

NATIONAL SAFE BOATING COUNCIL

2019 ANNUAL REPORT



SAFEBOATINGCOUNCIL.ORG

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CHAIR COMMENTS

Throughout 2019, it was a true privilege to work with the staff, board, partner organizations, and volunteers of the NSBC on behalf of the recreational boating community.

A few NSBC highlights from 2019:

- Developed and approved the NSBC 2020-2024 Strategic Plan
- Participated in the U.S. delegation to the Japan Boating & Water Safety Summit
- Hosted a successful IBWSS in Jacksonville, FL
- Met, and then exceeded the Board's financial reserve goals
- Continued to provide valuable services through Waves of Hope
- Developed and launched Skipper Club, a powerboating program for 13 to 19 year olds
- Dedicated NSBC funds to go into programs in addition to USCG and other grant funding sources



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 dedicated NSBC staff for all they did throughout the year, and continue to do for the betterment of the recreational boating community.

And I'd like to conclude my tenure as Chair of the NSBC the same way we closed our 2019 NSBC Annual Membership Meeting in Anchorage, Alaska...#SupportStu

It has been an honor to work with you to support recreational boating safety.

Boat safe and boat often,

Christopher Stec

Chair, National Safe Boating Council

SAFE BOATING CAMPAIGN

The Safe Boating Campaign's new social change marketing initiative, "Wear It Out," focuses on making wearing a life jacket a routine behavior for boaters and others who spend time on the water. It takes a new approach to boating safety by changing the intent of wearing a life jacket and showing boaters that it's rewarding, expected, easy, and the norm.



Wear It Out focuses on the idea that wearing a life jacket shows that you are a 'real boater' – and, it's a play on words so that boaters never forget the right gear and they're always ready for boating. New advertising was rolled out to support the social marketing campaign focused on the passion that boaters have for the water that they wear their life jacket even when doing day-to-day activities – such as walking a dog, brushing their teeth, or eating out with friends.

Throughout the 2019 summer boating season, boaters were encouraged to share how they "wear it out" by posting a picture on Facebook or Instagram with the hashtag #wearit for a chance to win a prize. More about the new initiative at SafeBoatingCampaign.com.

NSBC PROGRAM UPDATES

TRAINING

The NSBC Instructor Certification course was taught in over a dozen states, in Panama, and made its debut in Tokyo, Japan. We are building a network of certified instructors who are teaching the NSBC Boat Control On-Water Training modules to marine patrol officers, first responders, and recreational boaters. Working with a NSBC certified instructor, boat operators learn and practice controlling the boat in high risk locations like docking and fueling sites, then advance to open water maneuvers. Increasing their skills and confidence creates a safe, lifelong boater! Quality boat instruction is critical as on average about 3/4ths of deaths occurred on boats where the operator did not receive boating safety instruction.

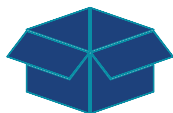
Interested in becoming a NSBC certified instructor? NSBC instructors can teach the Boat Control On-Water Training curriculum and pursue opportunities to teach at marinas, boat clubs, boat shows, and youth camps. The curriculum is branded as Skipper Club™ when offered for youth ages 13-19, and is accompanied by supporting resources in a Skipper Club Provider Kit. Please contact Peg Phillips at pPhillips@safeboatingcouncil.org for details on how to join our network of certified instructors.



FREE RESOURCES

Total boxes shipped: 500

Individual resources: 142,900



WAVES OF HOPE

Waves of Hope is a boating safety coalition dedicated to working together toward a common goal of saving lives on the water. It provides a platform for survivors, families and partners to collectively take action, share their stories, and educate others on the importance of responsible boating in hopes to prevent future tragedies. Over this past year, the coalition grew to over 80 families who are committed to educating others about boating and water safety. In 2019, the NSBC updated and produced more printed story cards, as well as new resources including a video PSA, You're Not Alone Business Cards, wristbands, keychains, and The 20/10/30 List. There was overwhelming support from state agency partners to support this coalition, including a session at the International Boating and Water Safety Summit and additional one-on-one workshops for state agencies. Learn more about this coalition at wavesofhopeboating.org.

