

\$2,500 AVAILABLE FOR YOUR BOATING SAFETY YOUTH PROGRAM

The NSBC is seeking applications to fund this year's Boating Safety Youth Award, sponsored by Patron Member BoatU.S. Foundation. The Boating Safety Youth Award encourages the development of innovating boating safety education programs directed at youth.

This award includes a cash prize of **\$2,500** to be used for the implementation or enhancement of a youth-oriented boating safety program. In addition, the 2016 recipient will receive a beautiful trophy and a paid trip to the 2016 International Boating and Water Safety Summit (IBWSS) in San Diego, CA from March 6 – 9 to present their award-winning program.

For a youth boating program to qualify, it must integrate safety practices into the program and be aimed at students less than 18 years of age. Selection priority will be given to unique or innovative programs with the primary goal of increasing boat safety.

The deadline to submit your proposal is December 31, 2015. To submit your application online, visit www.safeboatingcouncil.org/boating-safety-youth-award. You can also mail in your application to:

National Safe Boating Council
ATTN: Boating Safety Youth Award
9500 Technology Drive, Suite 104
Manassas, VA 20110

If you have any questions about the Boating Safety Youth Award Program, contact the NSBC at (703) 361-4294 or office@safeboatingcouncil.org.



ELEANOR MARIANI RECOGNIZED WITH PRESIDENT'S AWARD AT NASBLA CONFERENCE AWARDS BANQUET

Eleanor Mariani, Boating Law Administrator for the Boating Division at Connecticut Department of Environmental Protection, and outgoing NASBLA President, was recognized by NSBC Chair Richard Moore and NSBC Executive Director Rachel Johnson with the 2015 NASBLA President's Award, presented at the NASBLA Conference Awards Banquet in Wichita, Kansas.

Each year, the NSBC recognizes the outgoing President in support of the partnership and support efforts the President has provided in keeping the two organizations focused on safe boating. The plaque is adorned with a replica Colt Model 1851 Navy engraved black powder .44 Revolver. U.S. Naval Officers carried these revolvers in times of service and, symbolically, this award creates a direct tie between their mission and the NASBLA President's mission to keep our nation's waters safe for those who travel them.



Richard Moore (right), NSBC Chair, and Rachel Johnson (left), NSBC Executive Director, presented Eleanor Mariani, NASBLA President, with the Navy Colt Model 1851.

Furthermore, the intricate scrollwork on the barrel and the receiver of the revolver is representative of the detail with which the NASBLA President works to ensure safe boating and the engraved naval battle scenes on the cylinder of the weapon are a reminder of the battles fought in the name of safe boating. The ivory grips are a symbol of the polished manner with which Eleanor conducted herself in the duties of promoting safe boating in her time as NASBLA President.

The award, and recognition of Eleanor's accomplishments, are meant as a small "thank you" from the NSBC for her service to our mutual mission.

TARGETING UNDERREPRESENTED MARKETS WITH NSBC'S TRAINING CURRICULUM

For this upcoming year, the National Safe Boating Council (NSBC) has received a grant from the United States Coast Guard to translate the Essentials of *Close-Quarters Boat Control Training Manual* and the *Open Water Boat Control Training Manual* into Spanish. The NSBC, through its outreach and education efforts, has identified underrepresented markets nationwide that are in need of this training. Our key deliverables will also include the student checklists, Instructor Field Notes, and the pre-departure checklists to directly and positively impact the recreational boater. This will allow further saturation nationwide where the NSBC itself may not be available to do the training. By offering these training materials in Spanish, recreational boaters may be able to learn directly from the curriculum and gain a better understanding on how to boat safer and more effectively.

This grant will reach out to underrepresented groups to ensure that, when they do pursue recreational boating as their pastime, they are provided the skills and knowledge necessary to boat safer. The NSBC has

identified that, based on boating registration numbers and the culture of recreational boaters throughout the country, it will get the largest exposure and opportunity to provide training in states located in the South Atlantic, Pacific, and West South Central Regions of the United States.

