



Annual Report



NSBC Training Programs Grow

The National Safe Boating Council's (NSBC) training programs are growing by leaps and bounds! Currently, the NSBC has two training programs, the Boating Safety Instructor Training Course and the Close Quarters Boat Control Course. The NSBC is in the process of developing a third, the Open Water Boat Control Course.

The Boating Safety Instructor Training Course partners with the National Association of State Boating Law Admin-

istrators (NASBLA) and focuses on the NASBLA standards by providing the proper interpretation of each standard for instructors who will be teaching course content to recreational boaters nationwide. Twenty candidates were certified in 2012.

The Close-Quarters Boat Control Course focuses on maneuvers and techniques used for basic boat handling in close quarters. The curriculum is presented in an easy step-by-step process.

During 2012, the NSBC certified 173 instructors and 10 instructor trainers.

The Open Water Boat Control Course is being developed and will begin the instructor implementation phase in 2013. The Open Water Boat Control Course will follow the same step-by-step process and will focus on maneuvers and techniques used while cruising on a lake.

Visit the NSBC at SafeBoatingCouncil.org/training for more details on these courses.



National Safe Boating Council:

The foremost coalition to advance and promote a safer recreational boating experience through education, outreach and training.



Chair's Comments

It should be the simplest project of the year – write “Comments from the Chair” for the National Safe Boating Council (NSBC) Annual Report; it isn't. How does one, in 350 words, recap a year in the life of the NSBC? As I reflect on the collective accomplishments of hundreds of member organizations and thousands of dedicated individuals who comprise NSBC, I am

overwhelmed and amazed. Thank all of you who read this report, because YOU are the NSBC, and YOU are the success story.

Past NSBC Chair Ed Carter once said, “When the ‘best of the best’ work together toward common goals, it is not surprising that the seemingly unattainable is accomplished.” 2012 was, indeed, a year marked by seemingly unattainable accomplishments, a testimony to what happens when great organizations work together. This Annual Report is but the tip of the iceberg, a mere summary of collaborative activities in which NSBC and its partners engaged. Behind every program are hundreds of man-hours invested to design, structure, and implement each program. We invite you to read about exciting accomplishments as you examine this report and explore the newly revised web site. (SafeBoatingCouncil.org)

Thank you to the US Coast Guard (USCG) for entrusting several 2012 grants to NSBC. Grants allow NSBC to work with partners to reach countless boaters with important safety messages. Among them: the award-winning North American Safe Boating “Wear It!” Campaign, the cornerstone partnership between the USCG, the National Association of State Boating Law Administrators, and NSBC with the assistance of all NSBC members; the annual International Boating and Water Safety Summit, held in San Diego and co-produced with NWSC, a Summit which brought to life the Recreational Boating Safety Strategic Plan; the Skill-Based Open Water Boat Handling and the Close Quarters Boat Control Instructor Training to Reach the Public grants, helping to establish the standard with precedent-setting training and course materials designed to help make boating safety instructors better teachers.

Today NSBC has blossomed into a cadre of enthusiastic volunteers and professionals who work together to support the mission to advance and promote a safer recreational boating experience through education, outreach and training. To the hundreds of partner organizations, the 2012 Boating Safety Hall of Fame winners Ruth Wood and John Johnson, the hard-working staff, and members of the NSBC Board of Directors, thank you all, and congratulations on a job well-done.

— Joyce F. Shaw, Chair, NSBC



Hall of Fame

The National Safe Boating Council inducted two new members into the Boating Safety Hall of Fame, **Ruth Wood** and **John Johnson**. Ms. Wood was instrumental in building BoatU.S. Foundation's national reputation as a leader in boating safety and environmental stewardship. Ms. Wood's dedication to recreational boating has contributed to the improvement of life jacket design and awareness, online education and responsible boating. During her outstanding 28-year career, Ms. Wood has been recognized for her dedication to boating safety by the National Association of State Boating Law Administrators, the United States Coast Guard and the British Sub-Aqua Club. John Johnson started his career in the safe boating arena in 1992 at the Center for Recreational Safety in Lexington, Kentucky, serving as an administrative contractor first with the National Safe Boating Council and ultimately with the National Association of State Boating Law Administrators (NASBLA). As the Executive Director of NASBLA, Mr. Johnson has guided NASBLA's growth and prominence as the nation's leading association for boating



program administrators and safe boating initiatives in the 56 states and U.S. Territories. He was instrumental in developing outreach and intra-operative agreements, organizational activities and relationships in the name of furthering boating safety.

