



# Annual Report 2016

**National Safe Boating Council:**

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



## Chair's Comments

Fellow friends and members of the National Safe Boating Council:

An amazing and yet challenging 2016 is now behind us, and my hope is that you find yourself, your family and your professional life better off today as you look back on all that has transpired in the last year.

I also hope that this Annual Report serves to remind you of the many good things the National Safe Boating Council accomplished last year. This report is chock full of informative notes about the many projects that the Council has engaged in on behalf of our members, the boating safety community at large, and the recreational boating public in this great country.

As we spend a little time looking back, let's use the lessons-learned to help us chart our next steps and the way forward. Let's keep in mind that our ultimate goal is to come as close as possible to eliminating the loss of life on our nation's waterways. We can only do this through collaboration, and each of us has a role to play. Whether you are an individual member, a boating safety organization, an education provider or instructor, a boating-related manufacturer, a boating accident survivor or anyone else with a passion for safer boating, the only way the Council will attain success is through our collective efforts.

Please consider the information in this report as you look for additional ways to plug into the Council's efforts. There are lots of opportunities for engagement in this upcoming year, and we certainly need your continued active involvement.

"All hands on deck..."

Richard

## NSBC Recognized as Top Nonprofit

The NSBC has been honored with a prestigious 2016 Top-Rated Award by GreatNonprofits, the leading provider of user reviews about nonprofit organizations. You can visit the NSBC page on GreatNonprofits at [www.greatnonprofits.org](http://www.greatnonprofits.org) to see more information about the award as well as featured reviews.

The Top-Rated Nonprofit award was based on the large number of positive reviews that the NSBC received – reviews written by volunteers, donors and clients. People posted their personal experience with the nonprofit. One rating shared about the NSBC stated: "Great nonprofit, great programs, great people! Our waters would not be safe without the information, updates and connectivity with the boating education community, we fully support the NSBC and their programs."

"Savvy donors want to see the impact of their donations more than ever," said Perla Ni, CEO of GreatNonprofits, "People with direct experience with the National Safe Boating Council have voted that the organization is making a real difference."

Being on the Top-Rated list gives donors and volunteers more confidence that this is a credible organization. The reviews by volunteers, clients and other donors show the on-the-ground results of this nonprofit. This award is a form of recognition by the community.

## NSBC Plans to Advance Boating Safety for Youth with #GivingTuesday Funds

The NSBC joined thousands of other organizations participating in #GivingTuesday, a global day of giving that harnesses the collective power of individuals, communities, and organizations to encourage philanthropy and to celebrate generosity worldwide.

For this year's #GivingTuesday, the NSBC focused on reaching children with important life-saving boating safety messaging. In 2015, 22 children under age 13 lost their lives while boating. The NSBC's outreach efforts and the money raised from this year's #GivingTuesday will teach children valuable lessons, like always wearing a life jacket, to keep them safe while boating.

"As an organization dedicated to increasing awareness of safe boating practices, we feel it goes without saying that the boaters of tomorrow should be provided with the best chance possible to have fun and stay safe on the water," says Rachel Johnson, NSBC executive director. "The power of learning can be so positive on a young child's life. We want to be part of that experience and ultimately, help teach children about safe boating to prevent boating fatalities."

The NSBC wants to reach more children across North America with safe boating messaging. It is never too late to donate to this worthy cause by visiting [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org) and choosing Donate from the menu.

## Premium Members

### PATRON MEMBERS:

Boat Ed  
BoaterExam.com  
BoatU.S.  
BoatU.S. Foundation  
Brunswick Corporation  
Forever Resorts  
National Marine Manufacturers Association  
Overton's  
Rolyan Buoy  
Whistles for Life  
Yamaha Motor Corporation

### SUSTAINING MEMBERS:

Absolute Outdoors  
ACR Electronics  
Boater Rewards Association, PBC  
BOATsmart!  
BRP, Inc.  
Brunswick Boat Group  
Fell Marine, Inc.  
K38 Rescue  
Kawasaki Motors Corporation, U.S.A.  
Mercury Marine  
Mustang Survival  
Orion Safety Products  
Stop Propeller Injuries Now (S.P.I.N.)  
Tennessee Wildlife Resources Agency  
The Coleman Company  
West Marine Products, Inc.

