

# ANCHORLINE

NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

FALL 1995

## Regional Boating Educators Advance Safe Boating in the U.S.

### Coors Sponsors National NSBC Awards

**B**oating safety programs organized at the local level, by either community, regional or state boating professionals and volunteers are successfully showing boaters that they can have fun and boat safely. Although the boating community consistently honors industry professionals, rarely are community-based programs recognized nationally for their grass roots efforts.

The National Safe Boating Council proudly announces its first four regional winners of the annual Boating Education Advancement Awards. This award recognizes individuals and organizations who find innovative and creative ways to teach safe boating practices. Funding for this award has been generously provided by the Coors Brewing Company of Golden, Colorado, and reflects their continued commitment to boating safety.

"By identifying and publicizing boating safety programs that work, we hope to not only inspire others to achieve greater success with their efforts, but build a repository of good ideas that can be shared by other communities," explained Randy Cummings, NSBC Awards chair.

To find the innovators in safe boating education, awards were accepted at the state level and state winners were grouped by region. Four regional winners were chosen. A national award winner will be chosen from one of the following regional winners at the NSBC Education Seminar in March 1996.

#### Central States - Cheri Swayne, Kansas Safe Boating Program

Nominated for taking a "nearly non-existent" program in Kansas to an exemplary educational program, Boating Education Coordinator Cheri Swayne has been with the Kansas Safe Boating Program



California's Aqua SMART takes the safe boating message out of the water and into local elementary classrooms.

since November 1992. According to the application, "inheriting only a boating correspondence course, Swayne embraced the challenge of creating a boating safety program for the Kansas Department of Wildlife and Parks."

Meeting one of the program's goals, Swayne developed a strong network of volunteer instructors across the state. She provided ongoing support by developing a comprehensive instructor manual and gave volunteers access to a toll-free number to make communication easier. Some of Swayne's other accomplishments include: developing a certification process for volunteer instructors, doubling the number of certified students in 1994 and tripling the number of boating classes between 1993-94.

#### Northeastern States - Erie Safe Boating Task Force, Pennsylvania

Only established last year, the Erie Safe Boating Task Force is an excellent model of what can happen when local boating groups partner with education and enforcement agencies for a good cause. For the first

## NSBC Honored by U.S. Coast Guard

**T**he National Safe Boating Council has been awarded the Department of Transportation's Distinguished Public Service Award by the Commandant of the Coast Guard.

NSBC Chair Elaine Dickinson was given a gold-trimmed mounted certificate signed by Admiral Robert E. Kramek, Coast Guard Commandant, along with a medal and a citation which said, in part:

*"For 20 years the National Safe Boating Council...has provided a forum for advancing and fostering safe boating. The Council has distinguished itself by developing and facilitating an annual safety awareness campaign and education seminar which has attracted wider participation each year. The Education and Professional Training Seminar brings together nationally recognized experts on boating safety. Because of the Council's efforts to execute National Safe Boating Week, there has been an increased dissemination of materials to the public."*

*"The National Safe Boating Council, which is made up of volunteers, is a recognized force in promoting boating safety. The Council's leadership, dedication, and hard work promoting boating safety are heartily commended and are in keeping with the highest tradition of the Coast Guard."*

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**W**hile the news of our grant award for 1996 could not be more welcome, the Council, like many other non-profit boating groups, is looking beyond the immediate future and planning for the long term.

Those of us who work in or around government know only too well the uncertainties that come with any state or federal program. While the Aquatic Resources Trust Fund must be protected, we can't depend solely upon one source of support.

The Council's Executive Committee gave this question serious thought and discussion when drafting the NSBC's Long Range Plan and now it's time to get moving on it. We will be actively seeking contributions and support from not only our for-profit members but also from others in the boating industry and elsewhere. For example, the organizers of National Fishing Week have done a great job of obtaining corporate sponsorships for that campaign and we feel, to ensure that our programs continue uninterrupted, we must broaden our horizons as well.

Sponsorships by private businesses present a unique opportunity for a company to obtain great visibility among a very select population—boaters—and be associated with a good cause. It's a win-win situation for all of us.

