

# ANCHOR LINE



NEWSLETTER OF THE NATIONAL SAFE BOATING COUNCIL

2004 VOLUME 5 Issue 1

## YOU SHOULD BE THERE - THE 2004 SUMMIT

The Summit opens Sunday, April 18 with a great reception featuring one educational venue: the Exhibitors.

Monday, don't miss breakfast with the Exhibitors. Following the colorful Opening Ceremonies, the U.S. Coast Guard's boating safety initiatives will be featured in the general session. Throughout the day a variety of topics and a wealth of information not found (collectively) elsewhere will be available to you. Boat US will share results of their boater survey - "What really is the best way to reach boaters with a safety message?" Then, Dr. Tom Griffith, world-renowned beach management expert will be followed with a workshop focused on personal flotation devices. And, now, it is time to see some of the sights, schedule a fishing trip or just relax and watch the sunset on the beautiful white sand of Florida's Emerald Coast.



You won't want to sleep in Tuesday because breakfast might just be your last opportunity to talk to one of those exhibitors you missed last night. Then it is on to your choice of breakout session where you can pick & choose from 5 educational tracks.

*please continue on page 5 - Summit*

## PFD WEAR : MY OPINION

By Virgil Chambers

*(Note: life jacket and PFD are used interchangeably throughout this article)*

Sounds simple... a mandatory life jacket wear law should do it - save lives. Or is it a knee jerk reaction to recent studies?\* In boating safety circles the mandatory wear issue is being debated. Two recent studies state, "voluntary wearing of life jackets is not working." But wait a minute.... I'm not so sure it's not working. Maybe it is not working as fast as we would like, but I do believe more and more people are wearing PFDs, contrary to the study results. Let's take a closer look at the issue.

The National Safe Boating Council (NSBC), in cooperation with the National Association of State Boating Law Administrators (NASBLA), the United States Coast Guard (USCG) and our sister agency the Canadian Safe Boating Council (CSBC) have for years advocated the wearing of PFDs through the North American Safe Boating Campaign. Campaign slogans have included: "Life Jackets Float... You Don't"; "Boat Smart From the Start, Wear Your Life Jacket" and most recently, "Boat Smart. Boat Safe. Wear It." Grassroots programs across North America have focused on this issue for 20 years or more. Are we failing? I don't believe so in spite of what the studies appear to say.

Through the Aquatic Resource (Wallop/Breaux) Trust Fund, NSBC receives approximately \$300,000 to conduct the nation-wide campaign consisting largely of grassroots efforts by CG Auxiliary Flotillas, local Power Squadrons, state boating agencies and a mixture of commercial marine dealers or retailers. In addition to the free or low cost

*please continue on page 4*

## COMING YOUR WAY - CAMPAIGN DETAILS

The 2004 Campaign is underway! By now you should have received your Campaign Kit - all is available on the website shown below if you need this information. Keep your pencils sharpened so you can take note of events happening in or around your



location - find these on the website.

You are invited to attend the May 22 kickoff event in Washington, DC. Watch the website for specifics on this event.

If you haven't already, plan your National Safe Boating Week (May 22 - 28). Do your best to involve others - share with them the latest U.S. Coast Guard's statistics; how to properly select and wear a life jacket (PFD); how alcohol and drugs do not mix well with boating; and that there is a silent killer: carbon monoxide, a colorless and odorless gas (all found on website).

Together we can reduce accidents and boating related deaths. So... Boat Smart. Boat Safe. Wear It! Have a great 2004!

[www.sasafeboatingcampaign.com](http://www.sasafeboatingcampaign.com)

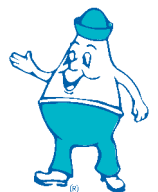
## WHAT WE THINK IS RIGHT

"Put your bow into the wind for control" is bad advice. This one-size-fits-all mantra is dangerous not only for some boat types, but for most boat types. The safest general approach to a pier is to aim downwind, instead. Lying dead in the water, most boats do not face the wind. Rather, the wind is abeam, or on the quarter. Recall leeway. Close-quarters control of leeway is critical. For most boat types, downwind approaches control leeway the best.