## Saved by the Beacon Campaign Provides Quality Education for Distress Technology

The NSBC has released a wide array of resources through our Saved by the Beacon campaign, funded by the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. These materials will assist recreational boating safety professionals in educating recreational boaters about the importance of 406 MHz beacons and how to use them correctly in the case of a boating emergency.

Resources include: a Press Kit; printed and downloadable PDF of the "Saved by the Beacon" book; print and video public service announcements (PSAs); and a new website, [www.SavedbytheBeacon.com](http://www.SavedbytheBeacon.com), where all campaign resources are available.

The NSBC collaborated with NSBC-member organizations ACR Electronics, Alaska Office of Boating Safety, BoatU.S. Foundation, and Orion Safety Products, among others, in the creation of the campaign resources, and would like to acknowledge the various authors who contributed to the *Saved by the Beacon* book as well as Scott Smiles, John Silverwood, and David Hope for sharing their survivor stories.

The Saved by the Beacon campaign also reminds everyone to register his or her emergency locator beacons with the National Oceanic and Atmospheric Administration (NOAA) at [www.sarsat.noaa.gov/beacon.html](http://www.sarsat.noaa.gov/beacon.html).

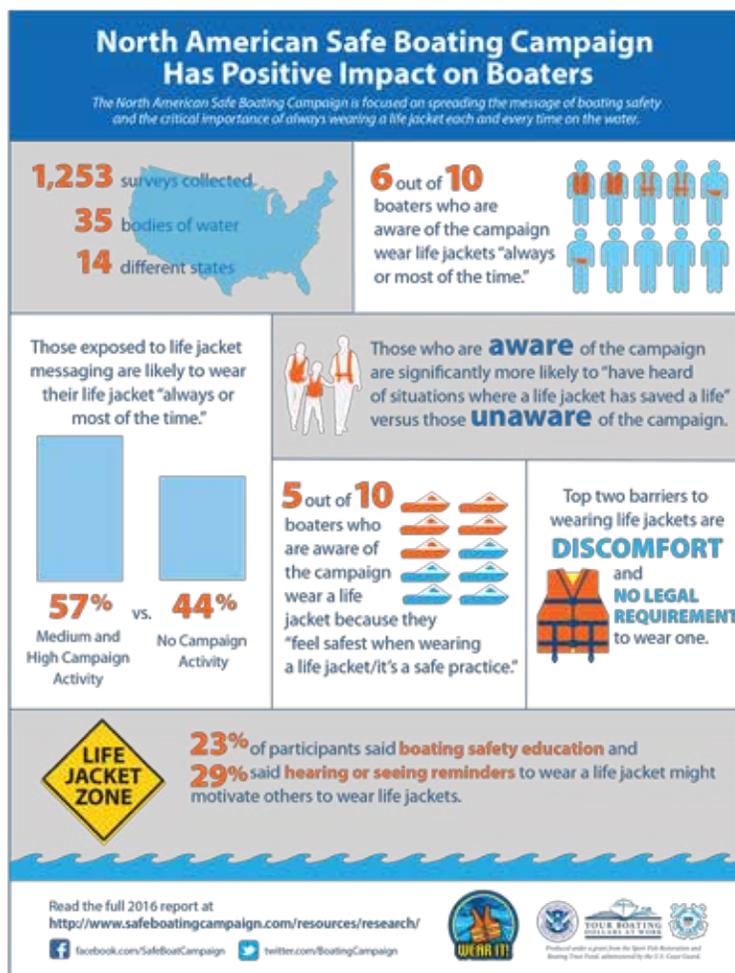


## North American Safe Boating Campaign Continues to Increase Life Jacket Safety Education

The 2016 North American Safe Boating Campaign, produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard, has seen yet another extraordinary year of continued success.

