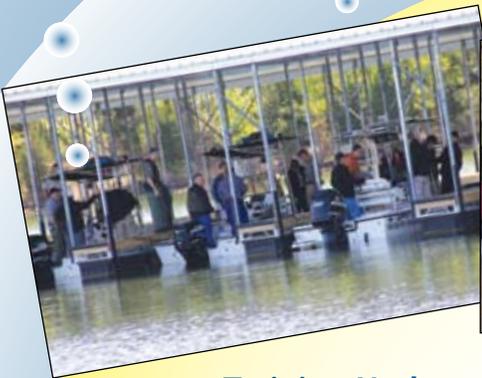


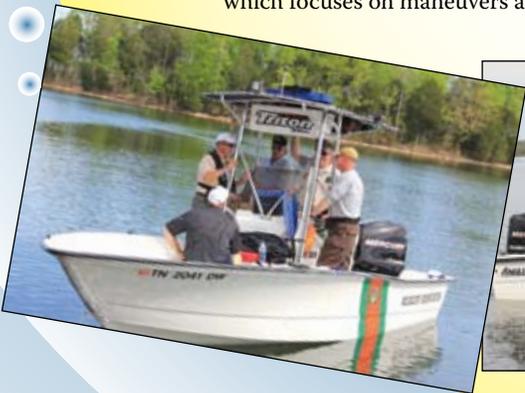


2011 Annual Report



Training Update

The National Safe Boating Council's (NSBC) training program has seen tremendous growth in recent years. The number of courses has doubled, more instructors are using the various training curriculum to train others and outreach for our program is growing. The NSBC currently has three Instructor courses; the Boating Safety Instructor Course, the Paddlesports Standards Instructor Course and the Instructor Close-Quarters Boat Control Course. The NSBC Instructor Training Course is designed to prepare instructor candidates to teach effective National association of Safe Boating Law Administrators (NASBLA)-approved basic boating safety courses to recreational boaters nationwide. This two-day course predominately covers safe boating practices and the proper interpretation of each of the National Boating Education Standards. The Paddlesports Standards Instructor Course is in partnership with NASBLA and focuses on the NASBLA standards by providing the proper interpretation of each standard for instructors who will be teaching the three hour course. The Close-Quarters Boat Control Course is a defensive boat handling instructor course which focuses on maneuvers and techniques.



National Safe Boating Council:

The foremost coalition to advance and promote a safer recreational boating experience through education, outreach and training.



The mission of the National Safe Boating Council (NSBC) is “Safer Boating through Outreach, Education and Training.” In 2011, the NSBC and its many member organizations, once again worked together to bring safer recreational boating programs and opportunities to many across our great nation.

today’s world being one that is constantly “on line,” you can always stay abreast of “Wear It!” by visiting www.SafeBoatingCampaign.com

The NSBC’s training programs and courses really blossomed in 2011. The Close-Quarters Boat Control Course and programs training instructors, who will then train the boating public, are NSBC products that are being offered across the country. These training products are excellent examples of NSBC’s staff expertise in developing a product that serves many and is ultimately successful because of partnership involvement, a keystone of the NSBC.

I could go on and on, but I will instead allow you to enjoy this NSBC 2011 Annual Report. It is the third one I have had the honor of being involved with, having served as NSBC Chair these past three years. I want to thank each and every one of you for allowing me to serve in this capacity and to Brunswick Corporation for their support of NSBC. I am awed when I think of the many recreational boating safety professional that I have come to know and the many treasured friendships that have developed. You know who you are and I know you will continue to grow boating opportunities through education, outreach and training.

Sincerely yours,
Veronica McCann Floyd
NSBC Chair

The 2011 International Boating and Water Safety Summit was co hosted with the National Water Safety Congress (Congress) and held in Savannah, Georgia in March. Over 350 boating education and safety professionals came together to both share and learn from one another. This year’s summit included professionals from Canada, Brazil, Abu Dhabi and Australia. Clearly the NSBC and Congress continue to provide an excellent venue for both national and international boating and water safety professionals.

The NSBC’s “Wear It!” campaign educates the recreational boating community and others about life jacket wear and the many life jacket options that are available today. “Wear It!” is successful because it works with many partners who are extremely creative in their approaches to using the campaign resources to reach both traditional and new boaters that enjoy their local waterways. With



“Wear It!” – Partnering to Create a Life Jacket Safety Culture in 2011

How do you summarize what happened with the 2011 “Wear It!” campaign in just a few short sentences? Gold-medalist Mark Spitz reminded boaters that even the best swimmers in the world need to “Wear It!” and the NSBC reintroduced the “Safety Dance” Public Service Announcement (PSA); over 950 inflatable life jackets were distributed to boaters in its targeted-state efforts in Michigan, New York, and Washington; the “Wear It!” message received national media coverage on “Fox and Friends” and was seen on the hit-show Deadliest Catch on Captain Keith Coleburn’s boat the “Wizard.” What was the most important thing? Key partnerships and alliances throughout North America, helping to create the “Wear It!” life jacket safety culture!

