreational projects are “typically a tack-on to other projects” for the Army Corps of Engineers and that “recreational use is sometimes a challenge” given the commercial industry’s requirements. He also warned of an aging infrastructure – including locks and dams – combined with a flat budget in recent years.

Barnes identified trends, such as recreating closer to home, a younger recreating public and tighter security. He also suggested that user fees at recreation areas managed by the Army Corps of Engineers would likely increase.



National Forum Slated to Address *Water Access Issues*

Local government officials, coastal management planners, legal scholars and boating industry representatives will gather in Norfolk, Va., next May to explore solutions to the loss of water access that is hindering recreational boaters, commercial fishermen and water-dependent businesses around the nation’s coasts.

“Working Waterways & Waterfronts - A National Symposium on Water Access,” is set for May 9-11, 2007, at the Sheraton Norfolk Waterside Hotel under the auspices of the Virginia Sea Grant Program. The conference will bring together experts in many fields to delve into issues that surround the rapid conversion of working waterfronts—marinas, boat repair yards, fish piers and charter fishing docks—to other uses such as private residential developments and non-water dependant businesses.

Rising real estate taxes tied to “highest and best use” assessments and escalating property values fueled by the public’s desire to live by the water are driving the conversion. Water-dependent businesses, such as haul-out service yards, seafood handling facilities and boat builders, are losing access to the water as well. These losses compound the challenges that decision-makers at all levels of government face in trying to balance population growth, public services and economic

development with the demand for public access to, and on, the water.

“This conference is designed as a forum to educate decision makers, management agency staff and water-dependant business owners to deal with these trends and to foster constructive dialogue about the nations’ changing waterfronts,” said, Virginia Sea Grant economist, Thomas J. Murray, conference organizer and co-chairman.

The conference is sponsored by the Sport Fishing & Boating Partnership Council, a federally chartered advisory body, the Coastal States Organization, the Boat Owners Association of The United States, the National Marine Manufacturers Association, the States Organization for Boating Access, and other Sea Grant organizations.

Working Waterways & Waterfronts will examine local, state and national-level initiatives to address water access challenges and support water-dependent industries. Academic research findings and viewpoints from industry specialists will also be featured with the aim of developing new approaches to providing and managing access to the water.

Find updated conference information at www.wateraccess2007.com.

Boaters Can Learn from Crew Overboard Rescue Symposium

Going overboard is every recreational boater's worst nightmare. Nearly 200 lives were lost in 2004 alone due to falls overboard. However, if someone does go over the side, a crew that knows the latest rescue methods and has the right retrieval gear will be able to make a quick rescue, according to a final report from the Crew Overboard Rescue Symposium now available free at www.BoatUS.com/Foundation.

At the symposium, held August 9-12, 2005, on San Francisco Bay and funded in part by the BoatU.S. Foundation, 115 volunteers conducted almost 400 tests of 40 types of rescue gear and many maneuvers. Using volunteer "victims" who went into the water, testers addressed questions such as, "What's the best way to make contact with the victim?", "What methods work best for bringing a victim back on deck?", "Is there any chance of rescuing an unconscious victim?", and "Do swim platforms help or hinder rescue?"

The final report includes information keyed to different types of power and sailboats involved in a recovery. Also

included is a "lessons learned" section with comments from symposium organizers, who between them have a total of nearly 200 years of recreational boating experience.



The report's author, nautical journalist John Rousmaniere and a member of the organizing committee, said, "Rarely do rescue equipment and maneuvers undergo this kind of comparative testing in public trials under conditions that typically prevail when people fall over the side." Testing was done on 15 sailboats and powerboats of nearly every type (including multihulls) in conditions that ranged from flat seas to 35-knot blows.

Ruth Wood, president of the BoatU.S. Foundation and a member of the organizing committee, said about the final

report, "Everything we learned was relevant to the average recreational boater, such as the importance of practicing overboard maneuvers and the challenges some boat designs present when trying to recover a victim. We hope that by sharing this easy-to-read report more boaters will make smarter decisions and improve their chances for successfully recovering a guest, family member, or crew from the water."

The symposium was co-sponsored by West Marine and the Modern Sailing Academy, a Sausalito, Cal. sailing school. Additional support was provided by the Bonnell Cove Foundation of the Cruising Club of America, the Sailing Foundation of Seattle, and North Sails.



New Policy May Limit Boating in National Parks

Newly confirmed Interior Secretary Dirk Kempthorne has endorsed a policy that may limit the access powersports enthusiasts, including boaters, have to national parks.