### 2016 Highlights:

- National media placement resulted in 1.7 billion impressions in 2016
- Placed a total of 4,333 print, radio, television, and online media hits
- Generated a total ad equivalency of more than \$2.8 million, represented a return on investment of \$32 to \$1
- Supported 50 grassroots efforts to help saturate the campaign message on a localized level through the Grassroots Outreach Program
- Validated the Wear It! campaign message and its positive impact on boaters' behavior regarding safety through research utilizing volunteers in 14 states. View the Annual Awareness Survey full report and infographic at [www.safeboatingcampaign.com/resources/research](http://www.safeboatingcampaign.com/resources/research)
- 142 boaters signed the new digital Life Jacket Pledge



## Setting the Strategic Course Forward

Training is an important component of what we do at the NSBC – so important that it is part of our mission statement. We rely on our members and partners to help us with this training by hosting the courses and providing boats, gear, equipment, classrooms, etc. The relationships with our member organizations are important to grow boating safety.

The NSBC currently offers two Instructor courses: the Boating Safety Instructor Course and the Instructor Boat Control Course, also known as the Marina Pro Course. The Boating Safety Instructor Course partners with the National Association of State Boating Law Administrators (NASBLA) and focuses on the proper interpretation of each of the ANSI/NASBLA 103-2016: Basic Boating Knowledge – Power standard elements. The course also covers various teaching techniques through interactive scenarios for the students to expand their instructional skills. This course aides states and organizations by having qualified and capable boating education instructors on-staff, plus it encourages professional

development, growth, and recognition.

The NSBC Instructor Boat Control/ Marina Pro course is a three-day on-water training that provides a professional boater the tools needed to train beginning boaters. It meets and exceeds the EDU-1 National On-Water Power Standard. The curriculum is presented in an easy step-by-step process building on each skill learned. The course focuses on skills like steering, 45 to 180 degree turns, stopping safely, avoiding objects, docking and man overboard, to name a few.

This past year, the NSBC conducted one Boating Safety Instructor Course certifying six instructors. The NSBC conducted five Instructor Boat Control courses certifying 48 instructors and seven instructor-trainers. In addition, thousands of students are being trained by the hundreds of certified NSBC instructors and instructor-trainers.

To host a course or get more information about our training, please contact the NSBC at (703) 361-4294 or visit the "Training" section of [www.safeboatingcouncil.org](http://www.safeboatingcouncil.org).

## The 20<sup>th</sup> Anniversary of the International Boating and Water Safety Summit

The 2016 International Boating and Water Safety Summit (IBWSS) marked the 20-year anniversary of the conference that has provided boating and water safety professionals and volunteers with the best professional development, education, and training opportunities. The conference was held at the Hyatt Regency Mission Bay in San Diego, California, on March 6 – 9, 2016.

The 2016 IBWSS program highlights included keynote address "Social Marketing – What is it? Why is it so hard? What makes it easier?" and "Drowning Resuscitation: A Practical Approach." IBWSS attendees had the opportunity to select from a wide-ranging program that offered over 60 plenary and seminar sessions that enhanced professional development.

In addition to the outstanding plenary and seminar sessions, attendees had the opportunity to engage with 25 exhibitors in the Expo Hall. The exhibitors provided the latest initiatives, products, and tools to the attendees to help them accomplish their goals within their agencies and the recreational boating and water safety communities.

The Mark of Achievement Ceremony provided attendees with an opportunity to recognize individuals and organizations that have made significant contributions to recreational boating. Special recognition was given to NSBC Patron Member BoatU.S. for "50 years of making boating better."

Thank you to the 2016 IBWSS Premier Sponsor and NSBC Patron Member, Boat Ed, for their continued support of the IBWSS.

