

## AND NOW, A WORD FROM OUR CHAIRMAN



Since your last issue of the *Anchorline*, I've had the pleasure of attending two very important conferences. The first was this spring's International Conference on Safety in Transportation (ICOSIT), held in Italy. Boating was one of the several topics covered by the conference, and we were privileged to meet the Minority Leader of Parliament, Clemente Mastella – Vice President, House of Deputies. In Mr. Mastella's address to the assembly, he said that many issues from "9/11" and the new "3/11" (Madrid, Spain) compel the government to

guarantee safety in all modes and demand international cooperation. He is supporting legislation to declare October 12, our Columbus Day, an Italian national holiday and connect it to a recreational boating safety celebration. This idea could be a result of the Council's attendance at the ICOSITs, and our encouragement that other countries (in this case, Italy) to adopt a boating safety campaign. (Interestingly, Italy presently does not observe Columbus Day.) A separate agenda item from ICOSIT is the establishment of an Italian "National Transportation Safety Board", using the U.S. NTSB as a model. The exposure and awareness we are seeing in Italy is great, and so is their hospitality.

The second event was the International Boating and Water Safety Summit (IBWSS) held in Panama City, Florida. Once again hundreds of boating professionals congregated to see and hear presentations from the foremost experts in recreational boating. A large paddling contingent joined the Summit, and many new acquaintances were made. I think the highlight of that meeting was the afternoon workshop on the mandatory wear of PFD's. We heard many views, the Canadians, the Boating Safety Advisory Committee, volunteers, teachers, law enforcement officers and more. The *Summit Proceedings* will carry a review of this workshop. This powerful subject will get another venue this August when the NTSB hosts a Life Jacket Forum in Ashburn, VA. I suggest you stay tuned; this will be with us for a long time.

I hope you all are having a great summer, and boating is a part of it. Have fun out there, and be safe. See you at our Fall Meeting,

*Bill Griswold*

### WHAT DOES IT MEAN?

Being a member of the National Safe Boating Council creates "synergy." "Synergy" is what happens when groups combine efforts and create an effect greater than the sum of its parts. "Synergy" accurately describes the working relationship between the NSBC and its members.

Educating boaters can best be addressed through partnership and collaboration. Your financial support of and active participation in the National Safe Boating Council demonstrates your commitment to safer boating through education. We invite you to select a project and become involved.

A recent study by Wirthlin Worldwide, an international company devoted to building the reputation and value of their client's company, shows that "good corporate citizenship" - which includes support and charitable giving - brings tangible business results. Wirthlin surveyed the public and business executives and found 91% agreed that being a good corporate citizen may cost the company in the short run, but is paid back later with a better reputation and more customers. Also, 82% of those polled said a company's reputation would have influence on whether they would invest in it. ([www.wirthlin.com](http://www.wirthlin.com))

### OUR NEW MEMBERS

#### ORGANIZATIONAL MEMBERS

Aaron Foundation  
Aquatic Safety Research Group  
City of Santa Cruz  
Cleveland Metroparks Institute of the Great Outdoors  
CrossLine Solutions  
International Association of Marine Investigators  
Lake Gaston Water Safety Council  
USACE Hop Brook Lake Project  
USCG Auxiliary Flotilla 4-8  
USCG Station Burlington

#### INDIVIDUAL MEMBERS

James Crawford  
James Hamilton II  
Chris Jones  
Henry Lipian

*(What Does It Mean?, continued)*

As a member you may display the NSBC member logo on your letterhead, website and/or publications to show the community that you are an active supporter of boating safety. You also will be listed on our web site in the member directory

## PREMIUM MEMBERS



### PATRON MEMBERS

AbilityOne Corp. / Rolyan  
Buoys  
Boat ED  
Boat US  
Brunswick Corporation  
Coors Brewing Company  
MetLife Auto & Home  
National Marine Manufacturers Association  
Orion Safety Products  
Sentinel Press LLC  
Wal\*Mart Stores  
WaterMark/SOS, Inc.  
West Marine Products, Inc.  
Within Reach  
Yamaha Motor Corporation  
Zurich Marine Specialty

### SUSTAINING MEMBER

ACR Electronics  
Allstate Insurance Company  
American Poker Runs Association  
Brunswick Boat Group  
Kawasaki Motors Corporation, U.S.A.  
Lower Colorado River Authority  
Mercury Marine  
Paddlesport Pub., Inc./ Paddler Magazine  
Personal Watercraft Industry Association  
Polaris Industries  
Ranger Boats  
Stearns, Inc.  
Tennessee Wildlife Resources Agency  
Walsh Marine Products  
Zodiac of North America, Inc.

section. The NSBC web site receives thousands of visitors each day. You will receive the *AnchorLine*, the NSBC newsletter, special reports, and the *Annual Report*. Finally, you have the opportunity to be involved in creating a safe boating community. Now, do you want to join?