

ANCHOR LINE



NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

2003 VOLUME 4 Issue 2

SPECTACULAR SUMMIT



The 2003 International Boating and Water Safety Summit, the 7th annual co-sponsored by NSBC and the National Water Safety Congress, had fantastic speakers, 439 attendees, 40 exhibit booths, great food, lots of winners and a theme song. There were 27 international attendees from Canada, UK, Italy and Brazil.

AWESOME AWARDS

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California Department of Boating and Waterways, representing the Western Region, took first place in the Boating Education Advancement Award sponsored by Coors Brewing Company.



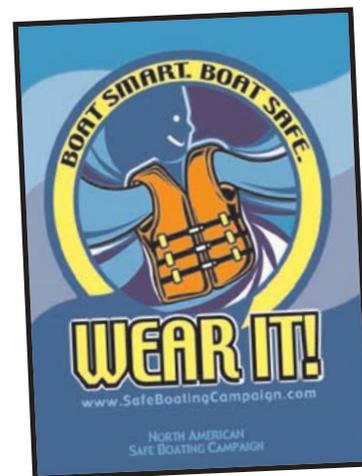
Connecticut Department of Environmental Protection, Boating Division, Winner of Northern Region.



Tennessee Wildlife Resources Agency, Winner of Southern Region.
Article & more photos, page 4

COMMANDING CAMPAIGN

Congratulations to all our partners for their creativity, hard work and efforts for making this year's National Safe Boating Week a Grand Success!



The Kick-off in New York got the Campaign some airtime on the NBC "Today Show" the highest-rated national morning news show in the country. Host Matt Lauer said, "Next week is National Safe Boating Week!" - Way to go!! West Coast event was successful too!

See more photos and details on page 5.
Boat Smart. Boat Safe!

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NEW REGULATIONS REQUIRE NEW PRODUCTS

As is the case with any industry, when new regulations are instituted, it requires industry leaders to adapt and overcome, providing products to meet the new requirements: i.e. the new Aids to Navigation systems (effective 12-31-03). Thus is the case for Rolyan Buoys. They have just introduced a safe water marker which has black & white vertical stripes. When seeing this marker, you do not pass between buoy and shore. The safe water buoy has vertical red & white striping with a red sphere on top. This marker indicates safe water all around. As a boater, we hope you stay alert to these two new Aids to Navigation.

This message is brought to you by Ability One Corporation.

Ability One / Rolyan Buoys is a proud sponsor of the "AnchorLine"



Rolyan®
Buoys

AND NOW, A WORD FROM OUR CHAIRMAN



As of this writing, we're in the midst of the boating season with July 4th, our second big boating weekend just past. Hope all was safe on your waters.

As a part of the National Safe Boating Campaign this year the Council helped with high profile kick-off events in New York City and Los Angeles.

In Washington, DC, we co-hosted a Congressional Reception with the Coast Guard and the National Association of State Boating Law Administrators. We presented seven Confluence Awards to members of Congress who have greatly assisted the safe boating program during the

past year. Those receiving awards include: Senator John Breaux (LA), Representative Howard Coble (NC), Representative Scott McInnis (CO), Representative E. Clay Shaw (FL), Representative Gene Taylor (MS), Representative C. W. "Bill" Young (FL), and Commissioner Anibal Acevedo-Vila, Esq. (PR).

Vice Admiral Barrett, Vice Commandant, and Vice Admiral Allen, Chief of Staff, led the Coast Guard contingent and we had several Congressional Staff members present. The food was excellent, the string quartet marvelous, and the kind words from the recipients recognized the hard work by all.

Also, at this event, Albert Marmo (*seen in photo at right with Chairman Griswold*) was inducted into the Boating Safety Hall of Fame. George Stewart from NASBLA was also recognized as a Boating Safety Hall of Fame inductee this year. He is to receive his plaque later in the year.

A proclamation from President Bush was read in part and all acknowledged the outstanding safety record in recreational boating, a result of hard work by many organizations.

I hope your Safe Boating Campaign is in full swing and reaching America's boaters.