We'd like you to get involved! The NSBC is looking for three host agencies in these underrepresented areas that have the proper staff, equipment, and ability to continue this boating training into the future. The NSBC will conduct our Instructor Boat Control/Marina Pro Training to build a sustainable network of training instructors, so that you may continue educating these key boating groups.

If you would like to host and receive this training to achieve reaching these underrepresented markets, please contact NSBC Training Director Emily King at training@safeboatingcouncil.org. In addition, we are now scheduling courses for the NSBC's three-day Instructor Boat Control/Marina Pro Course. Learn more at www.safeboatingcouncil.org/training.



NATIONAL SAFE BOATING COUNCIL

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Manassas, VA 20110

Phone (703) 361-4294

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Executive Director

2015-2016 CALENDAR FOR BOATING SAFETY

DECEMBER

Dec. 31

Boating Safety Youth Award Program Applications Due

JANUARY 2016

Jan. 10

Canadian Safe Boating Council Awards, Toronto, Canada

Jan. 12 – 13

NSBC Board Meeting, BoatU.S. Headquarters, Alexandria, Virginia

Jan. 23 – 31

USCG Auxiliary National Training Meeting, St. Louis, Missouri

FEBRUARY

Feb. 15 – 25

US Power Squadrons Annual Meeting, Orlando, Florida

Feb. 17 – 18

NASBLA BLA Workshop, Lexington, Kentucky

MARCH

Mar. 6 – 9

International Boating and Water Safety Summit, San Diego, California

Mar. 10 – 11

NSBC Boating Safety Instructor Training Course, San Diego, California

APRIL

Apr. 17 – 23

NASBLA "Spring Aboard" Campaign

Apr. 21 – 23

National Boating Safety Advisory Council, Arlington, Virginia

MAY

May 11

Congressional Reception

May 20

Wear Your Life Jacket to Work Day

May 21

"Ready, Set, Wear It!" Life Jacket World Record Day

May 21 – 27

National Safe Boating Week

ANCHOR LINE



NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

2015 VOLUME 16 Issue 3

2016 INTERNATIONAL BOATING AND WATER SAFETY SUMMIT

ENHANCING YOUR PROFESSIONAL DEVELOPMENT EXPERIENCE

Based on last year's International Boating and Water Safety Summit (IBWSS) attendee feedback, we heard one thing loud and clear: you want a conference program that can help with your professional development in the fields of recreational boating and water safety. Not only that, but sessions and seminars that help you in the areas of social marketing, leadership, and risk management are at the top of your priority list.



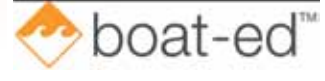
Nancy Lee, MBA

The 2016 IBWSS, scheduled March 6 – 9 at the Hyatt Regency Mission Bay in San Diego, CA does just that! We have confirmed Social Marketing Consultant Nancy Lee, MBA, to not only deliver this year's Keynote Address, "Social Marketing – What is it? Why is it so hard? What makes it easier?", but also offer a half-day workshop: "Developing Key Components of a Social Marketing Plan," that will give participants a hands-on experience in developing key components of a Social Marketing plan, one intended to influence a specific desired behavior. During our Plenary Session, we will hear the U.S. Coast Guard Update; a Distress Technology Panel from leading subject matter experts; a Panel Discussion on Life Jacket Loaner Boards and how you can implement the program in your community; updates on the Wear It! campaign, One Industry, One Voice, and the Certified Recreational Boating Professional credential; and a riveting presentation on "Drowning Resuscitation: A Practical Approach" by Dr. Justin Semprott.

You'll be able to choose from over 40 Seminar Sessions from speakers representing groups and organizations from around the world addressing topics on First Responder/Risk Management; Communications, Outreach, and Marketing; Education and Training; and Program Management and Administration during the following two days. In addition, on Tuesday, March 8, IBWSS attendees will have the opportunity to spend time outdoors getting hands-on boat experience in the Quivira Basin right at the Hyatt Regency Mission Bay Marina.

This year's Expo Hall will feature key boating and water safety exhibitors to introduce our attendees to current initiatives, products, and tools to help better accomplish their goals of boating and water safety. Exhibitors showcase their newest products, and attendees have the ability to directly discuss opportunities for saving money and increasing their reach within their agencies.