The generous contributions we've already received from Boston Whaler and Coors Brewing Company show that we can expand our reach when the resources are available.

At least two major projects proposed for 1996 were not selected for funding by the Coast Guard—a boating safety and education clearing-house/news bureau and an instructor credentials program. These and additional elements of the safe boating campaign for 1996 would be welcome projects for NSBC, if private resources were available.

So while the federal grant program is a great benefit to all of us, and we will do all we can to make the most out of the dollars we receive, we know it's time to look beyond it, for the good of the Council and safe boating.

Elaine Dickinson  
NSBC Chair, 1995

## What's Afloat... Must Be Afloat...

■ Awards being accepted until Dec. 29 for the **1996 Boston Whaler Youth Awards of Excellence**. Contact the NSBC office for more information at (606) 278-6146.

■ Mark your calendars for March 10-13 and plan to attend the National Safe Boating Council's **Education and Professional Training Seminar** in Corpus Christi, Texas. This year's subject, "Reach for Tomorrow: Safe Boating Today," is relevant to all boating educators, whether at the local level or state level. Topics include marketing strategies, helpful technologies and active education principles. The seminar will be held at the Sheraton Bayfront Hotel and we're told "it's not hurricane season!" Registration information will be sent in November.

■ Here's a sneak preview of **1996 National Safe Boating Week**. The date: May 18-24 and the theme: life jackets. Chair Lt. David Street of the Maryland Department of Natural Resources has already held several organizational meetings, and will help direct the Council's newly expanded year-round campaign. Watch for the latest information in a future issue of the Anchor Line.

■ **Welcome new members:** Athon Corp., Boatwise Boating School, ERO Industries, Grand River Dam Authority, Greene Coun-

ty Parks, Haig Point Ferry Co., Harris Yacht Harbor, Houston Safe Boating Council, Maryland Insurance Group, Master Marine Surveyor, Nautical Toys Boat Club, Inc., National Transportation Safety Board, Naval Academy Sailing Squadron, Old United Casualty Co., Sea Tow Services International, Seaplane Pilots Association, Sugar Sand Marine, Teen Challenge Production and Texas Off Shore Performance Power Boat Squadron. Members now total 140—an all-time high.

■ The outlook in Congress for funding the **Wallop/Breaux Trust Fund** in 1996 is improving. A House-Senate conference committee has agreed upon \$20 million for state boating safety programs for FY96 and an additional \$10 million in Clean Vessel Act, for a total of \$30 million to the states. The national non-profit grants are based on a percentage of funds the states receive. The trust fund appropriations are part of the Dept. of Transportation appropriations bill that still must be approved by the full House of Representatives and U.S. Senate, and signed by the President. Thanks to all the groups who worked so hard to ensure adequate funding for next year.

### National Awards, continued from page 1

time, local agencies, including the U.S. Coast Guard, Greater Erie Boating Association, Erie Power Squadron and the state Fish and Boat Commission among others, joined forces to coordinate and promote safe boating programming. Combining resources and manpower enabled the Erie Safe Boating Task Force to sponsor and coordinate a number of events in its first year.

During National Safe Boating Week, the task force sponsored a kick-off luncheon and coordinated a widespread media campaign that included public service announcements, distribution of promotional material, radio interviews and a new billboard at the Lake Erie channel entrance. Throughout the summer, the task force also sponsored aerial safety banners on holiday weekends and developed a television campaign that was sponsored by local businesses.

### Southern States - Norman Lacey, Safe Boating in Alabama

A former "Teacher of the Year," and dedicated boating educator, Norman Lacey has been instrumental in keeping the Safe Boating in Alabama program successful.



*Members of the Erie Safe Boating Task Force accept the northeast region's Boating Education Advancement award from NSBC representatives.*

The program is responsible for educating thousands of high school students about safe boating practices.

In the spring of 1994, Alabama Governor Jim Folsom signed into law the most sweeping boater safety reform act in the nation's history. The law requires that a unit on boating safety be taught in all Alabama high school driver education classes beginning in

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the 1994-1995 school year. Lacey had, several years earlier, developed the first boating safety class taught in high school. With the deadline approaching, the Alabama State Board of Education turned to the Alabama Marine Police and Norm Lacey for help.