NSBC Receives Six Awards for its Outreach and Education Efforts in 2012

Bronze Anvil Award of Commendation from the Public Relations Society of America (PRSA) under the Media Relations – Associations/Nonprofit category for its “Wear It!” campaign. Together with their agency partner, Paul Werth Associates, the NSBC implemented a media relations campaign aimed at reinforcing the “Wear It!” campaign theme – wear your life jacket at all times on the water.



The Public Relations Society of America - National Capital Chapter honored the National Safe Boating Council and agency partner Paul Werth Associates with a **Thoth Award for the Integrated Communications – Nonprofit** category for its 2011 “Wear It!” Campaign: Increases Awareness of Boating Safety.

Three **Hermes Creative Awards**: Platinum Winner for its Modern History of Recreational Boating Safety book in coordination with publishing and design firm Within Reach Inc. and its “Wear It!” Campaign and was recognized as a Gold Winner for its Life Jacket Safety Dance.

The National Safe Boating Council and its production partner Walkabout Productions have been selected by CINE to receive the prestigious **CINE Golden Eagle Award** for its “Almost a Perfect Day: Environmental Stressors” DVD. The DVD was chosen as a winner in the Non-Telecast Non-Fiction Division under the subcategory of “Business – Safety, Training, & Employee Development.”

The Modern History of Recreational Boating Safety Goes Digital

The Modern History of Recreational Boating Safety explores the 50-year history by not only covering recreational boating safety but also focusing on the organizations that were involved in defining, promoting, and enforcing safe boating.

The primary focus of this publication is modern day recreational boating safety and how it has developed through reducing injuries, saving lives and preserving the environment to become the safe and enjoyable activity that it is today.

While the print copy is still available for purchase for only \$49.00, the NSBC determined that offering the book as an e-book was an important step to take. The book can now also be purchased for Amazon Kindle (search the book title at Amazon.com) and for Barnes & Noble Nook (search for book title at BarnesandNoble.com) for \$9.99.

Boating Safety Youth Program Award

BoatU.S. Foundation, patron level member of NSBC, sponsors the Boating Safety Youth Program Award. The program provides a vehicle to recognize individuals and organizations that have developed and successfully implemented innovative boating education programs directed at youth. The 2012 winner is the **Raleigh Sail and Power Squadron** for the sailing program they developed for kids. The program is much more than just a sailing program. The participants in the program actually build their own Optimist prams and then get to keep them. This unique experience, which takes a child through the construction phase all the way through racing, should build a lifelong bond between the child and boating.



OMC Award

The National Safe Boating Council's "Take 'Em Boating" Grant was developed to promote and cultivate an interest in boating for future generations. The Grant is funded by The Outboard Marine Corporation (OMC) Foundation. The 2012 winner is the **Mississippi River Water Trail Association** for their program "The Mississippi River Water Trail - Nature Is Only a Paddle Away." The Mississippi River Water Trail Association partnered with the U.S. Army Corps of Engineers and other organizations to develop a water trail along the Mississippi River within the St. Louis District boundary. Day use rest areas, primitive camping areas, watchable wildlife and interpretive opportunities on the Mississippi River have been built. The goal is to have a water trail that goes up and down the Mississippi that can be used as a platform to train boaters in a safe and environmentally friendly way.



Congressional Reception

The National Safe Boating Council (NSBC) and the National Association of State Boating Law Administrators hosted the 11th annual Congressional Reception on Tuesday, May 15, in the Gold Room of the Rayburn House Office Building. The Congressional Reception celebrated the approaching National Safe Boating Week and announced the recipients of the 2012 Confluence Awards. The 2012 recipients include **Representative Frank LoBiondo (NJ)**, **Representative John Mica (FL)**, **Senator Ben Cardin (MD)** and **Senator Jay Rockefeller (WV)**. Through their positions of prestige and responsibility, these individuals have fought for funding, legislation, programs, laws, and regulations for boating safety.

"Ready, Set, Wear It!" - Turning an Idea into a Mission



Boating enthusiasts once again blew away the world record for life jacket wear in 2012. During the third annual "Ready, Set, Wear It!" event held on May 19, 2012, 3,993 people (and pets!) gathered at more than 145 events around the world to set a new world record for the number of participants who inflated their inflatable life jacket or wore an inherently buoyant life jacket.

The success of "Ready, Set, Wear It!" depends on local sponsors and partners. Leland, Ltd. and iSi Components worked with the NSBC to offer over 1,000 CO2 cartridges to allow participants the opportunity to inflate their life jacket, but also practice re-arming techniques of inflatable life jackets. Marine retail sponsors Cabela's and West Marine offered their locations for event organizers throughout the country.