*Our thanks to NSBC member Jim Battye for sharing this message.*

*This message is brought to you by Ability One Corporation.*

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## AND NOW, A WORD FROM OUR CHAIRMAN



**H**as spring sprung where you are? If not, it's not far away, and that means another Summit!

Your Board of Directors held their winter meeting at the Marriott Bay Point Resort Village in Panama City Beach, Florida. WOW what a great facility! The Summit has booked the entire property for the April 18-21 dates. Hope you are one of the attendees because this location is outstanding! Congratulations to the Summit planning committee for this event, it will be fabulous! My sneak peek at the agenda, tells me there is something for everybody. We will have some outstanding programs presented, especially those that are competing for our NSBC National Boating Education Advancement Award, sponsored by Coors Brewing Company. The three programs

vying for this award are designed to be exportable, so you may duplicate them in your boating safety program. We have had just superlative programs in the past; I expect this year's crop will be equally outstanding. And this year's paddling track, do I dare say, will really cover the waterfront.

I reported to you that our Board would be considering the recent mandatory PFD wear issue. We did, and fortunately cooler heads than mine prevailed. We concluded that it's too early for the Council to take a position on this issue, but we are now urging every serious boater to examine the whole question. It will be in the news for years to come, so just as we faced personal watercraft debates a few years ago, we should be prepared to have an intelligent discussion on this PFD question. I ask you to visit the Canadian Safe Boating Council's web site, [www.csbc.ca](http://www.csbc.ca) and click on their offerings of their research study.

The North American Safe Boating Campaign is gearing up. Randy Smith says your kits are in the mail – you should have received one by now. He is urging everyone to list their events or kick-off program on the Campaign website. Go to [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com). This site has the entire kit that you can download: radio PSA's, pressroom stuff and much more. I hope this material will help you plan and execute a great campaign in your community. Get your folks excited, get involved and involve other boating groups to help spread the message, **Boat Smart, Boat Safe, Wear It.**

As the weather warms and your boats eagerly slide into the water, take your family out, take a kid out, enjoy our waters and have a safe voyage.

See you at the Summit,

*Bill Griswold*

Just a gentle reminder  
to pay your NSBC dues because we want you  
to remain a member. Call if you have mis-  
placed your membership renewal form.  
703-361-4294

## WELCOME ABOARD, NEW NSBC MEMBERS

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## 2003 AWARD WINNER

Connecticut has always tried to be responsive to impending problems. In the late 1980's when the legislature wanted to ban personal watercraft, the Department of Environmental Protection (DEP) responded by putting together one of the nations first mandatory education and certification programs for basic boating and personal watercraft, which was implemented in 1992.

Once again, in 1999 when we saw an increase in accidents and fatalities amongst paddlers, we expressed our concern by developing a basic safety course for kayakers and canoeists. A review of fatalities revealed that most paddle sport fatalities were caused by use of the wrong boat in the wrong waters, lack of wearing a life jacket or hypothermia. We saw the need for a simplified one evening course addressing the very basic concepts of paddling. Allen Ames, recently retired from our staff, developed a two-hour power-point presentation utilizing cartoon slides that emphasize serious topics. The course discusses considerations in buying a canoe or kayak, exposes paddlers to the fact that different paddle strokes exist for different situations, introduces the paddler to safety concerns and equipment, and further educates the prospects. To date the course is used statewide and taught by volunteers. We have received positive feedback from students.

The DEP was encouraged to share the course within our US Coast Guard District by Sr. Chief Petty Officer Al Johnson of Search and Rescue. The course is now being used in various states in and out of New England. Canada has requested a copy of the CD. Should any state like to receive a copy for their own use and adaptation please contact John Annino, Education Coordinator, at (860) 434-8638 or [john.annino@po.state.ct.us](mailto:john.annino@po.state.ct.us).

The Department was very proud when our course won the 2003 Northern Region Education Advancement Award sponsored by the National Safe Boating Council and Coors Brewing Company.

*Article submitted by Eleanor Mariani, Connecticut's State Boating Law Administrator, Department of Environmental Protection Boating Division, State of Connecticut.*

*Photo below shows Mr. Ames accepting the award at the 2003 International Boating & Water Safety Summit from Chairman Griswold and Coors representative, Deanna Rice.*



## YOU'RE IN COMMAND

*Following are some You're in Command Press Releases, USCG Office of Boating Safety.*

### Up the Odds You'll Survive

Think you're safe enough when you head out on the water? The U.S. Coast Guard Office of Boating Safety says you can up the odds you'll survive a boating mishap by never boating alone; always filing a float plan; and, carrying a noise-producing device attached to your life jacket. Always wear your life jacket and make sure your jacket has reflective tape or a mirror attached.