Honored to Serve,
Bill Griswold

PLEASE, WELCOME THESE NSBC NEW MEMBERS

New Organizational Members

American Canoe Association Ohio-Penn Division
City of Mentor, OH
Clay County Sheriff's Dept
Dallas Sail and Power Squadron
Glen Canyon National Recreation Area K-38 Rescue
Mosquito Lake Power Squadron
Newtown Underwater Search and Rescue
Oahu Lifeguard Association
Pickwick Boaters Association
Ranger Enterprises
SeaSkills
Sentinel Press LLC
Smith Mountain Lake Boating Association
Table Rock Lake Resort
Tri-River Marine Trade Association
USACE Alaska District
USACE Saylorville Lake
USCG Auxiliary
USCG Auxiliary Flotilla 09-04
USCG Auxiliary Flotilla 2-7
Wing Inflatables

New Individual Members with New Instructors*

John Quincy Adams*
Spencer Anderson
Nelson Armitage*
Terry Brant
Tony Cardoza*
Timothy Carliss*
Thomas Egizi
Larry Hinojosa*
Wade Hughes*
Glen Locke*
Ashley Massey*
Frank Mauro
Tonya Norwood-Pearson*
Sam Pa'e*
Cary Smith*
Michael Snively*
Marcelo Assumpcao Ulyseas*
Kai Weisser*

PREMIUM MEMBERS



PATRON MEMBERS

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BoatUS
Coors Brewing Company
MetLife Auto & Home
Orion Safety Products
Sentinel Press LLC
Wal*Mart Stores
West Marine Products, Inc.
Yamaha Motor Corporation
Zurich Marine Specialty

SUSTAINING MEMBER

Within Reach, Inc.

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Allstate Insurance Company
American Poker Runs Association
Blacher Marketing International, Inc.
Bombardier Corporation
Brunswick Corporation
Kawasaki Motors Corporation, U.S.A.
Lower Colorado River Authority
Mercury Marine
Novartis Consumer Health, Inc.
Paddlesport Pub., Inc./ Paddler Magazine
Polaris Industries
Ranger Boats
SAFECO
Sea Ray Boats
Stearns, Inc.
Tennessee Wildlife Resources Agency
Zodiac of North America, Inc.

Would you like to see your company's name listed here?
If so, give us a call
(703) 361-4294

YOU'RE IN COMMAND: The Genesis of a Campaign

by John M. Malatak, United States Coast Guard Office of Boating Safety / Operations Policy Directorate

For some time it has been a goal of the Coast Guard's Office of Boating Safety (G-OPB) to unify its boating safety marketing and education programs under one multi-year outreach and awareness effort that would support the entire recreational boating community and provide the "tools" to make a difference on the water.

While recreational boating fatalities have been on the decline, there are still far too many deaths, injuries, and accidents on the nation's waterways. The initiatives we believe that could initially make the most difference -- include the Vessel Safety Check (VSC) program, innovative boating safety education courses like America's Boating Course (ABC), our national Boating Under the Influence (BUI) prevention program, efforts to increase rates of life jacket wear, and our continued targeting of anglers, hunters and small boat operators -- have not achieved the market penetration needed to create widespread behavior change.

Tremendous energy is expended by Coast Guard boating safety partners such as the U.S. Coast Guard Auxiliary, the United States Power Squadrons®, the National Safe Boating Council, the National Association of State Boating Law Administrators, and the National Water Safety Congress. We are hoping that a unified outreach effort from our office will help channel this energy to greater use.

The Coast Guard's National Recreational Boating Safety Outreach Program officially began in September 2002, with the awarding of a contract to a Virginia based communications agency and the creation of a joint project team comprised of select members from the U.S. Coast Guard Auxiliary, the United States Power Squadrons®, and the U.S. Coast Guard, initially focusing on the Vessel Safety Check Program and America's Boating Course.

The Situation

It was clear that not enough was known about the target audience for boating safety -- what motivates recreational boaters, where they get their information, and what they know or don't know about boating safety. Therefore, under the direction of the Coast Guard Office of Boating Safety, a marketing research effort was conducted in the fall of 2002. The results were telling.