The new plan stresses that conserving natural and historic places will be the predominant job of the National Park Service. This essentially reverses a proposal by former Interior Secretary Gale Norton, and the Park Service, which would have placed more emphasis on recreation.

Norton had backed a policy stipulating that in order for activities to be prohibited, they must "irreversibly" harm the parks instead of only harming them. Critics, however, believed that policy would benefit recreation and commercial interests at a cost to conservation.

The plan is slated to become the official parks' policy in late July. The new guidelines emphasize that when deciding whether to allow cell towers, ATVs, jet skis or other motorized vehicles, a park supervisor must consider whether any new use would damage not only the air, water, land and wildlife but also "the atmosphere of peace and tranquility and natural soundscapes" in parks.



Ohio Park District Wins National Boating Education Advancement Award

Lake County Metroparks was named recipient of this year's North American Boating Education Advancement Award, an honor that is presented annually by the National Safe Boating Council. The awards was presented during the International Boating and Water Safety Summit held in Palm Harbor, Fla., April 30-May 3.

This marks the third consecutive year a northeast Ohio park district has won this prestigious national award. The Stark County Park District received the award in 2004 and the Cleveland Metroparks Institute of the Great Outdoors received the award in 2005.

"Ohio's boating partners and boating education grant recipients continue to receive national recognition for the excellence demonstrated in their boating education programs," said Mike Quinn, acting chief of the ODNR Division of Watercraft.

Lake County Metroparks offers hands-on instructional programs for virtually every type of boating activity enjoyed in Ohio for people of all ages and physical abilities ranging in length from one hour to forty hours. The staff of certified instructors is known for its innovative approach in using specialized boating games to reinforce the lessons offered.

The North American Boating Education Advancement Award, sponsored by Coors Brewing Company, was established by the National Safe Boating Council to recognize the outstanding efforts of individuals and organizations that have developed new and innovative boating education programs that address some of the major safety concerns associated with recreational boating.



Oklahoma Water Patrol Helps Train Kansas Officers

During the week of April 16-21, 2006, the Oklahoma Water Patrol conducted its Marine Tactics (Mar-Tac) course for about 70 officers from the Kansas Wildlife and Parks Department.

Each morning the instructors arrived at Wilson Reservoir, an Army Corps Project in the north-central portion of the state, to set up the training course. After approximately two hours of preparation, 12 to 15 officers would run through the timed course and undergo an evaluation.

“There were five separate areas designated for different types of situations that officers might encounter while on patrol, all from a moving boat on water that wasn’t exactly calm. It was designed to be as realistic as possible, including pop-up targets which had to be identified as friendly or non-friendly,” said Erika Nighswonger, KDWP Boating Education coordinator.

These stations provided opportunity for officers to utilize boat operation skills, gun handling techniques, recognition of threat and non-threat targets, cover and concealment techniques, and firearm transition.

In order to get the blood pumping and adrenaline rushing, the officers were

timed and had two people shouting in their ears and rocking the boat the entire trip. They had to make sure the water was deep enough to bring their boat in, keep their equipment from falling overboard, especially when reloading magazines in their sidearms, and try to find cover from return fire in a fiberglass boat.

Many officers expressed their satisfaction for this type of training even though they did not feel they performed as well as they would have liked. More than 70 officers went through the training, as well as the agency’s boating education coordinator. A local media group with the Kansas Public Broadcasting Television Network spent an afternoon filming the training and plans to air a 10-minute segment.

“I would like to express my sincere appreciation to the Oklahoma Water Patrol for their professional assistance in conducting this training and for their honest evaluation of the training and ideas to improve our existing programs for the protection of our officers and of the boating public,” said Dan Hesket, boating law administrator for Kansas.



Training Course Teaches Boat Handling, Safety, Survival

Marine law enforcement officers from 17 counties in Oregon converged on Camp Rilea, near Astoria, for an intensive two-week training course beginning May 11. During the training, officers learned about state boating laws, rules and regulations, how to identify intoxicated boat operators and how to operate their patrol boats and equipment as effectively as possible; all while focusing on officer safety and survival. This comprehensive training included education in the classroom, pool, and practical scenarios on nearby Cullaby Lake.

“This is a safe training environment that replicates situations officers will routinely experience,” said Tony VanMeter, Law Enforcement Training Coordinator for the Oregon State Marine Board. “It gives officers a chance to build their confidence and skills on the water. When they leave this academy, they’ll be ready for action in the field.”

