



# 2015 Annual Report

*National Safe Boating Council: The foremost coalition to advance and promote a safer recreational boating experience through education, outreach and training.*

## Engaging Victims and Survivors

In April 2015, the NSBC hosted a meeting in Destin, Florida to meet with victims and survivors of recreational boating accidents and representatives from the boating safety community. The results from the meeting, and feedback from attendees, helped the NSBC form *Engaging Victims and Survivors of Recreational Boating Accidents*, a new initiative with a goal to provide a single point of engagement for those who have survived a boating accident and those who have lost a friend

or family member as a result of a boating accident.

The NSBC continued collaborating with key people related to the initiative and, at the NASBLA Conference in Wichita, Kansas introduced the new program. Between the conference and this year's #GivingTuesday campaign on December 1, the NSBC has raised \$1,250 in funds to directly support this initiative and continues to work with our partners to reach our goal of \$6,000.

**WILL YOU JOIN US?**

**DONATE TODAY: [WWW.SAFEBOATINGCOUNCIL.ORG](http://WWW.SAFEBOATINGCOUNCIL.ORG)**

The National Safe Boating Council is embarking on a new initiative. Help us engage victims and survivors of boating accidents.

## Sea Scout Base Galveston Recognized with Boating Safety Youth Program Award

Sea Scout Base Galveston's Reach Program is a 10-week youth oriented boating safety program that combines classroom knowledge with a hands-on water program so



students can put their classroom learning to the test. As the winning recipient of the 2015 Boating Safety Youth Program Award, Sea Scout Base Galveston received a cash prize of \$2,500 to enhance their Reach Program. They were invited to the 2015 IBWSS to present their program to attendees and offer insights on how others could implement a similar program in their communities.

The goal of the Boating Safety Youth Program Award, sponsored by NSBC Patron Member BoatU.S. Foundation, is to recognize organizations that have created and successfully implemented innovative youth boating education programs aimed

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## Chair's Comments

My fellow NSBC members, this will be my final note to you as Board Chair. It's been quite a year. Your board and especially the Council staff have accomplished many things over the past year. I hope you are proud of the accomplishments that you find in this report.

You might not notice many of the accomplishments—such as our updated website, which features online ordering and also membership renewal. (So, please renew your NSBC membership!) We've also updated our warehousing and fulfillment systems—so you can get your products faster, and the Council can save funds for programs. These accomplishments, though unnoticed, have a huge impact.

Speaking of programs, the Council has a long and rich history in the boating safety community. The Council has created many great programs and products that have become iconic in our unique universe. Programs like 'Wear It!' come to mind, as do the Boating Safety Hall of Fame and the 'Safety Sidekicks.'

As our society evolves, so has the Council, and much has occurred over the past year that keeps the traditions of the Council alive, but also strikes into new territories. The program 'Engaging Victims and Survivors of Recreational Boating Accidents' is just such a program. This program is designed to help those who are dealing with the loss or injury of loved ones in a water-related accident. Often, our community focuses on the number of casualties, but a number in a table doesn't tell the whole story. There are many others that are directly impacted that we as a community can better serve.

We've also worked diligently to provide more on-water training opportunities. Additionally, in an effort to enhance the training offered at the International Boating and Water Safety Summit, the National Association of State Boating Law Administrators has been added as a partner.

In summary, your Council is serving the diverse boating community in many ways, and we ask you, our valued member, to take a moment and review this annual report. We hope you are pleased with what is going on and we ask for you to continue to support the Council's efforts in the coming years.

*Fair winds,  
Chris*

## Premium Members

### PATRON MEMBERS:

Boat Ed  
BoaterExam.com  
BoatU.S.  
BoatU.S Foundation  
Brunswick Corporation  
Forever Resorts  
National Marine Manufacturers Assn.  
Rolyan Buoys  
Walsh Marine Products  
Whistles for Life  
Within Reach  
Yamaha Motor Corporation

### SUSTAINING MEMBERS:

Absolute Outdoors  
ACR Electronics  
Boatsmart!  
BRP, Inc.  
Brunswick Boat Group  
K 38  
Kawasaki Motors Corporation, U.S.A.  
Mercury Marine  
Mustang Survival  
Orion Safety Products  
Stop Propeller Injuries Now  
Tennessee Wildlife Resources Agency  
The Coleman Company

## 2015 Hall of Fame Recipient Timothea "Timi" Larr's Impact on Recreational Boating

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 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.**"

The Boating Safety Hall of Fame Award is used to recognize vital leadership and support for those who have made a lasting contribution to the interest of boating safety.