A hands-on instructor, Lacey wrote and produced the video, "Safe Boating In Alabama," which is used in all 410 Alabama high schools. It's also used in the only college boating course in the state that has been approved by the National Association of State Boating Law Administrators.

To date, Lacey has trained more than 400 teachers and over 6,000 high school and college students about boating safety. His lesson plan is being used by about 90 percent of all the state high school driver education teachers.

### Western States - Dolores Farrell, AquaSMART, California

Educators have long recognized the value of teaching youngsters about the importance of safety rules. California's Dolores Farrell and the AquaSMART program delivers the safe boating message to youngsters in grades 3-5.

Farrell has developed an elementary educational curriculum that uses video, lesson plans and stories to teach young people about the importance of safe boating and safe practices around water. The curriculum is available to all public schools, at no cost. The curriculum is designed to be taught in the classroom setting with practical exercises. The curriculum is still new, so Farrell and the California Department of Boating and Waterways have encouraged its use by tying the program name into National Safe Boating Week themes. Billboards were placed in locations where a significant number of boating-related accidents have occurred.

The accompanying video and workbook are currently being site tested in the California school system and the results have been extremely positive. Since AquaSMART is federally funded, the California Department of Boating and Waterways does make it available to other boating organizations across the country.

Join the Council in recognizing all boating education efforts, whether large or small, that further the mission of safe boating in America. If you are interested in nominating an exemplary boating education program, please contact the NSBC office for more details.

## National Safe Boating Week 1995 a Big Success

**W**hat were you doing last May? Chances are many of you still remember the last few days before National Safe Boating Week (May 20-25) began, when you scrambled to put the finishing touches on your NSBW events. The National Safe Boating Council appreciates all the efforts, both locally and nationally, organized to promote National Safe Boating Week.

Many of you participated in and/or coordinated local events to make your communities more aware of the importance of boating safely, while others joined local sponsors to organize larger events. Your efforts to promote this year's theme, "It Won't Work If You Don't Wear It: Life Jackets Save Lives," made the 1995 campaign a great success.

According to the NSBC clipping service, National Safe Boating Week articles appeared in 1,045 newspapers during May, for a total circulation of 37.8 million. More than 26 of the articles appeared in papers with over 300,000 circulation in major markets such as Los Angeles, Newark and Philadelphia. And if you didn't pick up the August 8 issue of Woman's Day magazine, then you missed the mention of the NSBC and its life jacket issue. Their circulation for one issue is more than four million.

While television tracking is still being compiled for the entire boating season, we can tell you that NSBC messages aired in more than 32 TV markets, including a number of top ten markets.

The following are just a few examples of the creative ways that local boating programs and companies used the NSBW campaign to create better boating safety awareness with citizens, locally and nationally.

■ One radio station in Lake Havasu, Ariz., borrowed JET SKI watercraft from a local dealer and used them to patrol the lake and the Colorado River, looking for responsible boaters. Radio personalities signed people up for boating safety courses and handed out life jackets.

■ Thousands of U.S. Coast Guard Auxiliary and U.S. Power Squadron volunteers handed out boating safety brochures and



NSBC Chair, Elaine Dickinson (left) and Tammy Rossow of PFDMA, (PFD Manufacturer's Association) at the National Safe Boating Week kick-off in Washington D.C.

the NSBW deals at events in every state.

■ With the help of its local dealers, Kawasaki Motors Corporation sponsored personal flotation device give-aways and Kawasaki JET SKI watercraft loans to television newsrooms across the country. Dealers worked with local stations to promote NSBW's campaign theme. Almost 600 life jackets were given away to listeners and viewers through broadcast promotions.

■ Ohio's Division of Watercraft also took advantage of the air waves to promote the importance of National Safe Boating Week. Division personnel joined local media in two cities, Columbus and Dayton, to sponsor week-long television promotion of the NSBW themes. Stations in both cities committed to showcase boating safety themes in their news casts, as well as produce live, on-air shows that highlighted local boating events. Life jackets were given away and one television station set-up a Boating Safety hotline during its newscasts every day during National Safe Boating Week.