You “Like” Us, You Really “Like” Us!

Okay, maybe we’re not Sally Field winning an Oscar, but we want to thank you for hitting the “Like” button on the NSBC’s Facebook page and following us on Twitter and we love sharing videos with you on YouTube and Vimeo! Social media is the one of the easiest, quickest ways to deliver key information to our members and we value the conversations and interactions among you all on Facebook and all of your #RT (re-tweets) on Twitter!

If you don’t “like” us yet, but would love to follow what’s happening with the NSBC on a daily basis, just head over to Facebook.com/NationalSafeBoatingCouncil or Twitter.com/SafeBoatCouncil!



“Ready, Set, Inflate!” Sets a World Record – AGAIN!

Boaters have blown away another world record for inflatable life jacket wear. During the second annual “Ready, Set, Inflate!” event held on May 21, 2011, 1,685 people gathered at more than 99 events held around the world (37 US states and territories, 6 countries) to set a new world record for the number of participants who inflated their inflatable life jacket or wore an inherently buoyant life jacket. The annual event serves as the kickoff for National Safe Boating Week, held May 21 – 27, 2011 and aims to heighten awareness of inflatable life jackets and life jacket safety.

Planning is underway for 2012: in an effort to educate about life jacket wear and boating safety, “Ready, Set, Wear It!” will encourage all types of life jackets to be worn to count towards the world record on Saturday, May 19, 2012.

New NSBC Web Site, Same Great Information

Have you had the chance to go to www.SafeBoatingCouncil.org lately? In November 2011, the National Safe Boating Council (NSBC) officially launched its redesign of the organization's web site. The new design concept has been updated to reflect growing trends in the digital world. Now equipped with easier navigation and a daily newsfeed, visitors to the web site will experience a better way to explore the NSBC web site and learn more about what it's doing to accomplish its mission of "safer boating through education, outreach, and training."

The redesign takes on an entirely different layout and format than the previous NSBC web site. With clean tabs and descriptions, as well as engaging visuals, the web site will continue to devote itself to offering the most current information as it related to recreational boating throughout North America and abroad. Let us know what you think! Email outreach@safeboatingcouncil.org with comments and suggestions.



OMC Foundation "Take 'Em Boating" Grant

The National Safe Boating Council's "Take 'Em Boating" Grant was developed to promote and develop an interest in boating for future generations. The Grant is funded by The Outboard Marine Corporation (OMC) Foundation. The 2011 winner of the OMC "Take 'Em Boating" Grant is Kama'aina Kids, Inc., a not-for-profit organization that provides educational and enrichment programs for young children and their families. Their "Boating on the Bay" program uses sailboats, kayaks and canoes to teach pre-teens the value of the Hawaiian waters and ecology. Its program serves youth in grades one through six and reaches approximately 350 children per month.

NASBLA 50

The National Association of State Boating Law Administrators (NASBLA) recently ended its yearlong 50th Anniversary celebration. Throughout its history, organizations around the globe have partnered with NASBLA to share ideas, maximize resources, expand the range of boating safety and security initiatives, and work towards improving boating safety and maritime security. These partnerships have demonstrated significant progress in saving lives by achieving an 80-percent reduction in the annual rate of recreational boating fatalities relative to the number of registered boats and by succeeding in reducing the actual number of boating related fatalities by an impressive 50 percent.

2011 Hall of Fame

The National Safe Boating Council inducted two new members to the Boating Safety Hall of Fame at the 15th Annual International Boating and Water Safety Summit. The new members are William (Bill) Gossard and Shawn Alladio. Mr. Gossard has been instrumental in 14 national transportation safety studies on subjects ranging from cruise ships and fishing vessel safety to recreational boating and alcohol. Mr. Gossard has been and continues to be an outspoken advocate for boating and water safety improvements. Ms. Alladio has been involved in recreational boating safety since 1979. Her world-wide boating safety education, training and emergency response organization, K-38 Boating Safety, has developed the basic techniques employed for swift water rescue. Through Ms. Alladio's personal advocacy and tireless efforts, recreational boaters and first responders know the importance of education and how that effects real-life implementation on the water.