Join conference partners NSBC, NWSC, and NASBLA, as well as Premier Sponsor Boat Ed, as we celebrate the 20th IBWSS. To register as an attendee or exhibitor, visit www.IBWSS.org. As we get closer to March, download the free IBWSS mobile app on your iPhone or Android to get news updates and follow @IBWSS on Twitter and Facebook to stay current!



2016 Premier Sponsor



DID YOU KNOW?

The Aids to Navigation System (AtoNs) are relied upon by all segments of the maritime community (commercial, recreational, sport, large and small vessels) to safely navigate. The physical AtoNs include buoys, day markers, visual ranges, and lights that are vital components of safe visual and radar navigation.

Smaller boats, including recreational, sport and fishing boats, may not have access to or have available electronic charting systems and/or AIS receivers and, therefore, may rely exclusively on physical AtoNs to safely navigate.

Did you know that the U.S. Coast Guard is actively developing and implementing virtual electronic AtoNs? The U.S. Coast Guard's policy is that virtual aids should be used to enhance existing ATONs. However, there are reports of the U.S. Coast Guard removing some physical AtoNs raising concern by many mariners not aware of their removal.

Please closely check with your local U.S. Coast Guard station to ensure any AtoN you rely on is still physically present before you go!

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COMMENTS FROM OUR CHAIR

I'm A Survivor

Whether a person has survived a life-threatening illness, an abusive relationship or some type of near-death experience, someone with a personal story to tell can often engage others at a completely different level than those who've never "been there... done that." I'd like to share one of my stories.

Several years ago, I had the opportunity to test a new boat a vendor was hoping to sell for patrol. Once on open water, the salesman began explaining how remarkable this boat turned and encouraged me to make a hard turn at around 40 mph. A bit apprehensive, I chose to try it at about 35 mph and told my two passengers to hold on. As I turned fairly hard to port, I noticed that this boat didn't feel like I expected...instead, it turned hard but stayed almost flat.

Then came a small wave that struck the starboard chine about halfway through the turn. It felt like we hit a wall sideways, and I was instantly ejected from the boat. Now some of you may have experienced what I'll call the "slow motion phenomenon." In full uniform with about 15 pounds of gear on my gunbelt, I remember sinking and not knowing which way was up. The water was cold, and I had quite a burning pain in my hip. Then I heard my life jacket inflate, and I knew I was heading to the surface. Then my mind told me, "I'm about to get run over by the boat."

I have dealt with so many boating accidents over my career and know well about those who get ejected from a boat and drown. I also know the reality of unmanned boats running in what some call the "circle of death." At that instant, I felt panic about my ability to get out of the way of the boat that would surely be circling toward me.

I can't explain the relief I felt when I came to the surface and cleared my eyes. The boat, with my two shaken and bewildered passengers, sat dead in the water about 30 yards from me. Other than my bruised hip (and ego), everyone was okay.

I don't go boating without wearing my life jacket, and I choose the convenience of a belt-pack most of the time. I also use my engine cut-off switch lanyard, which I credit for having saved my life and likely the lives of my two passengers that day. It's not that I'm paranoid...just a bit wiser than I used to be.

The NSBC works hard on your behalf to support our many members and others who care about safe boating. A new project under development will offer people, like me, who are survivors of boating accidents support. We come in all forms...those who have been in a serious boating accident, family members and friends of victims of boating accidents, and even those who have the job of performing rescue and investigative services. We often have a compelling story to tell and a passion for delivering our stories to help others avoid similar situations. This NSBC project is aimed at offering the victims and survivors of boating accidents an opportunity to find support from others and ways to plug into boating safety initiatives at the local, state and national level. Please learn more about this initiative and see how you can help at www.safeboatingcouncil.org.

Enjoy the water, but do it safely!
Richard

NSBC RECOGNIZES BOATU.S. FOUNDATION PRESIDENT

Chris Edmonston, BoatU.S. Foundation President and Current Past Chair of the NSBC, was recognized for his commitment and dedication to the NSBC Board of Directors and members at the General Membership Meeting in Wichita, Kansas on September 13, 2015.