If you fall in the water, stay with your boat or a floating object if at all possible. In colder weather, wear as much warm clothing as possible, covering head, neck, hands and feet; although it's always a good idea to carry extra clothing regardless of the season. While afloat, do not attempt to swim unless it is to reach a fellow survivor or floating object. Float as still as possible with legs together, elbows close to side and arms folded across the front of your life jacket and try to keep a positive attitude about your survival and rescue. Did we say, "Wear a life jacket"?

U.S. Coast Guard statistics confirm that accidents can and do happen in a split second and that hundreds of boaters are dying because they aren't wearing their life jackets from the start of their trip. With today's lighter, more comfortable, and attractive life jackets, including inflatables, there's no reason not to wear one. **Remember, You're in Command. Boat Safely!**



### Reality Check

Sometimes, knowing the cold hard facts can help us. The U.S. Coast Guard hopes that the latest boating accident statistics will convince boaters of the need to boat more safely.

According to the Coast Guard's 2002 statistics, boating fatalities were up from 681 in 2001 to 750 in 2002, reversing a downward trend. 85 percent who drowned in 2002 were not wearing their life jackets. Boating fatalities involving alcohol rose to 39 percent in 2002 from 34 percent in 2001. Approximately 80 percent of all reported fatalities occurred on boats where the operator had not received boating safety instruction.

Nearly 40 percent of the children who died in 2002 (28 age 12 and under) were not wearing life jackets. More adults between ages 30 – 39 died than any other age group accounting for one fifth of the total fatalities. The most common boats involved in reported accidents were open motorboats (41 percent), personal watercraft (28 percent), and cabin motorboats (15 percent). An estimated 85 percent of all drowning victims involved boats less than 21 feet long.

These facts show that accidents can and do happen in a split second and that hundreds of boaters are dying because they aren't wearing their life jackets. With today's lighter, more comfortable and attractive life jackets, there's no reason not to wear one.

**REMEMBER, YOU'RE IN COMMAND. BOAT SAFELY!**

### NEW - Paddling Safety Program

The American Canoe Association (ACA), under a Wallop-Breaux funded grant, has developed a short colorful, fun 20-minute safety orientation for paddlers.

*SmartStart for Paddlers* offers a table-top easel of colorful posters, a full script and a resource disk. The resource disk includes a Power Point version of the materials for high tech delivery options, the full script, lesson plan, a Trainer the Trainer video segment and copies of ACA's popular *Quickstart your Canoe* and *Quickstart your Kayak* video segments. The entire kit is only \$49.95 and is available from the ACA at 1-800-929-5162 Extension 18.



materials ordered through the Campaign kits, the Campaign employs a nationally connected Public Relations firm to distribute news and video releases, and scheduled TV and radio interviews with USCG and NSBC boating safety experts. Kick-off events are also promoted during National Safe Boating Week. The results are amazing if you gauge the program's success from the number of impressions received based on dollars expended. Impressions are the estimated numbers reached through the print, radio, TV or cable advertisements. Of the \$300,000 grant, approximately 85% goes directly to product awareness. Many other national campaigns do not yield that great a percentage. Multiply this success with the volumes of volunteer effort, and we have an incredible result for the \$300,000 investment. Other campaigns may receive higher profile visibility, but then again, the amount of funding for those campaigns are many times greater than what is available for the national life jacket "Wear It" Campaign.

With regards to those studies\* and their conclusions that the outreach programs aren't working, the JSI study recommended creating targeted campaigns. It is a point well taken. The Canadian Study proclaimed 86% of the people they surveyed knew very little or nothing about new style wearable PFDs. I believe that many people don't wear PFDs because they think they are "awkward, uncomfortable and interfere with their activity." We need to break the paradigm. The JSI study recommended that the industry market the new designed devices, especially the inflatable PFD. Think about it. When is the last time you saw a great looking or cutting edge PFD advertised? I have observed dozens of commercials over the past several months and in many of the ads people were boating wearing PFDs. These were car, food, beverage, insurance, mutual funds and other, non-boating commercials. The standard Type II or a basic Type III life jacket was being worn. This is advancement! It wasn't too many years ago we were lucky to see a PFD in the boat in advertisements at all. It should be a given that the industry should not only lead the charge of portraying PFD use as a part of the sport, but should also help by supplying new cutting edge PFDs to companies using boats in their advertisements. Through advertising councils and advocacy groups this can be done. It isn't direct advertising; it is product placement... a very important way to promote without talking about it in the ad.