The research revealed that most boaters believe that they are safe enough already. They equate boating safety with equipment -- like life jackets, fire extinguishers, and radios -- and not with their own behavior.

Additionally, recreational boating safety is suffering from "concept clutter." There is so much information, coming from so many different purveyors, that little is being retained.

The Umbrella Campaign

On the basis of this research, a powerful strategy to unite and leverage the messages of the National Recreational Boating Safety Outreach program and to enhance the on-going efforts of Operation BoatSmart partners was developed.

The goal is to "brand" boating safety -- to create a nationwide identification for the idea of boating safer -- and thus break through the over supply of boating safety information. The strategy is an umbrella campaign that brings together the disparate messages of recreational boating safety with the same kind of power that "Buckle Up for Safety" acquired for automotive seat belt wear and the "Food Pyramid" brought to healthy eating.

The campaign asks recreational boat operators and owners not only to boat safe -- but also to boat safer. It asks them to take new steps to ensure their own safety, and the safety of passengers and other boaters.

The message? *You're in Command. Boat Safely.*

You're in Command takes all previous outreach campaigns to the next level by empowering boaters to take action.

The Next Steps: Making *You're In Command* a Reality

The Office of Boating Safety is well into the process of producing a set of initial materials to promote the *You're In Command* campaign. The official rollout took place at the International Boating & Water Safety Summit, April 13-16, 2003 in Las Vegas, NV.

You're in Command was created to serve as the new "external" marketing campaign for boating safety. It "brands" boating safety and ties several diverse aspects of boating safety (boating under the influence, life jacket wear, boater education, vessel safety checks, etc.) under one "umbrella" marketing strategy. It will also serve to publicly promote the Four Principles of Safe Boating, initiated through the partnerships and energy created through Operation Boat Smart (OBS). OBS will continue as the Coast Guard's initiative to mobilize boating safety advocates to work along a common purpose in the education of the boating public. It will serve as the "internal" operating mechanism and communications tool within the coalition.

Of interest to all boating safety advocates will be a new section of the uscgboating.org website entitled the "You're In Command Resource Center." Here, boating safety supporters will be able to find an expanding variety of tools, resources, images, and downloadable files to help promote *You're In Command*, VSC, ABC, BUI, life jacket wear, paddle sport safety, and other boating safety topics.

We are also making great strides toward promoting the program through media relations and coalitions with manufacturers, dealers, other boating, hunting, angling, and outdoors interest groups, and associated industries. You can expect to see articles, PSAs, and features branded with *You're In Command* -- first in Coast Guard Auxiliary, Power Squadron, National Safe Boating Council, National Water Safety Congress and NASBLA publications, then later in the trade and general press.

The Role of Partners

You're In Command -- and the National Recreational Boating Safety Outreach program itself -- will depend heavily upon the partnership and support of the U.S. Coast Guard Auxiliary, United States Power Squadrons, NASBLA, National Safe Boating Council, National Water Safety Congress and other boating safety organizations. These groups represent a huge network of dedicated and enthusiastic boating safety proponents who will now have access to some of the tools, resources, and national publicity we have needed to accomplish our goals.

The Office of Boating Safety looks forward to working with the boating safety community throughout the "*You're In Command*" campaign. The energy, effort, and connections of the nation's premier volunteer boating safety organizations will be invaluable in the Coast Guard's effort to change the behavior of recreational boaters, reduce accidents, and save lives on the nation's waterways.



MORE ON the 2003 AWARDS

by Joyce Shaw, USPS Representative to NSBC

The National Safe Boating Council offers two annual awards in its continuing effort to recognize the outstanding efforts of individuals and organizations in the field of boating safety education and awareness.

The Boating Safety Youth Program Award, sponsored by West Marine, recognizes individuals and organizations that have developed and successfully implemented innovative youth boating education programs targeting safety issues and concerns of a national interest. The winner of this

award receives a paid trip to the Summit, a trophy and \$2,500. The 2003 recipient was the **DuBois Area School District, PA, Kenneth B. Pauling program director, for its DuBois Area School District Boating Water Safety Awareness**



Program. The goal of the program is to provide water safety education to every student in grade 9 by offering a challenging, fun and innovative boating safety program. Students and other local groups aged 12 – 18 benefited from this winning entry. (Winner shown above receiving \$2,500 check from West Marine representatives and Chairman Griswold.)