Chris joined the NSBC Board of Directors in 2010 and, during his time, helped to strengthen the NSBC's mission of safer boating through education, outreach, and training. Key contributions include help in passing an Investment Strategy, overseeing the development of the NSBC's Employee Manual, and increased partnership with BoatU.S. Foundation and its parent-company, BoatU.S. Chris' keen business sense and enthusiasm for recreational boating safety has helped advance the NSBC during his time on the Board, and specifically as he led as the Chair from 2013 – 2015. He continues his term as Past Chair until 2017.

It was my great privilege as Executive Director to not only learn and work alongside Chris, but to recognize him for his efforts in September. It's become tradition to recognize the Chair with two Adirondack chairs and a placard for each, acknowledging the Chairs' contributions to the NSBC.



Chris Edmonston was presented with two Adirondack chairs by Rachel Johnson, NSBC Executive Director.

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For general information about NSBC:
www.SafeBoatingCouncil.org

For information about
the Wear It! Campaign:
www.SafeBoatingCampaign.com

For information about the International
Boating and Water Safety Summit:
www.IBWSS.org

For kids' boating information:
www.BoatingSidekicks.com



WRAPPING UP 2015'S SUCCESS; GEARING UP TO THINK OUTSIDE THE BOX IN 2016!

The 2015 Wear It! campaign has seen yet another extraordinary year of continued success. Highlights from this year's campaign include:

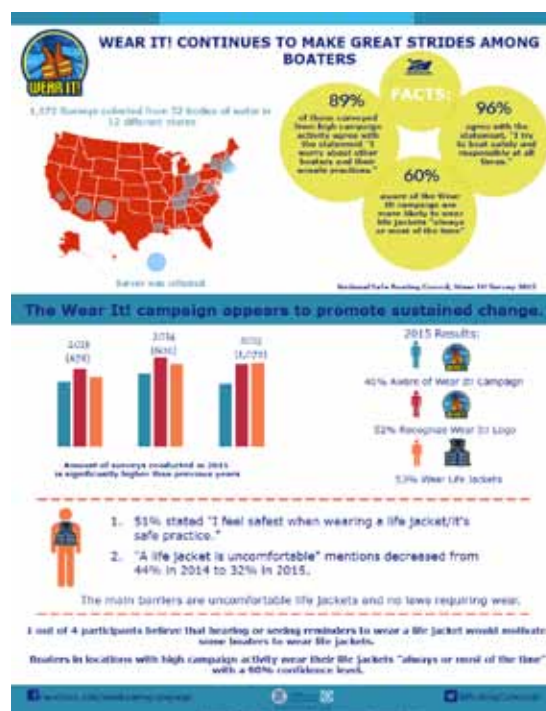
- Reached a **potential audience of more than 1.5 million** through media outreach efforts.
- Placed a **total of 30,135 print, radio, television and online media hits** (includes PSA national distribution), an increase of 145 percent from 2014.
- Generated a total ad equivalency of more than \$9.5 million, represented a return on investment of \$94.43 to \$1.
- Supported 10 Wear It! grassroots efforts to help saturate the campaign message on a localized level.
- Validated the Wear It! campaign message and its positive impact on boaters' behavior regarding safety through research utilizing volunteers in 12 states.
 - View the Wear It! Awareness Survey full report and infographic: www.safeboatingcampaign.com/resources/awareness-studies/.
- Earned recognition with eight national awards:

ORGANIZATION	AWARD	DESCRIPTION
Academy of Interactive & Visual Arts	Communicator Award of Excellence	Wear It! and Love the Life! TV PSA
Academy of Interactive & Visual Arts	Communicator Award of Distinction	Wear It! and Love the Life! TV PSA Copywriting
Academy of Interactive & Visual Arts	Communicator Award of Distinction	Wear It! Integrated Nonprofit Campaign
Graphic Design USA	American Graphic Design Award	PSA Campaign for Accidents Happen Unexpectedly Cold Water Boating
Association of Marketing and Communication Professionals	Hermes Gold Award	Wear It! and Love the Life! TV PSA
PR Daily	Honorable Mention	Best Community Relations Campaign for Wear It!
PR Daily	Honorable Mention	Best Infographic for Wear It!
PR News	Platinum Award	Honoree for Research and Measurement of Wear It!