Additional thanks to the U.S. Coast Guard Office of Boating Safety, Brunswick, The Coleman Company (Stearns), BoatU.S. Foundation, and California State Parks Division of Boating and Waterways for their support of the IBWSS.

To learn more about the IBWSS, visit [www.IBWSS.org](http://www.IBWSS.org).



## Boating Safety Partners Host Congressional Reception on Capitol Hill

On May 11, 2016, the NSBC, in partnership with the National Association of State Boating Law Administrators (NASBLA) and the National Marine Manufacturers Association (NMMA), hosted a Boating Safety Congressional Reception on Capitol Hill in Washington, DC. This event, held in conjunction with the American Boating Congress (ABC), was organized to celebrate National Safe Boating Week and acknowledge past Confluence Award recipients and bring to light important boating safety issues currently facing our nation.

Among those in attendance were guests from the U.S. Coast Guard, ABC, and members of Congress. Remarks from Chris Stec, Chief Operating Officer for ACA | Canoe - Kayak - SUP - Raft – Rescue and NSBC Vice Chair, Eleanor Mariani, Connecticut Boating Law Administrator and NASBLA Past President, and Thom Dammrich, President of NMMA set the tone for a lively, energetic reception focusing on positive advancements in recreational boating safety.



Special Guest Speaker Vice Admiral Fred Midgette, U.S. Coast Guard, spoke to the importance of promoting life jacket wear amongst recreational boaters. He mentioned the high number of deaths caused by not wearing a life jacket and also stressed the importance of education. "When you educate people on their own, they figure out how smart it is to wear a life jacket. And when you push the idea of life jackets, I think you'll drive those numbers way down," commented Vice Admiral Midgette.

## BoatBeat.org is the Media Toolbox for Everything Boating Safety

Every day, media around the nation report on recreational boating stories, but sometimes the articles and headlines only tell half the story. If there's a story about drowning there is often a missed opportunity to talk about the lifesaving

importance of wearing a life jacket at all times while boating. The media may not realize, likely because they don't have the tools readily available to know the latest statistic or what questions they should be asking to make the story complete with

an awareness message to their audience, that offering practical, easy solutions may prevent this from happening to other boaters in their community.

