NATIONAL SAFE BOATING COUNCIL

2025 ANNUAL REPORT

SAFEBOATINGCOUNCIL.ORG

2025 ANNUAL REPORT

NATIONAL SAFE BOATING COUNCIL

CHAIR COMMENTS

As we reflect on 2025, I am filled with pride and gratitude for the tremendous accomplishments of the National Safe Boating Council (NSBC) and our dedicated members, partners, and volunteers. This year marked a period of renewed collaboration, innovation, and measurable impact in advancing recreational boating safety nationwide. The U.S. Coast Guard reported the lowest number of boating-related deaths in 2024 since the Coast Guard began collecting this data more than 50 years ago.

The NSBC remains steadfast in its mission to promote safe and enjoyable boating through education, training, and outreach. In 2025, our focus on expanding boater education and strengthening partnerships with federal, state, and local agencies allowed us to reach even more boaters with life-saving messages. Through programs like the Safe Boating Campaign, Waves of Hope, and Boat On Course, we continued to emphasize the importance of wearing life jackets, avoiding alcohol while boating, and fostering a culture of safety on the water.



This year, we saw outstanding progress in leveraging technology and digital outreach. The Council launched new online learning tools and interactive resources that engaged boaters of all experience levels. Our partnerships with the U.S. Coast Guard, state boating law administrators, and industry stakeholders ensured that safety initiatives were grounded in data, guided by expertise, and widely accessible.

We also expanded our advocacy and training programs, empowering instructors and educators across the country to deliver consistent, high-quality boating safety instruction. These investments in capacity building are already making a difference in communities from coast to coast.

As we look toward 2026, the NSBC stands ready to build on this momentum. We will continue to embrace innovation while maintaining the personal connection that defines our work. On behalf of the Board of Directors, I extend heartfelt appreciation to our members, sponsors, and partners for their unwavering dedication. Together, we are saving lives, inspiring responsible boating, and shaping a safer future on our nation's waterways.

With gratitude,
Alan Dennison

TRAINING

The National Safe Boating Council and our team of instructors continued to meet the high demand for on-water powerboat instruction. We help cultivate a safer recreational boater experience by training responsible boaters through our two courses that meet the American National Standard for on-water power skills.

- **NSBC Instructor Certification:** Instructor candidates must be pre-approved by the NSBC. Upon completion of the three-day on-water training, instructor certifications are issued. All current NSBC instructors may opt-in to the national database and may teach the Boat Control On-Water Training curriculum.
- **Boat Control On-Water Training:** This curriculum can be taught to recreational boaters, marine patrol, or marine first responders by a NSBC Instructor. The course has four modules; each module is three hours of on-water instruction. A certificate of completion can be awarded for each module, but this is not an instructor certification course.

The NSBC training program continued to grow with first responders on marine patrol, boat clubs, rental agencies, and recreational boaters seeking on-water training. Learn more about NSBC on-water training at **www.safeboatingcouncil.org/training**.

NSBC PROGRAM UPDATES

INTERNATIONAL BOATING & WATER SAFETY SUMMIT

The 2025 International Boating and Water Safety Summit (IBWSS) was hosted in Glendale, AZ from April 14-17, 2025 at the Renaissance Phoenix / Glendale Hotel & Conference. Despite widespread travel restrictions, this annual event brought together 142 recreational boating safety partners, boating and water safety professionals, volunteers, and others from the boating community. Attendees were able to network, share experiences, and learn about safe boating through general sessions, breakouts, workshops, networking, and training. There were 28 sessions led by 33 speakers. Attendees enjoyed the return of four hands-on gear stations in partnership with AZGFD and other local partners. Thank you to the U.S. Coast Guard, At the Helm Training, Chapman School of Seamanship, and support from other sponsors for making this conference possible. Learn more at **www.IBWSS.org**.

WAVES OF HOPE

Waves of Hope gives a voice to families to remember loved ones involved in a boating or open water tragedy, while sharing their story with the boating public in hopes of preventing future tragedies. The NSBC led monthly networking calls for members, with 20 new families joining the coalition. Nine recipients received Waves of Hope grassroots funding to support local outreach. Together they attended 75 events, distributed thousands of safe boating education materials, educated hundreds of families, and more. Learn more at **www.WavesOfHopeBoating.org.**

SAFE BOATING CAMPAIGN

The Safe Boating Campaign provided resources encouraging all boaters to wear a life jacket and boat responsibly. National Safe Boating Week and Wear Your Life Jacket at Work Day were the foundation for public outreach events around the world. More than 75,0000 people participated in these events using resources from the Safe Boating Campaign. In addition, Twiggy the Water Skiing Squirrel educated more than 100,000 people at in-person events on the importance of wearing a life jacket, and they prominently displayed the Safe Boating Campaign logo poolside. Plus, hundreds of organizational partners shared campaign resources, launch signs, and social media posts at conferences and community outreach opportunities. The NSBC distributed thousands of free resources to partners. Earned media relations efforts resulted in tremendous reach and return on investment – including high profile placements with Good Morning America, The Weather Channel, and more. Organic social media content had more than 3,055,368 impressions. The campaign was also supported and emulated by partners in Australia, Brazil, Canada, Japan, Mexico, and New Zealand. Learn more at **www.SafeBoatingCampaign.com**.

