

NATIONAL SAFE BOATING COUNCIL

2018 ANNUAL REPORT



SAFEBOATINGCOUNCIL.ORG

2018 ANNUAL REPORT

NATIONAL SAFE BOATING COUNCIL

CHAIR COMMENTS



As always, it has been a privilege to work with the staff, board, partner organizations, and volunteers of the NSBC on behalf of the recreational boating community.

The year 2018 saw the NSBC in a position that can be described by 3 words: Change, Lead, Partner

With the hiring of Peg Phillips as the new executive director, we set out to rekindle current partnerships and expand our boating industry partnerships while keeping within the NSBC's mission to be the foremost coalition to advance and promote a safer recreational boating experience through education, outreach, and training.

We made several changes in 2018 to continue to work towards accomplishing the NSBC's mission. From moving the national office and fulfillment center to reducing operating costs, and from revitalizing the marketing of the Safe Boating Campaign and enhancing the scope of Waves of Hope, our team is dedicated to making recreational boating safer for all boaters. The board and staff made a series of decisions that have set the NSBC up for increased financial stability for the short term and the groundwork has been laid for enhancing a range of youth boating programs through new publications and the on-water Skipper Club program.

Thank you to the volunteer board of directors and our partner organization liaisons for their tireless efforts to continue to move the NSBC forward in a positive direction. In addition, I would like to extend my heartfelt thanks to the hard-working NSBC staff for all they did throughout the year, and continue to do for the betterment of the recreational boating community.

Boat safe and boat often,
Christopher Stec
Chair, National Safe Boating Council

SAFE BOATING CAMPAIGN

This was the first year to fully implement the new brand for the Safe Boating Campaign, with incredible support around the world. Over 200 co-branded logos were created for state agencies and partner organizations to localize the Safe Boating Campaign effort in their community from the U.S. to Japan. Resources were enhanced with social media images, animated videos, posters, public service announcements, first aid kits, t-shirts, dry bags, stickers and more.

Utilizing a grassroots network of partners and volunteers, the Safe Boating Campaign increased its reach across the country and abroad through local events. For example, Wear Your Life Jacket to Work Day and outreach at the The Honor Connor 5k & Smile Mile and Rock the River, reached more than 20,000 people with important boating safety messages.



NSBC PROGRAM UPDATES

TRAINING

The National Safe Boating Council, a leading catalyst for recreational boating safety, is the first organization to receive voluntary third-party verification for an on-water powerboating course based on the American National Standard for recreational boating skills.

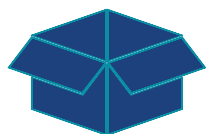
"We are proud to be the leader in on-water powerboat training. Operator inexperience consistently ranks high as a contributing factor in boating accidents, and our course provides the boating safety instruction necessary to increase the confidence and skills of recreational boaters."

- Chris Stec, NSBC Board Chair

NSBC's on-water powerboating course, "Essentials of Close-Quarter and Open Water Boat Control," is verified to meet the American National Standard for on-water skills entitled EDU-1 On-Water Power Standards and received the Verified Course power mark No. 2018-G152. Under a national non-profit grant from the U.S. Coast Guard, the National Association of State Boating Law Administrators provides voluntary third-party conformity assessment of on-water boating skill programs to verify a course meets American National Standards for power, sail, or human-propelled. During the course, students are led through a step-by-step progression focused on terminology and on-water skills. In addition, this course is available for teens ages 13-19 interested in learning on-water powerboating skills and maneuvers. Skipper Club, NSBC's latest on-water training program is focused on teaching teens valuable safe boating lessons and preparing the next generation of safe boaters. Learn more at safeboatingcouncil.org/training.

FREE RESOURCES

Total boxes shipped: 902
Individual resources: 272,348
Locations: 42 states



WAVES OF HOPE

With support from the U.S. Coast Guard and the National Safe Boating Council, Waves of Hope is a coalition of forever-changed families and friends working to prevent boating and water tragedies. The majority of drownings happen in open water, with nearly 650 lives lost each year during recreational boating activities. We are the "why" behind the "what" of boating and water safety. Our stories can be that game changer for someone who enjoys boating, fishing or other recreational water sports to always be responsible on the water. Together, we can create a cultural shift to responsible behavior on the water and save lives. Anyone who loves spending time on the water can take action and be a part of Waves of Hope. From families impacted to organizations, and from individuals to law enforcement and first responders, we can all make a difference by sharing about responsibility on the water. Join us in working together to prevent boating and water tragedies. wavesofhopeboating.org