## Saved by the Beacon National Safe Boating Campaign

Introduced through a grant administered by the U.S. Coast Guard, the NSBC's Saved by the Beacon National Safe Boating Campaign is designed to modify the behavior of recreational boaters to ensure they understand the importance of emergency locator beacons and how to use them correctly in the case of a boating emergency.

The NSBC partnered with Sustaining Member ACR Electronics in developing the official Saved by the Beacon logo and two print PSAs as in-kind support to our campaign. We also collaborated to kick-off the campaign at a press event held in conjunction with the 2015 Miami Boat Show in February. Key deliverables were provided to press, including the Saved by the Beacon Press Kit and prompts to visit the new website, [www.savedbythebeacon.com](http://www.savedbythebeacon.com). The event resulted in three articles written about the campaign and, in just two days, the NSBC's #savedbythebeacon resulted in over 12,000 impressions and over 150 direct interactions on Twitter and Facebook.

The NSBC continued its educational outreach efforts by co-hosting "406 MHz Beacon Awareness Day" with ACR Electronics on April 6th (4/06). The NSBC and ACR held a contest asking people to tell everyone what their PLB or EPIRB freed them to do, and to include a picture of the activity or place their beacon gave them the confidence and freedom to go, using #406Day and #SavedbytheBeacon. The contest resulted in nearly 30 entries. Social media promotional efforts from @SafeBoatCouncil using #406Day and #SavedbytheBeacon generated over 4,000 impressions and 120 Direct Engagements, resulting in a 15% engagement rate.

The NSBC presented on the development of the campaign at the February and November BSAC Meetings; IBWSS; and NASBLA Conference. During the speaking engagements, we received great comments to help us improve our draft book, being developed with support from NSBC Patron Member Boat Ed. Our presentations also allowed us to enhance some key relationships: NSBC member Sea Tow and Kelli Toth from the Alaska Office of Boating Safety, in collaboration with the Rescue Coordination Center, provided us with comprehensive review and edits.

As the campaign continued to develop in 2015, the NSBC began developing the video PSAs for Saved by the Beacon, to be available in early 2016. Learn more about the campaign and available resources at [www.savedbythebeacon.com](http://www.savedbythebeacon.com).



## Training Update

The training program is slowly growing and spreading across the United States. The goal is to get instructors and instructor-trainers in all 50 states and then the territories. This past year we focused on the South with Florida and Houston, Texas; and the Western US with Tacoma, Washington and Homer, Alaska. In 2015, the NSBC certified 96 instructors and nine instructor-trainers. This makes our pool of instructors over 650 and approximately 60 instructor-trainers. They issued 283 basic boat control certificates but reached over 8,000 boaters through their contacts at various events, rental boats at marinas, friends and family.

Currently, the NSBC has two instructor training programs. The Boating Safety Instructor Course is a two-day classroom training course that reviews each of the six sections of the NASBLA 103-2015: Basic Boating Knowledge-Power ANSI Standard. As we work through the various elements of the standard, students will role play, do equipment demonstrations, and work in small groups to teach using various interactive teaching methodology. It makes learning fun! This is a professional development opportunity for anyone currently teaching the NASBLA-approved Boating Safety Course or someone that would like to become a NASBLA-approved Boating Safety Course Instructor.

The NSBC On-Water training combines the "Essentials of Close-Quarters Boat Control" and the "Open Water Boat Control" into a three-day "Instructor Boat Control" or "Marina Pro" course. This training program gives marine law enforcement, boating educators, boat clubs, maritime academies, universities, marina and boatyard professionals the tools needed to train beginning boaters. It is also compliant and exceeds in some areas the EDU-1 National On-Water Power ANSI Standard. The curriculum is presented in an easy step-by-step process.

For more information or to schedule a course, visit [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org)

## Sea Scout *continued from front page*



at youth less than 18 years of age targeting boating safety issues and concerns of national interest. Sea Scout Base Galveston's Reach Program gives students classroom knowledge followed by hands-on experience with sailing. The program works to instill in its students a love for learning and exploration of the maritime world.

## 2015 Awards and Recognition

The NSBC received eight national awards for our boating safety efforts this year:

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!