The Oregon State Marine Board holds the Marine Safety and Law Enforcement (MSLE) academy each spring for newly hired marine officers from various jurisdictions. Attendees include the Oregon State Police, county sheriff programs, the Intertribal Fish Commission and the U.S. Coast Guard.

The first week of training is primarily classroom focused, learning policies and marine law. During the second week, officers hit the water to improve boat handling skills in an obstacle course and slalom run and learn from on-the-water scenarios that focus on officer safety and survival. Volunteers will assist by portraying intoxicated operators or passengers, boaters with motor problems, or more serious, hostile situations. Instructors will guide students through the activities, and correct or critique them as necessary.

“This is only one piece of the overall training we provide, but this is a foundation to everything marine officers do to serve Oregon boaters,” said VanMeter.



Sharp Fee Increase Approved for Missouri Boat Registrations

Boat registration fees in Missouri are being increased for the first time in 21 years. Gov. Matt Blount signed a bill to increase registration fees. The law also requires boat owners to show proof of personal property tax being paid on their boats. The law goes into effect on August 28, 2006.

Every three years, boaters in Missouri must pay to register vessels longer than 12 feet that are used on public waterways. The registration fees vary based with the length of the boat. The longer the boat, the greater the increase in fees. Charges for boats shorter than 16 feet long would climb from \$10 to \$25, while fees for registering boats longer than 40 feet would jump from \$40 to \$150.

The bill was introduced as a way to generate more revenue by raising certain user

fees rather than taxes. The first \$2 million from the fees will go into the state’s general revenues, with anything above that being used to fund the needs of the Missouri State Water Patrol. Legislative researchers project the fees to generate more than \$4.7 million annually, meaning more than \$2.7 million would go to the Water Patrol.

Debate about the bill in the House, which approved the bill 140-12, was brief, with lawmakers generally saying they agreed the state needed to find a way to raise salaries for water patrol officers. In the Senate, however, the vote was far closer, with some critics questioning how fair it is to raise fees so suddenly.



More than 3,000 Boat Sales Linked to Discover Boating Tour

More than 3,000 boats have been purchased by consumers exposed to the Discover Boating & Take Me Fishing Tour since it was launched three years ago, the National Marine Manufacturers Association (NMMA) reported.

These boat purchases, made from May 2003 through February 2006, translate into approximately \$25 million in new boat sales and \$15 million in pre-owned sales, based on the average price of each as calculated by the tour's title sponsor and organizer, NMMA.

In 2005 alone, during the months of May through November – the tour's seven-month span out on the road – 832 people subsequently bought boats, both new and pre-owned, according to research conducted by Miami-based firm Info-Link Technologies Inc.

“It is important to note these 832 buyers appear to be people who are brand-new to boating or have ‘lapsed’ from boating for an extended period of time,” said Info-Link's Peter Houseworth. “Our findings also indicate that 35 percent of those 832 individuals who purchased boats as a result of the 2005 tour bought new product, which is 10 percent higher than the overall industry average. Typically, only 25 percent of new boat buyers purchase new product, while 75 percent purchase pre-owned their first time around.”

NMMA has collected consumer contact information since the Discover

Boating & Take Me Fishing Tour first began in 2003 by giving visitors an opportunity to participate in a contest to win a new boat. This information was then cross-referenced with Info-Link's National Boat Registration Database to identify boat purchases occurring subsequent to tour exposure from 2003 through 2005.

The Discover Boating & Take Me Fishing Tour is currently out on the road, visiting non-boat show events throughout the country. Remaining tour stops include:

- Minnesota State Fair—Minneapolis, MN, August 24-September 4
- The Big E, Springfield—MA, September 15-October 1
- Georgia National Fair—Perry, GA, October 6-16
- University of Tennessee Football Game—Knoxville, TN, October 21

The 2006 Discover Boating & Take Me Fishing Tour features a 34-foot trailer with approximately 6,000 square feet of display space, in addition to an outdoor showroom housing boats and marine accessories. It is financed by NMMA, the Recreational Boating & Fishing Foundation and industry sponsors, which this year include Indmar, Sail America, Hunter, Premier Pontoons and Yamaha.



California Boosts Boating Access, Law Enforcement Funding

California Gov. Arnold Schwarzenegger is significantly boosting funding for the state's Department of Boating and Waterways. His 2006-07 budget includes \$83,461,000 in boating-related expenditures, an increase of \$11,297,000 over the previous year's budget.