Each year, the NSBC evaluates the results and measurements of the campaign to identify new areas in which we can continue to promote the message of safe boating by wearing a life jacket at all times.

For 2016, the campaign is gearing up to think more "outside the box" to further enhance our outreach to recreational boaters. Our objectives will be to continue traditional media outreach and collaborate our efforts to identify and implement new grassroots outreach and marketing initiatives in order to promote the life-saving message that boaters should always wear a life jacket while boating.

As we look forward to 2016, we continue to strive for creative, engaging, and innovative ideas to help further support the Wear It! campaign. If you have any ideas that would continue to enhance the efforts of the campaign, please let us know by contacting Leatrice Naylor, Communications Director, at lnaylor@safeboatingcouncil.org.



BOATING SAFETY HALL OF FAME: RECOGNIZING 2015 RECIPIENT TIMOTHEA LARR,

CURRENTLY ACCEPTING APPLICANTS TO JOIN THIS PRESTIGIOUS GROUP

Each year, the Boating Safety Hall of Fame Award is used to recognize individuals whose vital leadership and support through many years of service have positively impacted boating safety. Since 1995, this prestigious award has been given to those individuals who have made a lasting contribution to the interest of boating safety. Those that have been inducted have demonstrated long-range, national impact and encompass numerous years of involvement.

The 2015 recipient, Timothea Larr, has quite an impressive resume during her time in boating, including being the three-time Adams Cup recipient; two-time Etchells North American champion; and recipient of the Nathanael G. Herreshoff Award. Accomplished women sailors are plentiful these days, but when a girl named Timi Schneider began winning everything in sight in the 1960s, it was noteworthy; a rarity. The fact Schneider selected young, new sailors as her crew, and coached them into excellence, was a portent of things to come. She earned a degree in naval architecture from the University of Michigan, then worked for the yacht design firms of MacLear and Harris, followed by McCurdy and Rhodes. But her deeper interest was tapped when

she was asked to join the Junior Sailing Association of Long Island Sound. "I got involved," she says.

That's an understatement. Larr won the coveted Herreshoff Trophy in 1992 for her "outstanding contributions to the sport." In 2002, US Sailing initiated a trophy in Larr's name for "outstanding contribution to the advancement of sailor education...and selfless dedication." As Chair of the Youth Coordinating Committee at (then) NAYRU in the 1970s, Larr worked to establish standards for sailing in the United States. She went to successful U.S. Maritime sailing coach, All-American Gary Jobson, and asked him to write an instruction manual for Long Island's junior sailors. Jobson followed-up with on-water courses, and suddenly standardization was being integrated. The pioneering work Timothea Larr did with instruction would inspire similar programs to be put in place for race officials and judges. "Timothea Larr was relentless," Jobson says. "She established a national faculty of instructors and set much-needed standards for our sport. She is the champion of having made sailing better for a long time."

We are seeking nominations for the 2016 Hall of Fame Inductees. To submit an application, visit www.safeboatingcouncil.org/boating-safety-hall-of-fame.

GREETINGS FROM THE GREAT WHITE NORTH AND THE CANADIAN SAFE BOATING COUNCIL

*John Gullick, Chair
Canadian Safe Boating Council*

I was up in Yellowknife in the North West Territories the third week in November and there was already a foot of snow on the ground, the daytime temperature was -5 degrees F, and the water in the bays was very hard. We are already preparing for our 2016 Symposium which will be held in Yellowknife on September 22 to 24. The weather then will still be very nice and there is always a great northern lights show at that time of year. The focus for this Symposium will be on boating safety in the North. There will be presentations from people who are conducting research that relates to accident and injury prevention and a panel that will discuss the realities and traditions that effect boating both for recreational and daily living purposes. We hope that some of you will be able to attend especially those of you from Alaska. Keep an eye on our website, www.csbc.ca, for more information.