I also believe the JSI study presents a skewed view on what is really happening. The study was conducted during the two hottest months of the year and the majority of boats observed were over 16 feet in length. With the sunny, calm days of summer and there are plenty of other boaters on the water and perception of risk is low. The study states "boaters seem to base their wear decisions on risk assessment." It should follow that if you really want to see how "J. Boater" perceives the risk, the study should be conducted in the spring when there is a greater perceived risk.

The JSI study indicates, personal watercraft (PWC) riders, children, kayakers, and boaters on sailboats (even with motors) show higher wear rates. High wear rate on PWC and by children is attributed to state laws. While I may tend to agree, I'm not so certain it is solely the law. It may also be the good example set by the many instructors, advertisements and publications that portray these user groups in life jackets as an accepted part of the sport. How about the day sailor or kayaker? Why do those user groups have higher wear rates? Law does not mandate the wear requirement by these groups. Many sailors started sailing by going to a training program. During the learning of the sailing skills life jacket use was presented and practiced. Kayakers have a reasonable expectation of getting wet, so use of the life jacket is marketed along with the activity and, again, wear is accepted as a part of the sport.

We can benefit from good information found in both studies, but it isn't that the current effort isn't working. I believe it is, but the effort is under funded and the studies are incomplete. We have hundreds of stories of people who are alive today because they wore their life jacket. Imagine the fatality rate if the Campaign message had not been produced. Don't get discouraged. Armed with stories of lives saved and the example of wearing your PFD when boating, we must continue to spread the word. Don't believe your efforts have not been successful. There are people alive because you taught them the value of wearing a PFD. Keep up the good work, and have a great 2004 boating season!

*\*JSI Study - National PFD Wear Rate Observation Study conducted by JSI Research & Training Institute, summers of 1998 - 2002, funded by the Aquatic Resources Trust fund, administered by the U.S. Coast Guard.*

*\*Canadian Study - Will It Float? Mandatory PFD Wear Legislation in Canada. Canadian Safe Boating Council. For more information go to [www.csbcc.ca](http://www.csbcc.ca)*

# NEWS FROM THE NORTH

by Barbara Byers



## Canadian Safe Boating Week Changes Tacks

For 2004, the Canadian Safe Boating Council, in conjunction with its partners, members and the Canadian Coast Guard will alter course to starboard and create a new program based on local delivery of the "Safe Boating" message.

The program will target community newspapers and cable television networks, allowing a lot more to be done with a little. Comprehensive media kits featuring prepared editorial and ad slicks for print media, and broadcast quality video stories and B-roll for community television will be distributed nationally to over 800 newspapers and 26 cable companies.

Don't miss the Canadian Safe Boating Council's 2004 conference, September 23 - 25, in beautiful Whistler, British Columbia, site of the 2010 Winter Olympic Games. The agenda is packed full of great sessions on PFD wearing, PFD research studies and more. Conference fees includes a white water rafting excursion and the setting is spectacular!

Go to [www.csbcc.ca](http://www.csbcc.ca) for more information.

## NEWS FLASH !

### NSBC RECEIPT OF AWARD

**Underwriters Laboratories, Inc.** (UL), recently awarded the National Safe Boating Council \$1,000. The award was recommended by the **Corporate Giving Committee of the Underwriters Laboratories, Inc.** The award cites the Safe Boating Council's efforts in promoting water and boating safety education. As an organization that is strongly committed to public safety around the world, **Underwriters Laboratories** applauds the work that the Council is doing.