“The highlight of Governor Schwarzenegger's budget for Cal Boating is a significant increase in funds for boating law enforcement. With more boats on the water each year, additional law enforcement is needed to provide for public safety,” said Raynor Tsuneyoshi, director of Cal Boating. “This budget will also fund much-needed public access boating facility projects which support tourism and generate revenue for both the public and private sectors.”

The budget provides an additional \$2.5 million for boating law enforcement aid for local governments for a total of \$10.6 million. The additional funding was a result of a bill signed last year increasing the vessel registration fee from \$10 to \$20 collected every two years. Another \$225,000 in federal funds was added to the boating law enforcement equipment grant program as well, increasing that program to \$1.2 million.

Funding for Cal Boating is derived primarily from boating gasoline taxes, vessel registration fees, and loan repayments.



Eight D.C. Facilities Receive Clean Marina Awards

The District of Columbia, National Park Service and the district's Clean Marina Committee have named the first eight marinas and yacht clubs to receive its Clean Marina Award.

The Clean Marina award recipients are: Capital Yacht Club, Columbia Island Marina, Eastern Power Boat Club, James Creek Marina, The Gangplank Marina, Thompson Boat Club, Washington Marina Company and Washington Yacht Club. The eight were recognized during the 2006 National Clean Boating Campaign on June 17.

Each boating facility voluntarily meets a series of clean marina guidelines that exceed minimum federal and district clean water law requirements.

The district also announced four marinas and clubs are well into the award application process: Anacostia Marina, Buzzards Point Marina, District Yacht Club and Seafarer's Yacht Club

“The eight marinas and clubs receiving the Clean Marina award represent 62 percent of the boating facilities in the District,” said Larry Innis, chairman of the Marine Environmental

Education Foundation. “When the next four join, 92 percent of the marinas and clubs will be Clean Marina certified. No other state or region of the nation comes close to that record. We look forward to Washington, D.C. achieving 100 percent participation over the next two years. Of the twenty-three Clean Marina programs in the nation, Washington, D.C. has become a true national leader for percent participation.”





Commodore Warren E. McAdams
National Directorate Commodore for Recreational Boating Safety, U.S. Coast Guard Auxiliary

Measures and Goals

For a number of good reasons significant energy is being applied to develop better performance measures around boating safety results. As performance measures are developed, goal-setting programs and activities usually follow. Depending on what factors are considered, there are many ways to go about setting goals. For example, goals may be created by those doing the actual work that is to be measured, which results in a bottom-up approach. In cases where those performing the work do not have enough information to set goals, the folks in authority may establish goals, which results in a top-down approach.

Numerous considerations may influence how goal-setting is accomplished. For example, results may be critical to the survival of an organization or endeavor. In such cases, a selection of the right performance measures and resulting goals is extremely important. On the other hand, an activity may be frivolous or of no consequence, nullifying any efforts to set up performance measures and goals.

Whatever the case, success or failure is usually dependent on the buy-in and commitment of those doing the tasks or

work. If there is lack of commitment, setting goals may not have any effect. In such cases there may be performance measures to evaluate results but no efforts in place to influence the work or improve results.

In addition, to sort out who will set goals and how the goals will be set, those involved should analyze the consequences of not meeting the goals. If there are neither positive nor negative consequences, goals are not likely to generate much interest.

Many folks will not set goals unless they are sure the results will be accomplished. In systems where improved results are sought, this no-risk approach to goal-setting can be counterproductive. Groups often set goals based on educated guesses for how the results can be achieved. Often by taking some risks and setting challenging goals, amazing results can be accomplished. However, before adopting this approach, the consequences of failure should be explored. Meeting goals that seem to be out of reach can be very satisfying. However, research is needed to determine whether failing to meet challenging goals would deliver a catastrophic result.

Boating safety results over the past several decades present an interesting case study. By maintaining focus on one primary result – the reduction of fatalities – the boating safety community has delivered some fantastic results. Performance measuring capabilities were not always incorporated into the programs, and there was no unified goal-setting effort. Rather, the various programs were conducted over a broad range of geographical and organizational settings. Yet, with the high level of commitment from the assorted groups, the overall efforts are producing the desired results, that being reduced fatalities.