The annual Canadian Safe Boating Awards gala (CASBAS) is one of the CSBC's flagship events. It brings the boating safety community together to honor and celebrate those who have distinguished themselves in the fields of boating safety and environmental stewardship over the past year. Winners are selected in a number of categories:

- Stearns Rescue of the Year
- Top Volunteer Dedicated to Boating Safety
- Safeguarding the Environment
- Marine Professional of the Year
- Visible PFD Wear in Advertising
- Marine Industry Award
- Ontario Power Generation Best Boating Safety Initiative
- Best Media Contribution to Boating Safety
- Special Recognition Award.

The CASBAS will be held at the downtown Toronto Sheraton Hotel on Sunday, January 10, 2016. That is on the opening weekend for the Toronto International Boat show.

We very much appreciate our partnership with the NSBC in promoting safe and responsible boating throughout North America. If any of you are able to attend the CASBAs, you would be most welcome and it would be a good opportunity for you to meet many of the key players in Canada's diverse recreational boating sector. Tickets for the CASBA dinner can be purchased at www.csbc.ca/en/events/casbas/casba-overview until December 31, 2015.

If you have any questions, please feel free to contact me at jrag@nexicom.net.

On behalf of the Canadian Safe Boating Council, I wish all of you the very best for a safe and joyous holiday season.

COLD WATER IMMERSION

*Tom Dardis
U.S. Coast Guard
Office of Auxiliary and Boating Safety*

Winter is upon us so now is a good time to talk about cold water immersion. Just because you didn't plan on going swimming doesn't mean you won't end up in the water.

It's not hard to recognize the hazard of cold water immersion when we are in the depth of winter and temperatures stay cold throughout the day. Recognition begins to wane as the days start getting warmer. A warm sunny day screams to be on the water so it is vital that we educate recreational boaters on the importance of checking the weather, to include the water temperature, each and every time they go out.

When we talk about cold water immersion, we are concerned about two primary hazards; cold-shock and hypothermia. The cold-shock response occurs immediately upon entry into the water, lasts up to 2 minutes, and the colder the water the stronger the response. This is when the gasp reflex and hyperventilation could lead to a drowning. The best way to address this hazard is to ensure that everyone is wearing a properly fitted, Coast Guard approved, life jacket suitable for the intended activity.

Getting out of the water now becomes the single most important thing you can do to increase your chances of survival. If you are alone, or worse yet everyone on the boat is in the water with you, you have a limited amount of time before the onset of functional disability (generally 2-30 minutes). If you can't get out of the water, this is the time to activate your Personal Locator Beacon (PLB) or Digital Selective Calling (DSC) capable VHF handheld radio.

Hypothermia may occur anytime core body temperature drops below 95 degrees Fahrenheit. In a cold water immersion event, this generally starts to happen around 30 minutes. So every recreational boater should know a couple of strategies for slowing the cooling of the core body temperature. The Heat Escape Lessening Postures (H.E.L.P.) protects the body's three major areas of heat loss (groin, head/neck, and rib cage/armpits). Wearing a lifejacket allows you to draw your knees to your chest and your arms to your sides. Huddle - Huddling with other people in the water lessens the loss of body heat and is good for morale. Also, rescuers can spot a group more easily than individuals.

Another option is to wear hypothermia protective clothing like a Coast Guard approved anti-exposure coverall, a dry suit or paddling suit with the appropriate layering of undergarments for the water temperature, a wet suit, or carry an immersion suit. Each suit comes with its own pros and cons but one thing they all have in common, and that you need to be ready to address with the recreational boater, is as the air temperature gets warmer they become more uncomfortable to wear.

Coast Guard personnel who operate boats discuss cold water immersion anytime the water temperature is below 60 degrees Fahrenheit. They know to do this because they check the water temperature each and every time they get underway. Let's get recreational boaters to adopt the same behavior.

The U.S. Coast Guard reminds all boaters to "Boat Responsibly!" For more tips on boating safety, visit www.uscgboating.org.