The Boating Education Advancement Award, sponsored by Coors Brewing Company, recognizes individuals and organizations that have developed and successfully implemented programs that:

- Enhance the image and recognition of boating safety efforts
- Share success stories for the betterment of safe boating
- Create a closer partnership between national, state & local boating education organizations
- Promote the themes of the National Safe Boating Week campaign

Regional winners (as photographed on cover page) receive \$500, a trip to the IBWSS and the opportunity to compete for the national \$1,000 award. 2003 regional winners include:

Connecticut's - **Basic Canoe and Kayak Safety Course**

Tennessee's - **Tims Ford Boating Event**

California's - **Safe and Wise Water Ways.**

The California program sought to spread the word about boating and aquatic safety and was targeted at children Kindergarten through grade 8.

For complete details on either of these awards, visit the National Safe Boating Council website at www.safeboatingcouncil.org. Through the BEAA and Youth Award Programs, NSBC encourages partnerships with the boating community and assists local groups in funding projects that demonstrate our mutual excitement about boating safety and our commitment to *Safer Boating through Education.*

NEWS FLASH!!

Coors Brewing Company, sponsor of the Boating Education Advancement Award (BEAA), has just notified NSBC of their increased support for the 2004 awards. Regional winners in 2004 will receive \$1,000 and the national winner will receive an additional \$1,500. In addition to the monetary awards and beautiful trophies, regional finalists receive an all expense paid trip to the Summit to present overviews of their projects. The next Summit will be April 18 – 24, 2004 in Panama City Beach, FL.

NSBC MEMBER RECEIVES AWARD

The National Safe Boating Council recently recognized, **Triton Boats**, for the innovation of their newly designed re-boarding ladder. The new ladder is hidden from view until the angler releases a lock enabling the ladder to telescope from the stern. The importance of this innovation could save lives. According to US Coast Guard, over half of the 700 recreational boating related fatalities each year, involve unsuspecting anglers. "It is difficult to re-board a craft from deep water, even if wearing a PFD. This 'always ready' ladder should save lives due to its accessibility, and ease of use," said NSBC Executive Director Virgil Chambers.

In accepting the **Special Life Saving Award for Innovation** from Chambers and NSBC Vice Chairman Ed Carter, Earl Bentz, President of Triton Boats said, "We manufacture boats for the serious Bass fishing professional as well as the weekend angler. We have always considered comfort, style, performance and safety. This ladder is just a continuation of that commitment to our consumer."

Bentz acknowledged the contribution and encouragement given toward production of this new design to Ray Scott, Founder of BASS (*Bass Anglers Sportsmen Society*). Mr. Scott, a NSBC Boating Safety Hall of Fame member, has been credited with numerous boating safety innovations, including the engine cut-off switch, and is also credited with establishing the requirement that BASS tournament participants wear life jackets. Mr. Scott joined Chambers and Carter at the June 16 presentation of award at the Triton Boat Dealer Show held in Nashville, TN.



NEWS FROM THE NORTH

by John Gullick

There was lots of Canadian activity for the 2003 North American Safe Boating Campaign. Starting with a launch in Peterborough, ON, the heart of one of Canada's greatest inland waterways. Thanks to the Canadian Coast Guard Office of Boating Safety and our sponsors* who made the event possible.

Our guests included host Luba Goy, star of the TV comedy *Canadian Air Farce*; Peter Adams, Federal Member of Parliament; the local member of the Provincial Parliament; and local dignitaries. The Acting Deputy Commissioner for the Ontario Provincial Police presented an OPP Commissioner Citation to Loreena McKennitt for the Cook-Rees Fund's substantial support in funding the purchase of special underwater search and rescue equipment.