Congressional Reception

The tenth annual Congressional Reception, co-hosted by the National Safe Boating Council (NSBC) and the National Association of Boating Law Administrators (NASBLA), was held on May 17, 2011, in the Gold Room of the Rayburn House Office Building in Washington, D.C. The Congressional Reception not only kicks off National Safe Boating Week, but also distinguishes the Confluence Award winner. This year, the Confluence Award was presented to Rear Admiral Kevin Cook, Director of Prevention Policy, United States Coast Guard, in recognition of his efforts for boating safety. The award is given to members of Congress or other government officials who have aided in bringing people, resources and vision together toward the betterment of safer boating.



15th Summit

An amazing Summit! The 15th International Boating and Water Safety Summit, held in Savannah, Georgia, March 6 - 9, 2011, at the Savannah Marriott Riverfront, proved to be a great conference which promoted boating and water safety to professionals and volunteers around the world. The kickoff to the Summit was the Opening Reception which introduced the attendees to vendors with a variety of products that promote boating and water safety. Some highlights of the Summit included: special guest Admiral Kevin Cook from the US Coast Guard, the signing of the Strategic Plan of the National Recreational Boating Safety Program 2012-2016 and the highly anticipated panel discussion on Mandatory Life Jacket Wear. Several breakout sessions presented specialized information on various recreational boating and water safety topics and on-the-water events included innovative life jacket demonstrations. The Summit concluded with the Awards Banquet recognizing the organizations and individuals that diligently work toward improving recreational boating and water safety.





Boating Safety Youth Program Award

Boat Owners Association of the United States (BoatU.S.) is a Patron Level NSBC member. It sponsors the Boating Safety Youth Program Award. The purpose of the Boating Safety Youth Award is to recognize individuals and organizations that have developed and successfully implemented innovative youth boating education programs that target safety issues and concerns of a national interest. The 2011 winner of the BoatU.S. Boating Safety Youth Program Award is the Huron Water Safety Day project. Huron Water Safety Day educates an average of 250 third and fourth grade students annually in this all day event. It emphasizes the importance of safety and awareness on and around the water. The youth, divided into small groups, rotate through five educational sessions including basic first aid, marlinspike, rescue swimmer techniques, basic rules of the road, and invasive species/environmental issues.



2011 Financial Review

Budget is based on the fiscal year
October 1, 2010 - September 30, 2011

INCOME

Coast Guard Grants		
– Campaign	\$650,000	33.52%
– Partnering	\$70,000	3.61%
– Boat Handling (2009 extension)	\$39,470	2.04%
– Boater Awareness Stressors	\$150,000	7.73%
– Instructor Implementation	\$161,930	8.35%
– Navigation Rules Youth Education	\$180,000	9.28%
– Navigation Rules Awareness	\$141,923	7.32%
– Point of Sale	\$11,546	0.60%
– Summit	\$125,000	6.45%
Total Grants	1,529,869	78.88%
Membership Dues and Donations	\$45,680	2.36%
Instructor Kit Income	\$27,082	1.40%
Partnership and Award Income	\$27,437	1.41%
Sale of Publications	\$165,927	8.56%
Training Programs	\$8,391	0.43%
Summit Registrations Income *	\$127,058	6.55%
OMC Foundation Interest	\$6,310	0.33%
Interest / Miscellaneous Income	\$1,650	0.09%
	\$409,535	21.12%
Total Income	1,939,404	21.12%

EXPENDITURES

Payroll Operations	\$45,953	2.45%
Payroll Grants	\$159,986	8.51%
Office Expenses **	\$65,462	3.48%
Awards **	\$27,609	1.47%
Auditing and Legal **	\$10,520	0.56%
Instructor Kit Expenses	\$14,465	0.77%
Travel **	\$164,732	8.77%
Training	\$3,978	0.21%
Postage **	\$61,785	3.29%
Publication Printing **	\$155,808	8.29%
Web Site **	\$17,250	0.92%
Summit Expenses **	\$121,776	6.48%
Safe Boating Campaign (Contracts Outreach and Admin.)	\$586,270	31.19%
Boat Handling Grant (2009 extension)	\$24,747	1.32%
Instructor Implementation Grant	\$54,770	2.91%
Boater Awareness Stressors Grant	\$129,975	6.92%
Navigation Rules Youth Grant	\$123,258	6.56%
Navigation Rules Awareness Grant	\$105,500	5.61%
Point of Sale Grant	\$5,528	0.29%
Total Expenditures	1,879,372	100.00%

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Brunswick Corporation

Joyce Shaw, Vice-Chair
United States Power Squadron

Ruth Wood, Past Chair
BoatU.S. Foundation

Lynda Nutt, Treasurer
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Virgil Chambers
Executive Director

National Safe Boating Council

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*Summit on rotational basis with NWSC, every three years.

** Grant funds included.

Grant monies were provided from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard.