

NEWS FROM THE NORTH:



Randy Whaley
Chairman
Canadian Safe Boating
Council

Winter is just around the corner in Canada which means that the Canadian Safe Boating Council's "CASBA" awards celebration is fast approaching.

The CASBA Awards (an acronym for Canadian Safe Boating Awards) will be held on Sunday, January 14th, 2007 at 6:00 PM at the Sheraton Centre in Toronto, Ontario. This year's event will give special recognition to individuals for their outstanding achievements in boating safety and environmental stewardship. Categories include: Rescue of the Year (sponsored by Canadian Power & Sail Squadrons), Marine Professional of the Year, Top Volunteer Dedicated to Boating Safety, Safeguarding the Environment, Visible PFD Wear in Advertising, Best Media Contribution to Boating Safety and a Special Recognition Award.

Come to the CASBA's! For more information visit CSBC's website - www.csbc.ca

Safe Boating Awareness Campaign – A Winner!

CSBC's 2006 Safe Boating Awareness Campaign (SBAW) was a huge success!

How do we know? CSBC contracted Synovate, an independent, on-line research firm to ask Canadians what their impressions were of the campaign run entirely by volunteers dedicated to boating safety.

CSBC were pleased to learn that the SBAW campaign conducted through regional and national television, radio and print media outlets produced an incredible 36 million impression throughout the boating season. That is more than one impression for every man, woman and child in Canada!

We were even more pleased to discover that the awareness was highest for the core messages to "Wear Your PFD", "Don't Drink & Boat" and "Get Your Pleasure Craft Operator Certification".

CSBC's Safe Boating Awareness Campaign for 2007 is already being developed and the SBAW team is making improvements to the campaign, rallying volunteers across the country and developing more media contacts to extend the "Safe Boating" message to Canadians.

To learn more about the success of the 2006 SBAW campaign click on <http://www.csbc.ca/html/nsbaw/index.html>

THE NSBC RECOGNIZES

NASBLA PRESIDENT CHARLIE SLEDD



Charlie Sledd was recognized by the NSBC for his leadership and commitment to boating safety during the NASBLA Awards Banquet held at their 47th Annual Conference in Louisville, Kentucky. Mr. Sledd has been involved with boating safety for

over thirty years either through his involvement with the U. S. Coast Guard Reserves or through the Virginia Department of Game and Inland Fisheries. Mr. Sledd was presented with a Navy Colt Model 1851 black powder .44 Revolver in recognition of his dedication and leadership in promoting safe boating.

LOCAL RBS GRANT PROGRAM STARTING IT'S 7TH YEAR



In April and May 2006, grants totaling \$22,146 were awarded to 22 organizations. Since the inception of the Local RBS Grant Program in 2000, a total of \$105,881 has been distributed for 111 projects.

Each project has its own success story. Here is a summary of one of the successful projects completed last year. The North Texas Water Safety Coalition's 3rd Annual Metroplex Water Safety Fair in Grand Prairie, Texas, was held to celebrate National Safe Boating Week. The Fair received good media coverage by local television stations and had over

300 local residents in attendance.

Attendees at the Fair included children of all ages and their families participating in a multitude of fun events that heightened local awareness about the importance of boating and water safety in the Dallas/Fort Worth Metroplex area. The events included man overboard drills, knot tying, safe entry of small open boats, personal watercraft safety, a personal floatation device toss, and many other boating and water safety related activities.



NSBC grant funds were used to purchase lifejackets that were given away only after participants had visited and completed more than 15 interactive activities designed to teach boating and water safety techniques and practices. A portion of the grant money was also used to print promotion items to increase awareness of the events. Some of the materials left over from the 2005 event were used in the 4th Annual Water Safety Fair that took place at Lynn Creek Marina in Grand Prairie, Texas on June 3, 2006, which turned out to be the most successful fair to date.

Applications for the 2007 funding cycle are currently being accepted and must be received by January 25, 2007. Grants will be awarded by March 15, 2007. The timing of the grant distribution is designed to allow implementation of projects in conjunction with National Safe Boating Week (May 19-25, 2007).

The Grant Program offers grants up to \$1,000 for each project. The grant amount awarded must represent at least 50% of the project budget but the recipient is not required to match grant funds. The Grant Committee has discretion to award an amount less than that which was requested. No project may exceed one year in length. Grant funds cannot be used for salaries, transportation, meals or lodging or the purchase of items such as laptop computers, projectors and other non-expendable equipment.

Find out more about past grant recipients, get complete program guidelines and obtain application forms at our website. Visit www.safeboatingcouncil.org and click on the link to the Local RBS Grant Program on the home page.

Submit an idea of your own or encourage a local organization that could use some funding assistance to apply for a grant this year.



REMINDER!!!!



There is still time to send in your application for the Boating Safety Youth Award program and the OMC "Take'em Boating" Grant Program.

The Boating Safety Youth Award is sponsored by BoatU.S. and recognizes outstanding and innovative boating education programs directed at the nation's youth. The winner of this award will receive a cash prize of \$2,500, a commemorative trophy, and a trip to the International Boating and Water Safety Summit to present their program.

The OMC "Take'em Boating" Grant recognizes exceptional boating programs that provide an opportunity for children to be actively involved in all aspects of recreational boating. The winner of this award will receive a cash award of \$5,000 and a trophy.

The due date to apply for both of these awards is December 31, 2006. For details concerning these programs, please visit our web site at: <http://www.safeboatingcouncil.org/awards/index.htm>