Demonstrations were presented by the Canadian Coast Guard, The Labatt Waterwise Team, Waterski Canada and the Toronto Police Marine Unit with local detachment of the OPP and the Peterborough Fire Department. Special thanks to students and teachers from grades 4 and 5 of the Keith Whitman School for attending the event.

Please join us at the 2003 CSBC Annual Symposium this September in Montreal. Find details on our web site www.csbc.ca. The SmartRisk Foundations will report research results related to our PFD/Lifejacket Task Force Report.

Have a safe and fun boating season!

*The Campaign Sponsors:

The Cook Rees Fund for Water Search and Safety, Mustang Survival, Paris Marine, Ontario Marine Operators Association, Protexion Products, Salus Marine Wear, Ashen White, Canadian Hydrographic Services, Canadian Red Cross and The Labatt Waterwise team. CHEX TV, The Wolf 101.5 and 980 Kruz radio stations.

Safety Advisory Council Focuses on Education & PFD Wear

The National Boating Safety Advisory Council – affectionately known as “BSAC” – just completed its 71st meeting in Washington, DC. I have the pleasure of serving as the representative from your National Safe Boating Council to BSAC.

I want to share with you a few highlights from this meeting, and let you know that the Coast Guard is looking to BSAC and its broad cross-section of members (from industry, the public, states, and NGOs) for advice on a wide range of regulatory and public policy issues.

BSAC is a Congressionally mandated advisory committee to the Coast Guard. Sometimes the Coast Guard listens to BSAC, and sometimes not as much as I might like. But, this year, BSAC and the Coast Guard are working closely together on the recreational boating safety issues that are important to both organizations. Following are a few highlights of the meeting.

1. The Coast Guard announced a new risk-based management approach to boating safety, which will focus on high-risk areas of fatalities and boater education. The Coast Guard calls its new safety campaign, “You’re in Command—Boat Safely.” (see details on this campaign on page 3 of this publication)
2. In response to this new approach, BSAC adopted a resolution calling on the National Association of State Boating Law Administrators to develop a model act requiring the wearing of PFD’s on all vessels 21 feet and under while underway and calling on the states and territories to adopt such legislation.

3. The Coast Guard, in conjunction with the American League of Anglers and Boaters (ALAB), are working on new proposals to reauthorize the Wallop-Breaux Fund, which provides states and non-profit organizations federal funds for boating safety programs. This Fund will be reauthorized this year as part of the Congressional reauthorization of the federal highway bill, which the Administration calls “SAFETEA.” Importantly, ALAB has agreed to increase the funds available for boating safety programs and to establish a permanent source of funding for these purposes.
4. Increased attention is being paid by BSAC, as well as by national paddling organizations (e.g., the American Canoe Association) to the safety of canoeists and kayakers on the water. As more boaters are enjoying these forms of recreation, unfortunately drownings have increased. BSAC adopted a resolution calling on the Coast Guard to increase funding for a paddler safety boating education campaign. We expect the USCG will heed this advice.

As you can see from these brief highlights, the Coast Guard and BSAC are working harder than ever to decrease fatalities and other water accidents and to increase enjoyment of boating activities.

The next BSAC meeting is scheduled for late October in Chicago, Illinois. These meetings are open to the public and I encourage you to attend and to send me your thoughts on what issues should be brought to the Coast Guard’s attention.

(CAMPAIGN SUCCESS continued)
New York Kick-Off Event:

Special thanks to the kids from Public School 217, Jamaica Queens, who showed up at 6:30 a.m. and stood in line for the “Today” show, and below, seen in life jackets with Snoopy at NYC Kick-off.



The NYC event was successful; however, media coverage was disappointing. Even with fantastic speakers and great venue, the NYC media market has no guarantees. For 2004, perhaps a weekend event will result in better public and media turnout.



Los Angeles Kick-Off Event:

This event was a great success. Media attending included KABC-TV, KFBI radio, KSCZ-18 TV, the *Log* Newspaper, the *Argonaut* (local paper). KABC’s reporter and crew stayed throughout shooting a fair amount of footage and we had a showing in the *Los Angeles Times*.