## NEWS FLASH !

## Coast Guard Fiscal Year 2005 Budget Request and Hill Doings

The Administration has requested \$7,471M for the Coast Guard in its 2005 fiscal year (FY) budget request to Congress, an increase of eight percent over the FY 2004 level. The request reflects several increases in the area of recreational boating safety, including *increases* of \$60M in the area of Search and Rescue (from \$986M to \$1,046M); \$16M in the area of Marine Safety (from \$487M to \$503M); \$58M in Aids to Navigation (from \$946M to \$1,004M); \$18 million in Ice Operations (from \$185M to \$203M). The largest increase is in the area of Ports, Waterways and Coastal Security which jumps from \$1,831M in FY 2004 to \$2,099M in FY 2005, a plus-up of \$268M.

FY 2005 Initiatives for the Coast Guard include \$10M more for the Deepwater Program; \$7.750M for the Great Lakes Icebreaker Project; \$161M for the Rescue 21 Project to recapitalize the Coast Guard's coastal zone communications network; \$26M to operate five, new 179-Patrol Coastal cutters being transferred to the Coast Guard by the Navy, and \$2.200M for Enhanced Maritime Domain Awareness. The Coast Guard also added over 500 new personnel in FY 2004 to support multi-mission Small Boat Stations and Command Centers.

In spite of the budget increases, Senators Collins (R-ME) and Lieberman (D-CONN), Chair and Ranking Member, respectively, of the Senate Governmental Affairs Committee, recently expressed their disappointment to Homeland Security Secretary Tom Ridge that the Coast Guard's budget was not adequate for present homeland security demands. (Testimony of February 9, 2004 before the Senate Governmental Affairs Committee.) They were especially critical of the Administration's proposal to take 22 (vs. 10)

years to complete acquisition of the Coast Guard's Deepwater Program, and to reduce funding for First Responders.

In the meantime, Congress is working on legislation to reauthorize the programs of the Coast Guard. As of this writing, the House has passed its bill (H.R. 2443), and the Senate has reported a bill (S. 733) from Committee but has not yet voted in the full Senate. Some interesting highlights from these bills include: (1) authorization for the Coast Guard to establish a new National Coast Guard Museum at or near the Coast Guard Academy in New Groton, Conn.; (2) Sense of the Congress that the Coast Guard should continue to place a high priority on addressing the safety risks posed to boaters by elevated levels of carbon monoxide, by working with manufacturers, and the entire boating community; (3) increased civil penalties for failure to comply with recreational vessel and associated equipment safety standards; and (4) Report to Congress on compliance with 1996 amendments to the Small Passenger Vessel Regulations requiring the master of a small passenger vessel to require passengers to don life jackets when possible hazardous conditions exist, including severe weather.

The Senate has also acted in recent weeks to pass a five-year reauthorization of the Wallop-Breaux Trust Fund by including these provisions in the \$318B Highway Funding Bill passed on February 12, 2004 by the Senate (S. 1072). The bill is pending in the House (HR 3550), but has been threatened with a veto threat from President Bush over the funding levels.

More on Wallop-Breaux in the next issue.

(SUMMIT -... continued from page one)

At 9:50 a.m. don't miss the last time for exhibitors and that cup of coffee you need as well as another chance to win a door prize. Tuesday afternoon will be work & play. We will be on the beach, by the pools and even in and on the water with a variety of opportunities: learning how to use a sea kayak, experimenting with a variety of personal watercraft, checking out some of the new personal floatation devices and exploring boats and equipment provided by various organizations and exhibitors. It might even include sailboats.



Wednesday features more sessions and some that always draw a crowd are the regional award winners – competing for the national Boating Education Advancement Award. The Youth Program Award winner will present too. There are so many to select from, you will find it difficult to decide how you might be two places at once. Wednesday afternoon includes a general session and shortly thereafter the closing banquet – a great way to say farewell to many of the new friends and colleagues you have met. Don't fret: soon after the Summit, each delegate receives a Proceedings which recaps the activities, the sessions, summarizes the exhibits and lists all delegates – so along with lessons learned and fond memories, you receive an opportunity to see in more detail, those sessions you could not attend.

On Thursday – for those that want additional training – there are some courses: the NSBC Instructor Training Course (runs Thursday and Friday) and the NWSC Ice Safety/Hypothermia Awareness Course. Check out the Summit website for more details on registering for either of these classes. Visit: [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org) and click on the Summit logo.

Now, if you think about all of these things, and realize that you are not registered but should be: it's not too late. Just call the Summit registration office at 614-228-3308 and tell them you really cannot afford to miss this event. They will provide you with details for registering.