There is a continued desire to bring boating safety results to a higher level. The U.S. Coast Guard's Office of Boating Safety and the National Boating Safety Advisory Council are working to develop better performance measures and goals to accompany those measures. As we employ more elaborate performances measures, the real challenge is to sustain the passion that will be needed to achieve outstanding boating safety results.



Coast Guard Auxiliary Honored for Boating, Water Safety

The U.S. Coast Guard Auxiliary has received the National Water Safety Congress' National Award for its role in promoting boating and water safety.

Only one such award is presented annually to an individual, organization, firm or agency that has made a significant contribution to water safety issues/programs on a national scale. This is the highest award given by the National Water Safety Congress.

"It's quite an accomplishment for the Auxiliary to receive this prestigious recognition, and I'm glad to see it happen," said Jeffrey Hoedt, chief of the U.S. Coast Guard's Office of Boating Safety. "Without a doubt, the Auxiliary does incredible work in making America's boating public safer."

"The Coast Guard Auxiliary appreciates the recognition of our past and continuing efforts to keep both the recreational and commercial boater safe on the water," said National Commodore Gene Seibert.

Warren McAdams, national directorate commodore for recreational boating safety, accepted this award on the national commodore's behalf during the International Boating and Water Safety Summit held April 30-May 3, in Palm Harbor, Fla.

"We provide support to the U.S. Coast Guard, and recreational boating safety is one of our primary missions," McAdams said. "Our members take great pride in the recognition and honor bestowed on them by the National Water Safety Congress."



Jeff Hoedt
Chief, Office of Boating Safety

Measures, Progress Come With Planning

In the March/April issue of *Small Craft Advisory*, we spoke of the strategic plan being developed for the National Recreational Boating Safety Program. This plan has identified nine objectives, for which strategies are being discussed. An example would be to increase law enforcement patrols and vessel boardings/inspections (strategy) in order to increase the public's compliance with carrying required safety equipment (objective).

Once a strategy is selected, resources are allocated, the strategy is implemented, and measurement is completed to see if progress was made. In this case, we measure the number of

boardings/inspections completed, increase that number in the near future, then measure to see if the public's compliance with the carriage requirements has improved.

To set up these measurement systems, the National Boating Safety Advisory Council and the Strategic Planning Panel have made recommendations as to what those systems should be. Now, we are working to implement them, including the use of a state performance reporting system. With this data, we can measure the success of our efforts and strive to make ever-improving progress.

Performance Measures for RBS Program

By Lynne Carliss and Jeanne Timmons, Office of Boating Safety, U.S. Coast Guard

Last year the Office of Management and Budget (OMB) and the Government Accountability Office (GAO) performed a Program Assessment Rating Tool (PART) review of the Coast Guard's Marine Safety Program. Our work on developing a strategic plan for the National Recreational Boating Safety (RBS) Program – although not completed – factored significantly in the Marine Safety Program receiving an “adequate” rating in the review.

To improve the rating to “effective” or “moderately effective,” we must have better data to demonstrate the value of the RBS Program to the American public. This is doubly important in light of questions from OMB and GAO about what results we expect from the significant increase in funding provided for the RBS Program through reauthorization of the Wallop-Breaux Trust Fund last year.

To comply with OMB and GAO requirements for the PART Review, we decided last year to reinstate the Performance Report Part II. The form had not been used in several years, and we recognized the need to modify it to meet the PART Review requirements. We also wanted it to reflect the objectives developed by the Strategic Planning Panel and NBSAC. To achieve this objective, the Office of Boating Safety contacted the National Association of State Boating Law Administrators (NASBLA) earlier this year to select state representatives to work with our staff to develop a new Performance Report Part II.

As noted in our earlier column about the strategic planning process, both the goals and objectives of a strategic plan must be measurable. The objectives for the RBS Program

developed by the Strategic Planning Panel and adopted by NBSAC outline a number of measures to be established that will permit us to better define the benefits and results of the many initiatives that the RBS Program encompasses. These initiatives include projects funded through our nonprofit grant program as well as the state grant program. The success of the national RBS Program depends on the participation of our numerous partners. The strategic plan objectives identified measurements that will require data from many of them, particularly the states.

On March 14-15, 2006, the working group to revise Performance Report Part II met at Coast Guard Headquarters. Members representing NASBLA were Delaware Boating Law Administrator (BLA) James Graybeal, Tennessee BLA Ed Carter, Texas BLA Alfonso Campos, and Delores Farrell, chief of the Boating Operations Division for California. Fred Messmann, chairman of the Strategic Planning Panel and NBSAC's Strategic Planning Subcommittee, was selected by NASBLA to review the final product to ensure that it is consistent with the direction of the panel and NBSAC.