Fred Messmann, Deputy Director of the NSBC, (pictured center) was recognized with the U.S. Coast Guard Distinguished Public Service Award, presented November 12, 2015 at the 94<sup>th</sup> National Boating Safety Advisory Council (NBSAC) meeting in Arlington, VA.

## Annual Congressional Reception Recognized Safer Boating Efforts, Confluence Award Recipients

On May 13, 2015, the NSBC and the National Association of State Boating Law Administrators (NASBLA) hosted the Congressional Reception and Confluence Awards in Washington, DC.

The Congressional Reception celebrated National Safe Boating Week, the North American Safe Boating Campaign (Wear It!), and the Confluence Award recipients. The 2015 Confluence Award recipients were Senator Pat Toomey (Pennsylvania), Representative Mike Kelly (Pennsylvania), and United States Coast Guard Rear Admiral Vincent B. Atkins.

Senator Pat Toomey



Representative Mike Kelly

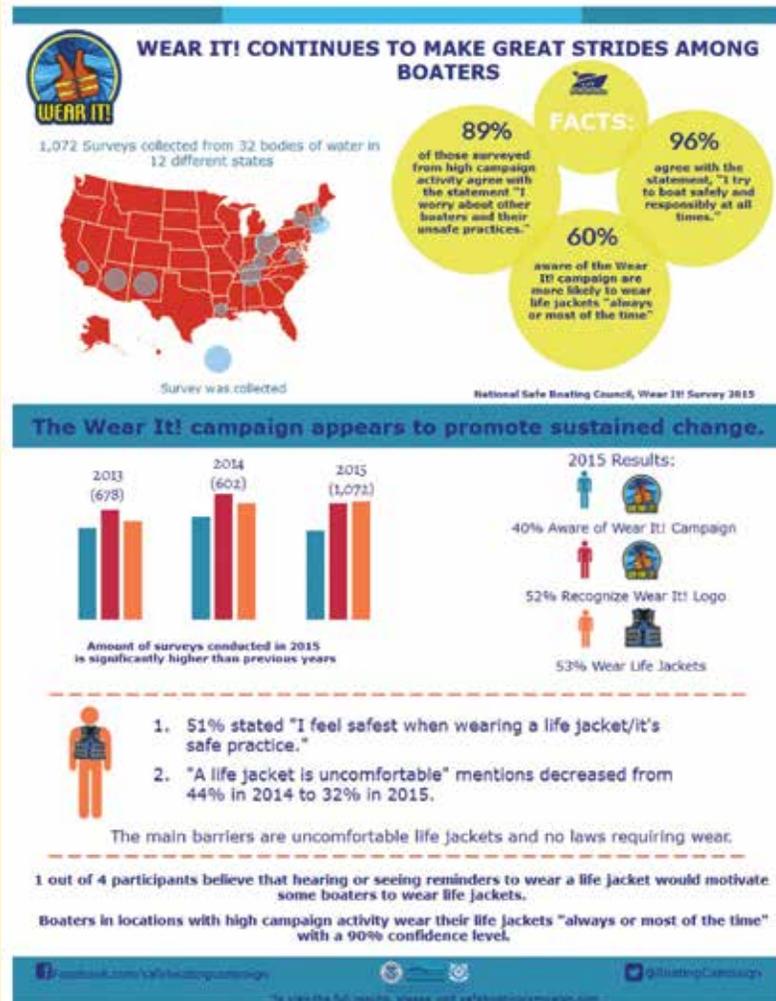


## Wear It! – More than Just a Slogan; A Life-Saving Message

The 2015 Wear It! campaign, produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard, has seen yet another extraordinary year of continued success.

### 2015 Wear It! Highlights:

- 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
- Broke the world record for the most life jackets worn for the sixth consecutive year with 10,917 participants in 12 countries as part of this year's "Ready, Set, Wear It!" Life Jacket World Record Day
- 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](http://www.safeboatingcampaign.com/resources/awareness-studies)



## The International Boating and Water Safety Summit: 2015's New Focus Offered New Opportunities for Attendees

The 2015 International Boating and Water Safety Summit (IBWSS), held at the Grand Sandestin in Destin, Florida, offered nearly 220 recreational boating and water safety professionals a comprehensive offering of sessions, training, and networking. From March 29 – April 1, attendees from the United States, Canada, and Japan came together to discuss current trends, programs, and initiatives impacting the boating and water safety community, with specific focus on the Strategic Plan of the National Recreational Boating Safety Program.