The local helicopter rescue demo (as seen above) was amazing, there was a contest to win a huge powerboat, L.A. Lakers girls were there, Coastie attended, a huge Coast Guard cutter docked at the event and a school class added to the festivities. The small crowd really enjoyed receiving the free life jackets and caps!

COMMANDING CAMPAIGN - DETAILS & PHOTOS

The 2003 North American Safe Boating Campaign is winding down with two major boating weekends completed and Labor Day quickly approaching. With our web site event posting board, members, media and the general public can stay abreast of boating and water safety events. Postings have been dramatically increased over last year. If your event is not posted, please do so NOW.

The demand for resources was higher than in past years with our supply running out earlier than previous years. Similar supplies from past campaigns usually lasted until August, but not this year! Thanks for putting these materials in the hands of our North American boaters.

Overall, the Campaign and associated events were a success because of our Partners. All worked together on a unified cause. Media coverage continues with satellite feed and press releases. We have received coverage in major markets for both TV, print and radio, and in our targeted markets -areas where most boating fatalities occur. The Radio Safety Pirate PSA was sent to a number of targeted area radio stations, and CA Boating and Waterways is pitching the PSA as well.

Planning for 2004 is already underway. **Partners, we are looking for a few good resource items for next year and looking for sponsors for our kick-off events.**

SPOTLIGHT



Mike Wilson, Arkansas Game and Fish Commission, was appointed to the NSBC Board of Directors. He has been with AGFC since 1974, and has worked in Boating Safety

for twenty years, serving as State Boating Law Administrator for twelve of those years.

Wilson is a past president of the National Association of State Boating Law Administrators and the Southern States Boating Law Administrators. He has served eleven years as chair of the NASBLA Grants Administration Committee and two years on the Recreational Boating and Fishing Foundation.

During his time as Boating Law Administrator, his work with the Arkansas State Legislature included drafting the bills, and pressing for passage and implementation of a boating OUI law with 0.10 BAC, implied consent, and stiff penalties; a mandatory boating education law; a mandatory PFD wear law for children ages 12 and under; mandatory PFD wear for PWC operators and passengers; better reckless operation laws; and a mandatory liability insurance law for motor-boats.

Wilson and his wife, Mary, have one daughter who is a junior at Arkansas State University.

WANT SOME MONEY?? BOATING GRANTS AVAILABLE

Now that the 2003 recreational boating season is half over, it is time to think about future safe boating promotions. What better time to identify your boating safety needs? So, as this season comes to an end, apply for a grant to help you *make this season's idea, next season's reality!*

There are many boating organizations and groups eager to promote safe boating. These groups exert numerous resources to raise a relatively small amount of money. With the assistance of the Local Recreational Boating Safety (RBS) Grant Program, these resources may be focused more effectively on safe boating initiatives.

Applications for the Local RBS Grant will be accepted from **October 25, 2003, and must be postmarked no later than January 25, 2004.** Grants will be awarded by March 15, 2004, enabling you to have the funds for 2004 National Safe Boating Week projects.

In three years, 54 organizations in 23 states have received grants, with 50% of applicants receiving grants in 2003. To see the guidelines and obtain an application, go to www.safeboatingcouncil.org. Press the "Local RBS Grant Program" button, and you should be on your way to winning \$\$ for your future boating safety program. Good Luck!

Dates To Remember

Please email your Boating Safety Meeting dates to safe.summit@verizon.net for inclusion in future AnchorLines.

2003

- July 18 & 19 Manassas, VA
NSBC Board Meeting*
- August 20 Deadline
Summit Program Proposals*
- August 28 - 30 Nashville, TN
USCGAux Conference
- September 3 - 7 Reno, NV
USPS Governing Board Mtg.
- September 20 Virginia Beach, VA
NSBC Board Meeting*
- September 20 - 24 Virginia Beach, VA
NASBLA Conference
- September 21 Virginia Beach, VA
NSBC Membership Meeting*
- September 22 Deadline
Fall AnchorLine
- September 26 - 28 Montreal, Quebec
CSBC Annual Symposium

2004

- April 18 - 21 Panama City Beach, FL
International Boating and Water Safety Summit

*Please view the NSBC website for details

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