According to Dickinson, the Council is extremely pleased with the results of the 1995 National Safe Boating Week and its corresponding summer-long safe boating

campaign. If you'd like to share your NSBW successes with the Council, please send your details, photos and suggestions to the NSBC office.



**"It Won't Work If You Don't Wear It: Life Jackets Save Lives."**

## NSBC Receives Coast Guard Grant

The National Safe Boating Council has been awarded its largest grant ever to produce a year-round national boating safety campaign and conduct a boating education seminar, announced 1996 Chair Elaine Dickinson at the NSBC's fall meeting in Las Vegas.

The Council received word in late August that it had been granted \$300,000 for the national campaign and \$45,000 for the education seminar. The grant monies come from the Aquatic Resources (Wallop/Breaux) Trust Fund administered by the U.S. Coast Guard. Federal taxes paid by boaters on marine fuel are captured in the trust fund and returned to the states and to non-profit groups for boating safety programs.

"We are honored to be selected again to produce such an important campaign for the boating community," Dickinson said. "We're already working on a number of improvements that should make 1996 the best campaign year ever."

National Safe Boating Week will be the centerpiece of the year-round campaign and will once again stress the importance of wearing a life jacket. Other timely messages will be targeted throughout the boating season to reach as many people as possible.

The Council will also select a national spokesperson, hopefully a celebrity with name recognition, arrange a presidential signing ceremony at the White House and actively seek corporate sponsorships for the first time.

In partnership with the U.S. Coast Guard, the Council is also working on a tie-in message to be used at the water sports venues at 1996 Summer Olympics in Georgia next July.

Members with suggestions for the 1996 campaign should write to the NSBC office at P.O. Box 8510, Lexington, KY, 40533-8510.

## New NSBC Phone number

The National Safe Boating Council has a new telephone number, (606) 244-8242, and Fax number, (606) 244-8231. Please make a note of it!

## In Memoriam: Aime R. Bernard

A special friend to the National Safe Boating Council, Aime R. Bernard passed away on October 24, 1995. Aime was Past National Commodore of the U.S. Coast Guard Auxiliary, former NSBC chair, and a long-time advocate of boating safety. He is survived by his wife, Karin, who lives in Mt. Dora, Florida.

## Dates to Remember

### 1995

#### December 29

Deadline for entries in Boston Whaler Youth Awards of Excellence Program.

Contact NSBC office for details at (606) 278-6146

### 1996

#### January 17-21

U.S. Power Squadron Annual Meeting, Miami Beach, FL

#### March 10-13

NSBC Education & Professional Training Seminar, Corpus Christi, TX

#### April 20

National Water Safety Congress annual seminar, Panama City

#### May 18-24

1996 National Safe Boating Week

**The Council of State Governments**  
**P.O. Box 11910**  
**3560 Iron Works Pike**  
**Lexington, KY 40578-1910**

Address correspondence to:

**National Safe Boating Council**  
 P.O. Box 8510  
 Lexington, KY 40533-8510  
 (606) 244-8242/FAX (606) 244-8231



**Elaine Dickinson, Chair**  
 BOAT/US., Assistant Vice Pres.  
 703-461-2864  
 FAX 703-461-2845

**Larry Innis, Vice Chair**  
 Director, Government  
 Relations, Marine Retailers Assn.  
 of America  
 301-858-8301/FAX 410-280-1911

**Randy Cummings, Secretary**  
 USAGE-Portland District  
 503-298-7548/FAX 503-298-7525

**Marty Law, Treasurer**  
 Oregon State Marine Board  
 503-373-1405 x 241/  
 FAX 503-378-4597

**Pamela Dillon, Immediate Past Chair**  
 Ohio DNR, Division of Watercraft,  
 Education Administrator  
 614-265-6503/FAX 614-267-8883

**Dottie Head, At-Large**  
 Georgia Dept. of Natural Resources  
 770-918-6400/FAX 706-557-3030

**Bill Gossard**  
 National Transportation Safety Board  
 202-382-6566/FAX 202-382-6008

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