This year's program was designed to educate attendees so they may return to their home communities and share knowledge and materials gained at the IBWSS. General and seminar sessions



public has a safe, secure, and enjoyable recreational boating experience by implementing programs designed to minimize the loss of life, personal injury, and property damage while cooperating with environmental and national security efforts."

Key highlights include: keynote speakers Jordan

were selected in support of the National Recreational Boating Safety Programs Strategic Plan to "ensure the



Hanssen and Greg Spooner receiving a standing ovation after their keynote address "Almost to Shore: A Worst Case Scenario Gone Right"; 42 speakers over three days; "Paddle with the Pros" On-Water Day; the Expo with over 30 exhibitors; and the Mark of Achievement Ceremony, recognizing organizations and individuals that make a difference in boating and water safety.



### 2015 Financial Review

#### INCOME

Coast Guard Grants		
- Marina Operator Training (FY13)	\$61,386	5.98%
- Wear It! (FY14)	\$26,759	2.61%
- Instructor Close Quarter/Open Water Boat Control (FY14)	\$81,315	10.68%
- Cooperative Efforts (FY14)	\$7,144	0.70%
- Navigation Rules Part 2 (FY14)	\$14,131	1.38%
- IBWSS (FY14)	\$3,489	0.34%
- Wear It! (FY15)	\$336,339	32.77%
- Instructor Boat Control (FY15)	\$81,440	7.93%
- Saved by the Beacon (FY15)	\$50,789	4.95%
- IBWSS (FY15)	\$98,765	9.62%
<b>Total Grants</b>	<b>\$761,558</b>	<b>74.20%</b>

Membership Dues and Donations	\$40,841	3.98%
Program Income (Instructor Kits, Life Jackets & Kits)	\$48,841	4.76%
Partnership and Award Income	\$14,168	1.38%
Sale of Publications	\$76,551	7.46%
Training	\$4,060	0.40%
IBWSS Registration Income	\$78,195	7.62%
OMC Foundation Interest / Investment Income	\$825	0.08%
Interest / Investment Income	\$1,375	0.13%
Total Non-Grant Income	\$264,856	25.80%

**Total Income** **\$1,026,414** **100.00%**

#### EXPENDITURES

Payroll Operations	\$96,298	9.45%
Payroll Grants	\$189,425	18.60%
Office Expenses **	\$75,462	7.41%
Awards **	\$4,885	0.48%
Auditing, Accounting, Investment and Legal **	\$13,824	1.36%
Program Expenses (Instructor Kits, Life Jackets & Kits)	\$36,284	3.56%
Travel **	\$129,697	12.73%
Training **	\$103,038	10.12%
Postage **	\$33,059	3.25%
Publication Printing **	\$14,923	1.47%
Web Site **	\$7,641	0.75%
Wear It! (Contracts Outreach and Administration)	\$211,891	20.80%
Boat Handling Grants	\$13,065	1.28%
Navigation Rules Part 2 Grant	\$10,675	1.05%
Saved by the Beacon Grant	\$2,000	0.20%
IBWSS Expenses	\$76,440	7.50%

**Total Expenditures** **\$1,018,607** **100.00%**

Budget is based on the fiscal year  
October 1, 2014 - September 30, 2015

### 2015 Board of Directors

**Chris Edmonston – Chair**  
*BoatU.S. Foundation*

**Richard Moore – Vice Chair**  
*Florida Fish & Wildlife Conservation Commission*

**Joyce Shaw – Past Chair**  
*United States Power Squadron*

**Chris Stec – Treasurer**  
*ACA/Canoe-Kayak-SUP-Raft-Rescue*

**Betsy Woods – Secretary**  
*Tennessee Wildlife Resources Agency*

**Matt Gruhn**  
*Marine Retailers Association of the Americas*

**Pam J. Doty**  
*U.S. Army Corps of Engineers*

**Ex-Officio**  
**Joe Carro**  
*USCG, Office of Auxiliary and Boating*

**Brian Westfall**  
*National Water Safety Congress*

**John Gullick**  
*Canadian Safe Boating Council*

**Eleanor Mariani**  
*National Association of State Boating Law Administrators*

**Sarah Salvatori**  
*National Marine Manufacturers Association*

**Larry Bowling**  
*National Transportation Safety Board*

**Rachel Johnson, CAE**  
*Executive Director*

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Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

\*\* Grant funds included

The 2015 Budget reflects a surplus of net income this year, which will be directly utilized in 2016 in support of our shared mission of safer boating through education, outreach, and training.

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