MEMBERSHIP SNAPSHOT

Admiral Club: 46
Mariner Club: 12
Crew Club: 51
Instructors: 579
Ambassador Club: 88

FREE RESOURCES

Total boxes shipped: 1,000+
Individual resources: 311,000+

PETE CHISHOLM

Peter Chisholm, retired product safety manager at Mercury Marine, was inducted into the NSBC Boating Safety Hall of Fame, the organization's highest lifetime achievement honor.

Chisholm's career has spanned more than four decades of advancing recreational boating safety through product innovation, technical standards development, and collaborative partnerships with industry, government, and nonprofit stakeholders. His work has helped improve the safety, reliability, and usability of marine propulsion and control systems for boaters across the globe.

"Pete is the definition of steady, behind-the-scenes leadership that saves lives," said Peg Phillips, executive director of the National Safe Boating Council. "From standards committees to boater education initiatives, he brings deep technical expertise and a practical, safety-first mindset. His integrity and collaboration have made the entire community better."

At Mercury Marine, Chisholm has been a key contributor to cross-industry efforts that elevate product safety and performance. He has served in leadership roles across multiple working groups and advisory bodies, championing data-driven improvements and fostering alignment among manufacturers, regulators, and safety advocates.

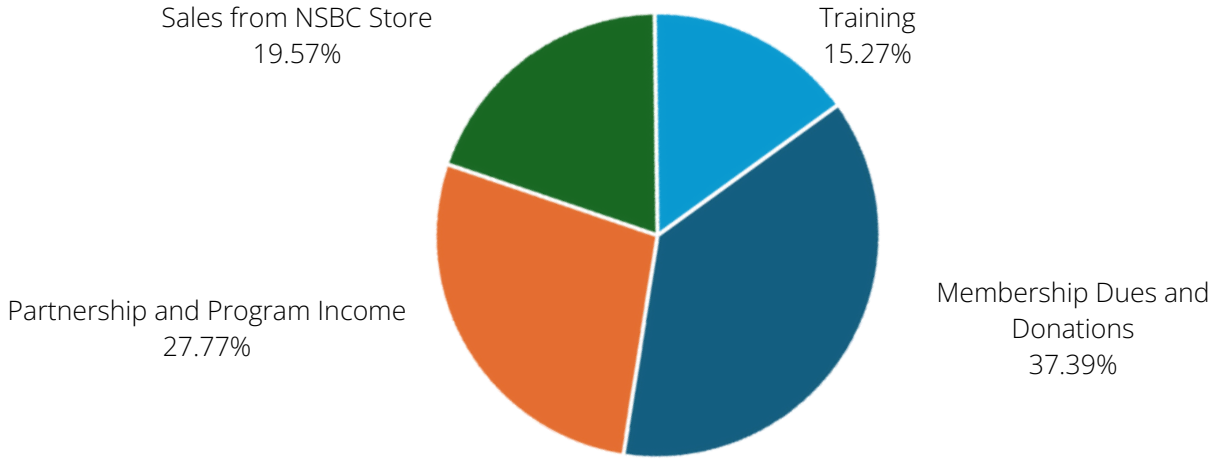


"Boating is at its best when safety and enjoyment go hand in hand," said Pete Chisholm. "This recognition reflects the dedication of many colleagues and partners who share a commitment to keeping boaters safe on the water. I'm honored to accept it on behalf of our entire community."