Examples of the type of information needed from the states in Performance Report Part II include the number of violations of boating safety laws such as boating under the influence, safety equipment carriage requirements compliance, and the number of boating safety education certificates issued.

Information derived from these state reports will be combined with information extracted from the Coast Guard's Marine Information for Safety and Law Enforcement

database, the Boating Accident Report Database, and other sources to establish baselines and then continue to measure trends in key areas of the many boating safety initiatives. The data will be used in various trend analyses to identify areas of strengths and weaknesses of the national RBS Program as well as the state programs.

The support of all our partners in implementing the National RBS Program Strategic Plan is critical. In particular, we must have better information from the states and our nonprofit grantees to establish measurements that help us determine what works (or doesn't work) so we can identify “best practices” that can be shared with others. The information also will assist us in quantifying how Sport Fish Restoration and Boating Trust Fund monies are being used when the RBS Program must be reauthorized, and to help us ensure the best stewardship of the taxes paid by the boaters we serve, both at the state and the federal level.

A draft of Performance Report Part II was presented to NBSAC this spring, and it was further discussed at the BLA Workshop hosted by NASBLA in June. The report must be both “workable” from the states' standpoint and meaningful to our programs. The draft developed by the working group is a good consensus of what is needed, and we greatly appreciate the assistance of Jim, Ed, Al, Delores and Fred in this effort. Now we need the support of all the states in implementing this important new tool to measure the effectiveness of our programs.



1500 Leestown Road, Suite 330
Lexington KY 40511

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2006-2007 RECREATIONAL BOATING SAFETY CALENDAR

SEPTEMBER

17 - 22

Association of Fish and Wildlife Agencies
Annual Meeting
Snowmass, Colorado
202.624.7890 or www.iafwa.org

18

Water Sports Industry Association
General Membership Meeting
Orlando, Florida
407.251.9039 or www.watersportsindustry.com

21 - 23

Canadian Safe Boating Council
Annual Symposium
Quebec City, Quebec
www.csbc.ca

22 - 27

NASBLA
Annual Conference
Louisville, Kentucky
859.225.9487 or info@nasbla.org

23 - 27

States Organization for Boating Access
Annual Conference
Tampa, Florida
401.247.2224 or www.sobaus.org

24

National Safe Boating Council
General Membership Meeting
Louisville, Kentucky
703.361.4294 or www.safeboatingcouncil.org

OCTOBER

21 - 22

National Boating Federation
Fall Meeting
Portsmouth, Virginia
510.523.2098 or www.n-b-f.org

21 - 24

National Boating Safety Advisory Council
Meeting
Arlington, Virginia

25 - 28

Canadian Power & Sail Squadrons
Annual Conference
Vancouver, British Columbia
888.CPS.BOAT (888.277.2628) or www.cps-ecp.ca

Oct. 30 - Nov. 3

NASBLA
National Advanced Boating Accident
Investigation & Analysis Level 2 Training
Ashburn, Virginia
859.225.9487 or chris@nasbla.org

NOVEMBER

1 - 3

National Marine Manufacturers Association
International BoatBuilders' Exhibition
& Conference (IBEX)
Miami, Florida
207.359.4651 or www.ibexshow.com

15 - 19

US SAILING
Annual Meeting
Newport, Rhode Island
401.683.0800 or www.ussailing.org

JANUARY 2007

17 - 21

US SAILING
National Sailing Programs Symposium
New Orleans, LA
401.683.0800 or www.ussailing.org

FEBRUARY 2007

20 - 25

United States Power Squadrons
Annual Meeting
Jacksonville, Florida
888.367.8777 or www.usps.org

MARCH 2007

4 - 8

National Boating Safety Council and
National Water Safety Congress
International Boating and Water Safety Summit
San Antonio, Texas
703.361.4294 or 501.844.2197

SEPTEMBER 2007

4 - 9

United States Power Squadrons
Governing Board Meeting
Norfolk, Virginia
888.367.8777 or www.usps.org

4 - 11

NASBLA
Annual Conference
Burlington, Vermont
859.225.9487 or info@nasbla.org

16 - 21

Association of Fish and Wildlife Agencies
Annual Meeting
Louisville, Kentucky
202.624.7890 or www.iafwa.org



September 22-27, 2006

Louisville, Kentucky

Hyatt Regency Louisville