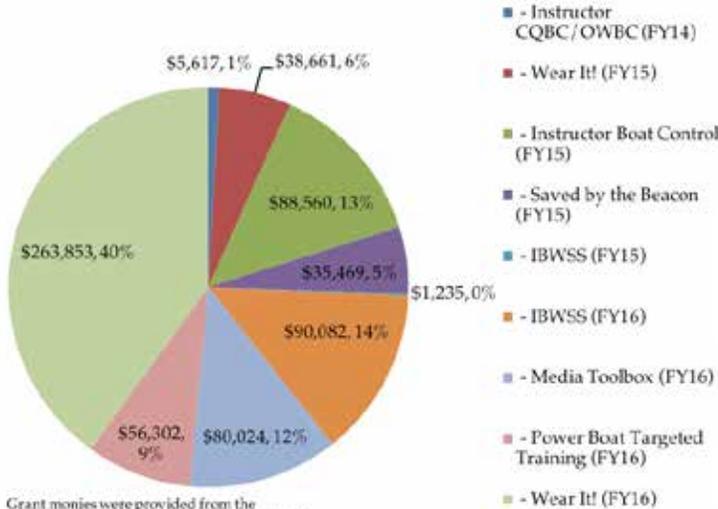
The NSBC, in partnership with

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# 2016 Financial Review

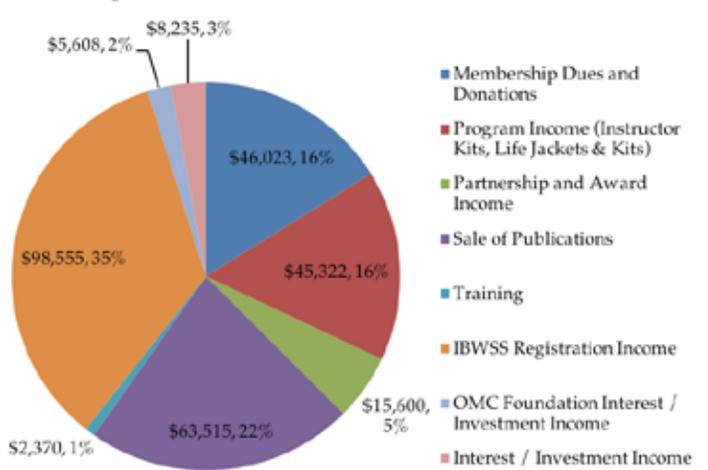
Budget is based on the fiscal year October 1, 2015 - September 30, 2016

## Income: U.S. Coast Guard Grants



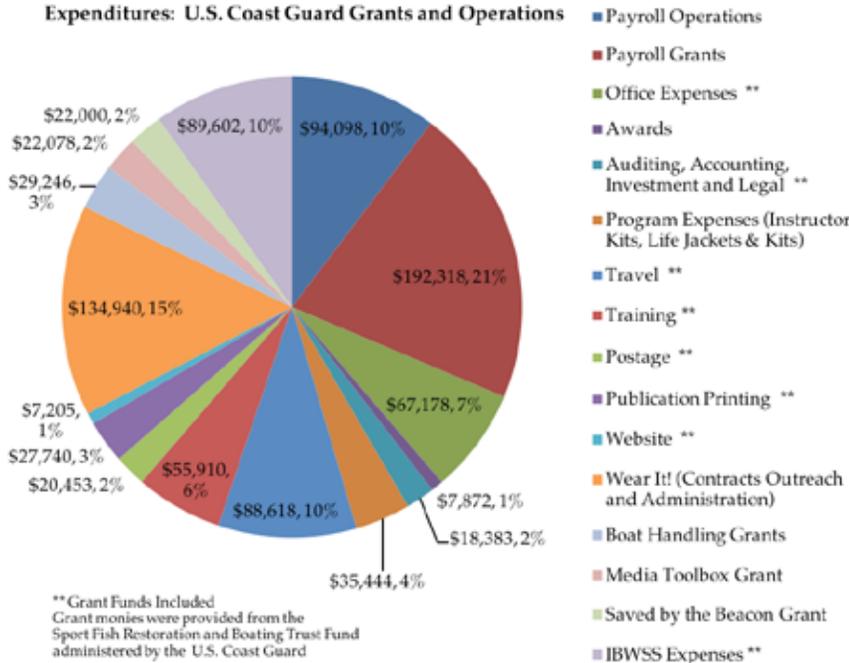
Grant monies were provided from the Sport Fish Restoration and Boating Trust Fund administered by the U.S. Coast Guard

## Income: Operations



Produced under a grant from the Sport Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

## Expenditures: U.S. Coast Guard Grants and Operations



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

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**Website: [www.SafeBoatingCouncil.org](http://www.SafeBoatingCouncil.org)**

## BoatBeat.org *continued from previous page*

NASBLA, and Stop Propeller Injuries Now (S.P.I.N.), has developed a Boating Safety Media Toolbox with “methods and strategies to assist entities in carrying out media and awareness campaigns related to pertinent boating safety messaging.”

The website, [www.BoatBeat.org](http://www.BoatBeat.org), provides one singular resource for recreational boating safety entities offering approved messaging for recreational boating safety professionals to use when talking to media, or for the media to use when writing timely news stories.

Content includes Media Assets, Alerts, Resources, Boat Glossary, Fact Sheets, Federal, State, and Canadian media contacts, Case Studies with Best Practices noted along with recommendations on missed opportunities, Events and Training and links to National Campaigns and a Speakers Bureau. An important component of the Toolbox will be produced specifically geared towards promoting safer boating messaging through social media.