On Saturday, May 18, 2013, we're asking boating safety educators and partner organizations to organize an event in their community. Boaters will gather across the world to inflate their own inflatable life jacket or to wear an inherently buoyant life jacket, helping to heighten awareness of different life jacket types and boating safety issues and go for a world's record along the way. For more information and to register an event, visit ReadySetWearIt.com or visit [Facebook.com/ReadySetWearIt](https://www.facebook.com/ReadySetWearIt).

NSBC's 2012 'Wear It!' Campaign Achieves Best PR Results To Date

The National Safe Boating Council's 2012 public relation's efforts to promote the North American Safe Boating Campaign exceeded all metrics, reaching a larger audience of boaters about the importance of life jacket wear and boating safety since the campaign was branded as "Wear It!" over a decade ago. Several strategies, including media relations and social media outreach, were used to communicate "Wear It!" throughout North America.

"Wear It!" resulted in more than 2,000 earned story placements nationwide (a 36 percent increase compared to 2011) and reached a potential audience of nearly 670 million (a 64 percent increase compared to 2011).

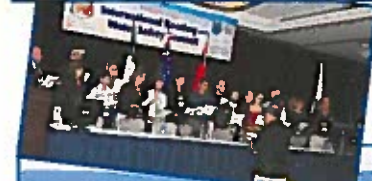
For more information on the "Wear It!" campaign, visit SafeBoatingCampaign.com or "Like" on Facebook at [Facebook.com/SafeBoatCampaign](https://www.facebook.com/SafeBoatCampaign).





16th Summit

The 16th annual International Boating and Water Safety Summit (Summit) continued its trend as the premier conference for boating and water safety professionals and volunteers. The Summit was held at the Hyatt Regency Mission Bay in San Diego, California. Attendees were treated to outstanding presentations at a spectacular location. The Opening Reception provided the exhibitors the opportunity to showcase the programs and tools that are available to help promote boating and water safety. The Sea Scouts received special recognition for their 100th Anniversary and Captain Mark Rizzo and Mr. John Malatak were recognized on their retirements from the U.S. Coast Guard for service to their country and the boating community. The objectives and strategies of the Strategic Plan of the National Recreational Boating Safety Program were explained and demonstrated during the "Day at the Beach" event. The Summit concluded the conference with the awards banquet which recognized outstanding organizations and individuals for their work to improve boating and water safety.



2012 Financial Review

INCOME

Coast Guard Grants		
- Instructor Implementation (FY11)	\$38,070	3.20%
- Navigation Rules Awareness (FY11)	\$13,077	1.10%
- Point of Sale (FY11)	\$8,453	0.71%
- Campaign (FY12)	\$418,067	35.16%
- Partnering (FY12)	\$19,900	1.67%
- CQBC for Organizations to Reach the Public (FY12)	\$154,205	12.97%
- Skill Based Boat Handling (FY12)	\$40,093	3.37%
- Summit (FY12)	\$125,000	10.51%
- Vessel POS Training (FY13)	\$52,637	4.43%
Total Grants	\$869,502	73.13%

Membership Dues and Donations	\$49,634	4.17%
Instructor Kit Income	\$31,673	2.66%
Partnership and Award Income	\$28,404	2.39%
Sale of Publications	\$91,120	7.66%
Training Programs	\$5,930	0.50%
Summit Registrations Income	\$108,289	9.11%
OMC Foundation Interest	\$3,251	0.27%
Interest / Miscellaneous Income	\$1,175	0.01%
	\$319,476	26.87%

Total Income	\$1,188,978	100.00%
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EXPENDITURES

Payroll Operations	\$89,998	7.82%
Payroll Grants	\$105,387	9.16%
Office Expenses**	\$49,108	4.27%
Awards**	\$22,355	1.94%
Auditing and Legal**	\$11,113	0.97%
Instructor Kit Expenses	\$26,025	2.26%
Travel**	\$137,837	11.98%
Training**	\$52,604	4.57%
Postage**	\$49,144	4.27%
Publication Printing**	\$33,376	2.90%
Web Site**	\$8,737	0.76%
Safe Boating Campaign (Contracts Outreach and Admin)	\$362,656	31.52%
Boat Handling Grants	\$39,437	3.43%
Summit Expenses**	\$125,217	10.88%
Point of Sale Grant	\$2,500	0.22%
Vessel POS Training	\$35,000	3.04%
Total Expenditures	\$1,150,494	100.00%

** Grant funds Included

Grant income and expenses include:
 FY11 grants completed in 2012
 FY12 grants to be completed in 2013
 FY13 grants started in 2012

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

Budget is based on the fiscal year
 October 1, 2011 - September 30, 2012

2012 Board of Directors

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