The Summit really is the pinnacle of boating and water safety education, so . . . will you be there?

## NSBC THANKFUL FOR MEMBERS THAT HELP SERVE

*Many member organizations aid the NSBC's mission in various ways. Here is one example.*

The Lower Colorado River Authority (LCRA) is a conservation and reclamation district that provides energy, water and community services to Texans. It manages 600 miles of the lower Colorado River and operates six dams that form the Highland Lakes. LCRA also offers boating and water safety education, buoy permitting and maintenance, regulation of docks and marinas, and parks and recreational facilities. Its lake patrol officers contribute to recreational safety by enforcing safety laws and providing medical response.

As a sustaining member of the NSBC, LCRA shows its commitment to water safety with its service on NSBC's Board and oversight of the Local Recreational Boating Safety Grant Program and complimentary production and printing of the *Grant Program Annual Report*.

## NSBC'S SMALL GRANT (RBS) HELPED SAVE A MAN'S LIFE

On November 29 of last year, at 7 p.m., the Rhinelander Fire Department in Rhinelander, WI received a 911 call of a victim that had fallen into the river while walking on the ice along the shoreline. Two young boys playing in the nearby park had heard his cries for help and made the 911 call.

Upon arrival of Fire Rescue personnel, the boys helped locate the victim. He was in the icy water hanging onto branches of a blown down pine tree.

A rescue boat was sent to an area below the victim; but due to the water conditions and location of the victim (he was near the steep slope of the riverbank) it made getting to his actual position nearly impossible.

All personnel began putting their swift water training into action. This training and some of the equipment was the result of a National Safe Boating Council's Local Recreational Boating Safety (RBS) Grant Program. Two personnel quickly prepared with rescue suits, two others for backup prepared lifelines and the last two began securing anchor points/lines around the trees. The personnel in rescue suits walked onto the ice as far as possible – one then stayed on the ice while the other entered the water to help the victim. The victim was then secured with a life vest and line and was brought back to shore.



Time was crucial as the victim was suffering from hypothermia. Once on the shore he was placed on a long board and into a stokes basket, carried up the steep slope and put in the waiting ambulance. Treatment for hypothermia was started immediately. Luckily the park is within minutes of the hospital where more aggressive treatment for the hypothermia was administered.

Both Fire Rescue personnel that were in rescue suits were treated for hypothermia and released to finish their shift.

Due to the training and equipment that the Fire Department personnel received with help of the grant money, this rescue seemed easy. Weather, evening hours, river current, water temperature and steep slope all were major factors in this rescue.

## 2004 - BOATING SAFETY CALENDAR

- APRIL**
- 16 - 17 NSBC/NASBLA Reviewer Training
  - 17 NSBC Board Meeting.
  - 18 NSBC Membership Meeting.
  - 18 - 21 SUMMIT (IBWSS)
  - 22 NASBLA Law Enforcement Committee Mtg.
  - 22 - 23 NSBC Instructor Training
  - 23 NASBLA Accident Inv. Committee Mtg.
- events 16 - 23 in Panama City Beach, FL*

- MAY**
- 3 - 4 NMMA American Boating Congress  
*Washington, DC*
  - 16 - 19 WSBA Annual Meeting  
*Washington, DC*
  - 19 - 23 US Power Squadrons Gov. Board Mtg.  
*Pittsburgh, PA*
  - 22 - 28 **National Safe Boating Week** - refer to [www.safeboatingcampaign.com](http://www.safeboatingcampaign.com) for specific event locations & details

- JUNE**
- 6 - 8 SSBAA Annual Meeting  
*St. Croix, Virgin Islands*
  - 12 - 16 NABA Annual Meeting  
*Niagra Falls, NY*

- SEPTEMBER**
- 11 - 15 NASBLA Annual Conference
  - 12 NSBC Board Meeting
  - 13 NSBC Member Meeting
  - the above 3 meetings are in Chattanooga, TN*
  - 18 - 22 Boating Access Annual conference  
*Katispell, MO*
  - 23 - 25 Canadian Safe Boating Council Annual Conference  
*Whistler, British Columbia, CANADA*

Please email your boating safety dates to [safe.summit@verizon.net](mailto:safe.summit@verizon.net)

## BOARD OF DIRECTORS

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