INTERNATIONAL BOATING AND WATER SAFETY SUMMIT

It was great to see many partners at the 22nd annual International Boating and Water Safety Summit in Lexington, Kentucky! From engaging sessions to catching up with friends in the exhibit hall, it was an impactful experience for boating and water safety professionals. Congratulations to Fred Messmann, recipient of our NSBC Hall of Fame award, for his vital leadership and service over several decades to recreational boating safety. It was our pleasure to present the Horizon Award to BoatUS Foundation, an NSBC Patron Level Member, for their support of our distracted boating research project. Congrats to Sheila Chappell, the 2018 recipient of the NSBC Award presented by NSBC Board Chair Chris Stec. A special retirement send off to both Sheila and Fred, we will miss you both! Thank you to the U.S. Coast Guard for your dedication to recreational boating safety, members of the Japan Boating & Water Safety Summit for your continued support of this conference year after year, and our boating community partners for making IBWSS a success. To see photos from the conference, please visit the NSBC Facebook page. Mark your calendars for #IBWSS19 in Jacksonville, Florida, March 24-27, 2019!

AUDIENCE STATISTICS



5.5k

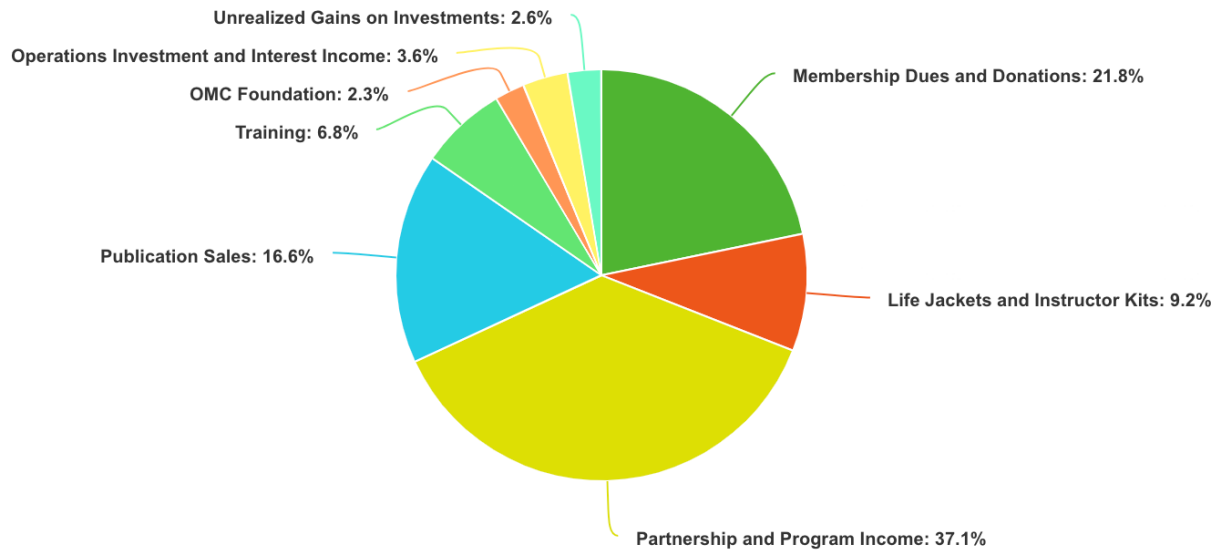


14k

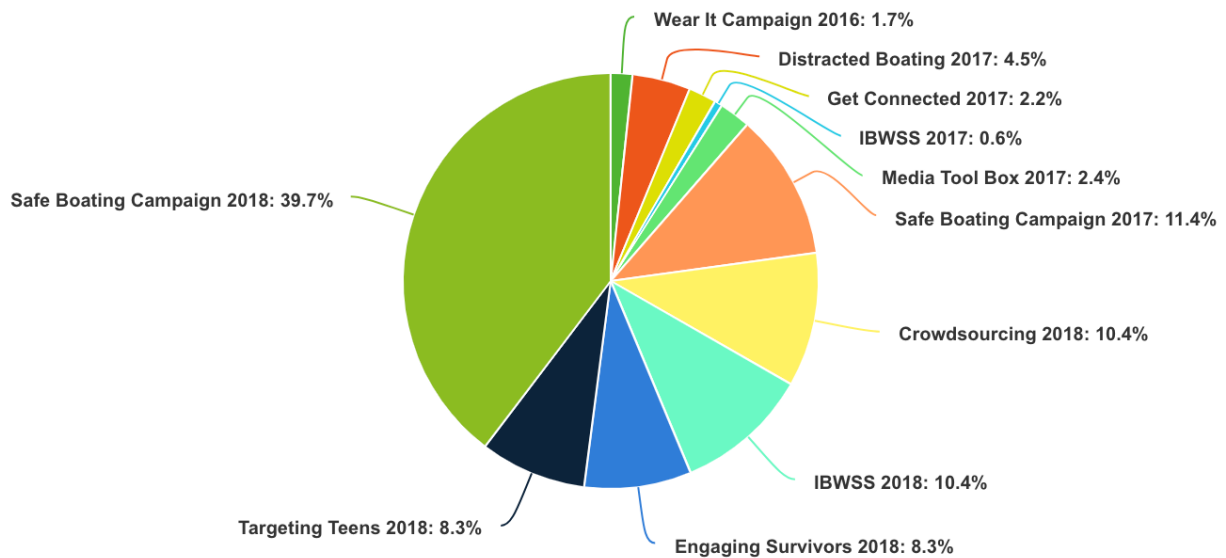


500

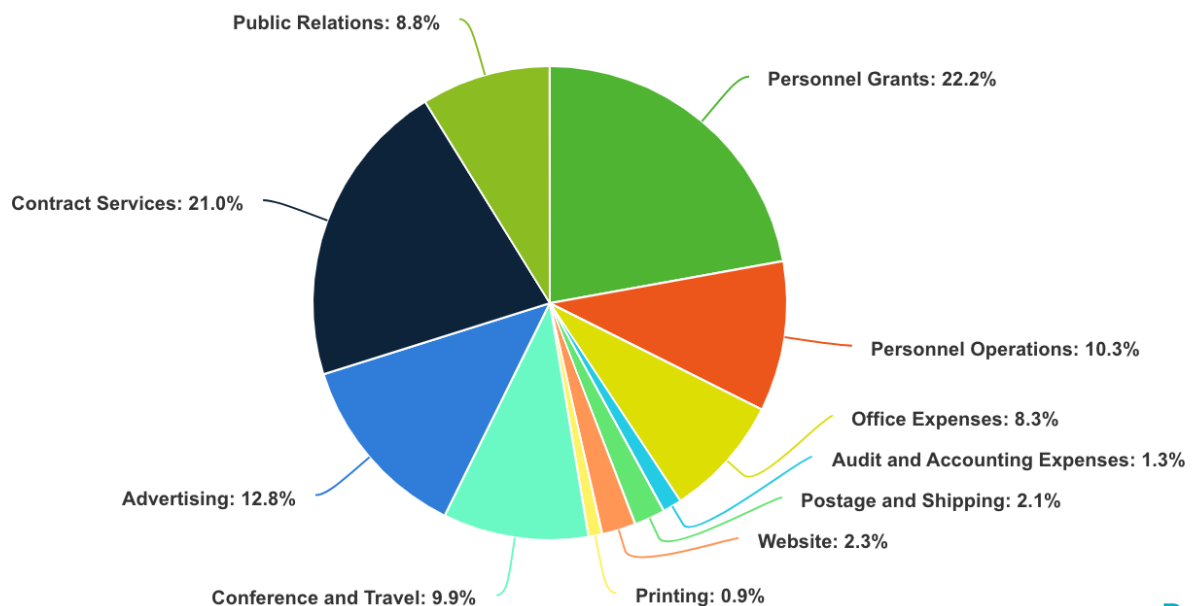
2018 OPERATIONS INCOME



2018 U.S. COAST GUARD GRANT INCOME



2018 EXPENSES



ADMIRAL CLUB MEMBERS



MARINER CLUB MEMBERS

Absolute Outdoors

Autotether

Brunswick Boat Group

Kawasaki

Mustang Survival

Scott Swanby

The Coleman Company

ACR Electronics

Boat Smart

Fell Marine

Mercury Marine

Orion Safety Products

Tennessee Wildlife

Resources Agency

EXECUTIVE BOARD OF DIRECTORS

Chair, Chris Stec

ACA|Canoe-Kayak-SUP-Raft-Rescue

Vice Chair, Stu Gilfillen

US Sailing

Past Chair, Richard Moore

Retired, Florida Fish & Wildlife Conservation Commission

Secretary/Treasurer, Alan Dennison

BoatU.S. Foundation

Member at Large, Stephanie Hussey

Recreational Boating and Fishing Foundation

Member at Large, Joe McCullough

Alaska Office of Boating Safety

Member at Large, Dana Gage

The LV Project