INTERNATIONAL BOATING AND WATER SAFETY SUMMIT

It was great to see many partners at the 23rd annual International Boating and Water Safety Summit, "The Future of Recreational Boating," in Jacksonville, Florida! From engaging sessions to catching up with friends in the exhibit hall, it was an impactful experience for boating and water safety professionals. The program featured 60 speakers, including keynote addresses from Captain Scott Johnson from the U.S. Coast Guard Office of Boating Safety; Captain Yuta Enomoto from the Japan Coast Guard; Thom Dammrich, President of National Marine Manufacturers Association; and Peter Mitchell, Chief Creative Officer of Marketing for Change. Congratulations to Thom Dammrich, recipient of our NSBC Hall of Fame award, for his vital leadership and service over several decades to recreational boating safety. 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, and our boating community partners for making IBWSS a success. To view presentations, browse the IBWSS Communication Award recipients, and read about future conferences, please visit IBWSS.org.

AUDIENCE STATISTICS



7.7k

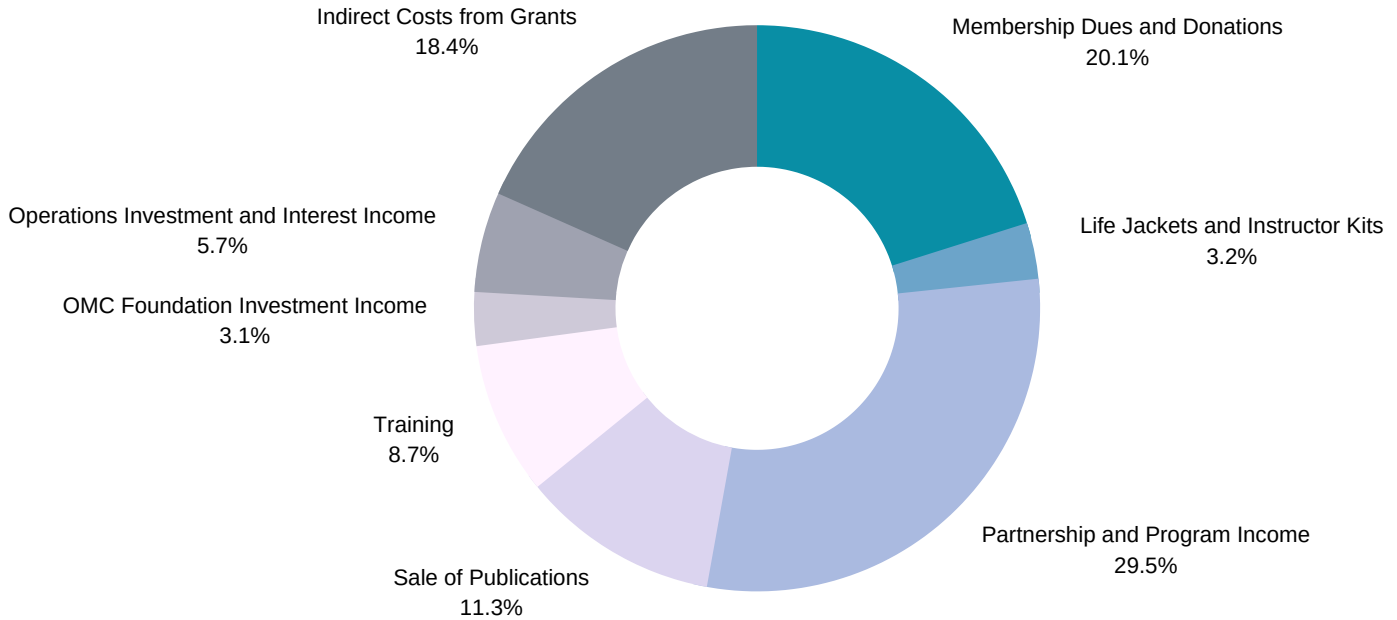


14.8k

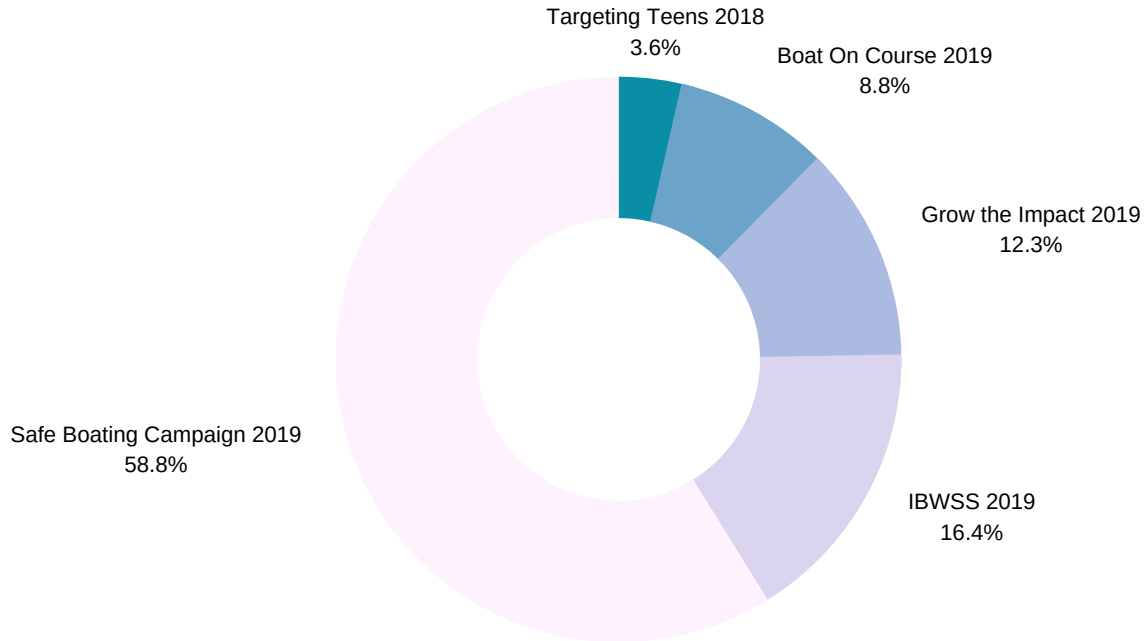


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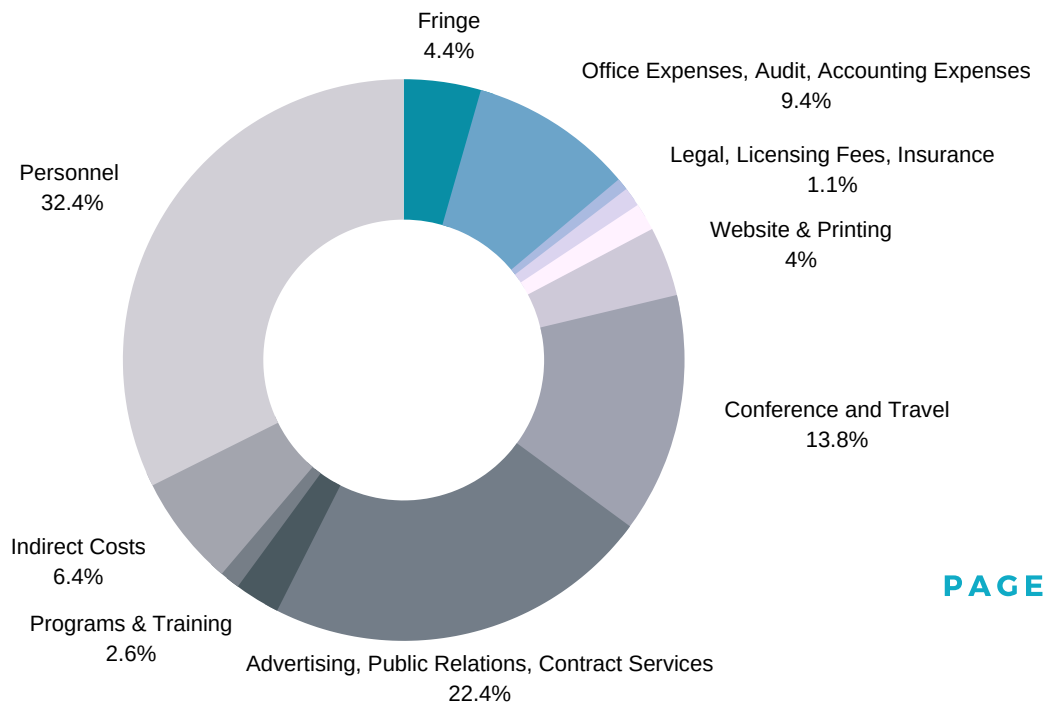
2019 OPERATIONS INCOME



2019 U.S. COAST GUARD GRANT INCOME



2019 EXPENSES



ADMIRAL CLUB MEMBERS



National Marine
Manufacturers Association



Walsh Marine
Buoy
CHOOSE INNOVATION



MARINER CLUB MEMBERS

ACR Electronics

Brunswick Boat Group

Fell Marine

Mercury Marine

Mustang Survival

Orion

Scott Swanby

Stearns

Twiggy, The Water-
Skiing Squirrel

BOATsmart!

Coleman Company

Full Throttle

mti life jackets

Onyx

Properller Guard
Technologies, Inc.

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



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