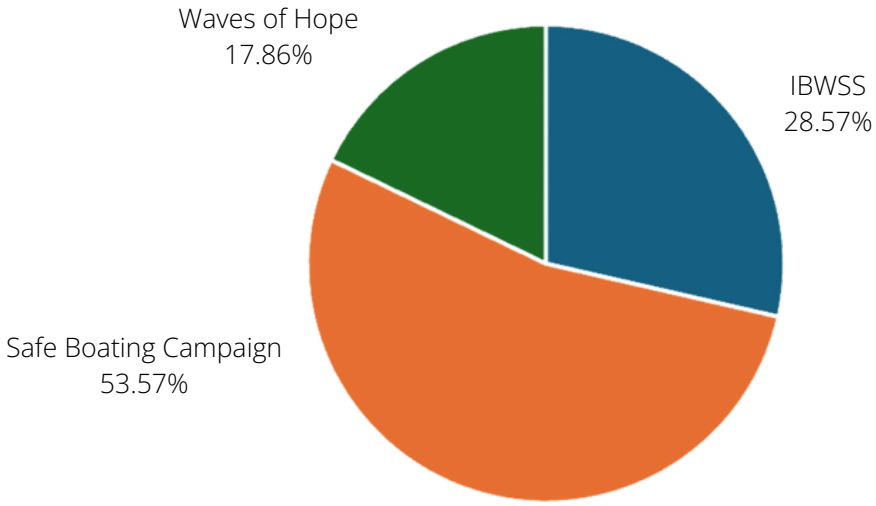
Established in 1995, the NSBC Boating Safety Hall of Fame recognizes individuals whose vision, service, and contributions have had a lasting, positive impact on recreational boating safety. Inductees exemplify the Council's mission to empower safe and enjoyable boating through education, advocacy, and collaboration.

Chisholm was recognized during the NASBLA conference on September 18, 2025 in Des Moines, Iowa.

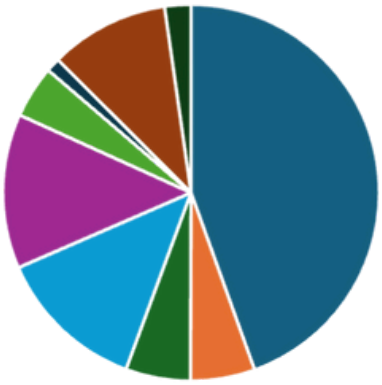
2025 OPERATIONS INCOME



2025 U.S. COAST GUARD GRANT INCOME



2025 EXPENSES



- Personnel
- Fringe
- Programs and Training
- Advertising, PR, Contract Services
- Conference and Travel
- Website and Printing
- Legal, Licensing Fees and Insurance
- Office Expenses, Audit and Accounting
- Cost of Goods Sold

Personnel
44.51%

Fringe
5.54%

Conference and Travel
13.29%

Programs and Training
5.57%

Advertising, PR, Contract Services
12.86%

Legal, Licensing Fees, Insurance
1.22%

Office, Audit, Accounting
10.24%

Cost of Goods Sold
2.26%

Website and Printing
4.5%

ADMIRAL CLUB MEMBERS

- ACR Electronics, Inc.
- AceBoater
- Annapolis School of Seamanship
- Arizona Game & Fish Department
- At the Helm Training
- The Boat Boss
- BoatBot AI
- Boat Fix
- BoatU.S. Foundation
- Brian and Nathan Keese Water Safety Foundation
- Bridge Marina, Inc.
- Brookfield Renewable N.A.
- Brunswick
- Carefree Boat Club
- Central Florida Boating Association
- Chapman School of Seamanship
- Citimarine Store
- CLIX Fueling Solutions
- CoastKey
- Colorado Parks & Wildlife
- Deckee
- FB Marine Group
- Freedom Boat Club
- Full Throttle Water Sports
- Garmin
- How To Boating
- Kalkomey
- Lucy Fernandez Foundation
- The LV Project
- Marine Minute
- Maximum Inflation
- Marshall & Sterling
- Mustang Survival
- National Marine Manufacturers Association
- Onyx
- Paddlesports Trade Coalition
- Primus Yachts
- The Qualified Captain
- Recademics
- Rescue One
- Rolyan
- Sirius Signal
- U.S. Coast Guard Auxiliary
- Virginia Department of Wildlife Resources
- Walsh Marine
- West Marine

MARINER CLUB MEMBERS

- Ashleigh Iserman Boating Safety Foundation
- Boat History Report
- Boating Lake Mead
- Brunswick Boat Group
- Dok Lite
- Kawasaki
- Lake Powell Resorts & Marinas
- Marine Retailers Association of the Americas
- Mercury Marine
- Pure South Fishing, LLC
- Susquehanna Marine Services
- Twiggy the Water Skiing Squirrel

EXECUTIVE BOARD OF DIRECTORS

Chair, Alan Dennison
BoatU.S. Foundation

Vice Chair, Grant Brown
Colorado Parks and Wildlife

Past Chair, Robert Newsome
National Marine Manufacturers Association

Treasurer, Scott Johnson
Executive Leadership Coach

Secretary, David Broadbent
American Boat and Yacht Council

Member at Large, Stacey Brown
Virginia Department of Natural Resources

Member at Large, Ray Ferndandez
Bridge Marina, Inc.

Member at Large, Chad Tokowicz
Marine Retailers Association of the Americas

SAFEBOATINGCOUNCIL.ORG