

NATIONAL SAFE BOATING COUNCIL

2023 ANNUAL REPORT



[SAFEBOATINGCOUNCIL.ORG](https://www.safeboatingcouncil.org)

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CHAIR COMMENTS

The National Safe Boating Council (NSBC) serves an important role within the recreational boating safety community. From connecting with and listening to those who live, work, or play within the recreational boating community, the National Safe Boating Council helps create a safe boating experience for all boaters. It has been a pleasure to serve as chair of the National Safe Boating Council for the last two years. I have enjoyed my tenure on the board and look forward to serving as the past chair. I'm proud to hand over leadership of the board to Alan Dennison.

The NSBC team continued to serve as a national catalyst for developing a safe boating culture by providing educational resources, outreach programming, and training opportunities for industry partners and the boating community to influence safe, secure, and responsible boating. Here are a few highlights from 2023:



- Exceeded the NSBC Board's operational income goals
- Continued to provide resources and services to our partners and Waves of Hope coalition
- Set new high-water marks with training and membership revenue
- Continued partnership with the U.S. Coast Guard in administering award-winning outreach grants
- Inducted Chris Edmonston and Veronica Floyd into the NSBC Boating Safety Hall of Fame
- Recognized Captain Chris Day with the NSBC Silver Schooner Award
- Celebrated NSBC's Communications Director Yvonne Pentz recognized among Boating Industry's 40 Under 40

The NSBC's Safe Boating Campaign and Boat On Course grant programs were recognized by leading marketing associations as recipients of the Communication Awards, Hermes Awards, and Telly Awards.

My sincere thanks to the U.S. Coast Guard, fellow NSBC members, and our partner organizations for your dedication to and passion for the recreational boating community. A sincere thank you to the NSBC staff and partners for your dedication to raising the bar each year and creating truly impactful programs.

**With gratitude,
Robert Newsome**

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 certificates 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

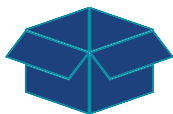
The 2023 International Boating and Water Safety Summit (IBWSS) was hosted in Little Rock, AR from April 16-19, 2023 at the Embassy Suites by Hilton Little Rock. This engaging and affordable symposium brought together nearly 250 recreational boating safety partners, boating and water safety professionals, 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 30 sessions led by 45 speakers. Attendees enjoyed the return of on-water education to IBWSS, hosted at Lake Ouachita in partnership with the Water Sports Industry Association and the U.S. Army Corps of Engineers. A highlight of the conference was the public launch of America's Boating Channel's new smart TV offerings – the first full-time television presence exclusively for boaters – with boating lifestyle, sports, news, and entertainment genres of TV programming. Thank you to the U.S. Coast Guard, America's Boating Channel, 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 lost in a boating or water tragedy, while sharing their story with the boating public in hopes of preventing future tragedies. The NSBC led monthly networking opportunities for members, with 12 new families joining the coalition. Eight recipients received Waves of Hope funding to support local outreach. Together they attended 40 events, distributed 1,500 launch point reminder signs, educated hundreds of youth, reached 2 million radio listeners, and more. Learn more at www.WavesOfHopeBoating.org.

FREE RESOURCES

Total boxes shipped: 1,000+
Individual resources: 336,000+



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 75,000 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 5.2 billion impressions – including high profile placements with FOX Weather, USA Today, Southwest Florida media tour, and more. Organic social media content had more than 1,500,000 engagements. The campaign was also supported and emulated by partners in Australia, Brazil, Canada, Japan, Mexico, and New Zealand. Learn more at www.SafeBoatingCampaign.com.

UNITING THE BLACK COMMUNITY

The recreational boating safety community has a responsibility and obligation to provide inclusive outreach, programming, training, and opportunity to the Black community. The Uniting the Black Community with Recreational Boating pilot campaign partnered with Outdoor Afro, a nonprofit organization that celebrates and inspires Black connections and leadership in nature; Black Women Who, a nonprofit that empowers women and children to take part in outdoor activities across the U.S.; and Four W's Outdoors, a nonprofit that promotes the outdoors to underserved youth, women, and more. Together these organizations reached more than 350,000 Black families at more than 75 events that provided a welcoming environment to learn about recreational boating. These organizations partnered with local boating safety advocates in their area to invite and educate the local Black community on how to safely enjoy local waterways.

MEMBERSHIP SNAPSHOT

Admiral Club: 29
Mariner Club: 15
Crew Club: 57
Instructors: 399
Ambassador Club: 81



BOATING SAFETY HALL OF FAME

RECOGNIZING CAREER LEADERSHIP IN MAKING WATERWAYS SAFE

CHRIS EDMONSTON

Chris Edmonston has extensive knowledge of state and federal laws that pertain to boating and environmental issues that affect boating. He has made a nationwide impact through involvement with national entities including Center for Sportfishing Policy, National Association of State Boating Law Administrators, National Boating Safety Advisory Committee, National Safe Boating Council, Outdoor Recreation Roundtable, Recreational Boating and Fishing Foundation, Sport Fishing and Boating Partnership Council, U.S. Coast Guard Auxiliary Association, United States Power Squadrons, and more.

He was instrumental in the development and growth of the only FREE online boating safety course developed specifically by state boating license agencies across the nation offered by the BoatU.S. Foundation. Believing that pairing online education with on-water skills training would result in safer boaters, he spearheaded the development of the NSBC on-water training program.



"Over his career, Chris has made boating safety education more accessible for thousands of America's boaters and forged strong partnerships within the recreational boating safety and marine industries," said Robert Newsome, chair of the National Safe Boating Council. "We are grateful for his leadership and continued efforts to make boating accessible and safe. Chris, welcome to the NSBC Boating Safety Hall of Fame!"

"The NSBC wouldn't be where it is today without the efforts of Chris Edmonston," said Peg Phillips, executive director of the National Safe Boating Council. "His work not only further equipped the council to educate and train safe boaters, but also advanced the work of the industry as a whole. Chris is not just a team player, but a coach; and we are honored to induct him into the NSBC Boating Safety Hall of Fame."

From work at marinas, dealerships, retail stores, and the BoatU.S. Foundation, Edmonston has been a moving force within the recreational boating safety and marine communities. In addition, Edmonston has been recognized by the American Society of Association Executives (ASAE), Boating Industry Magazine, NASBLA, U.S. Coast Guard Auxiliary National Commodore, and more. A native Marylander, Edmonston has been boating his entire life and continues to boat with his family on the Chesapeake Bay.

VERONICA FLOYD

Veronica Floyd has been a tireless advocate for the marine industry for more than four decades and has interacted and worked with many associations, organizations, and coalitions such as the American League of Anglers and Boaters, American Sailing Association, BoatU.S. Foundation, National Marine Manufacturers Association, National Association of Manufacturers, National Association of State Boating Law Administrators, National Safe Boating Council, U.S. Coast Guard, and more.

"Veronica's public policy work has shaped the marine industry over the last 40 years," said Robert Newsome, chair of the National Safe Boating Council. "Her leadership and advocacy on

issues such as access to water, ethanol, right to repair, and more will have a positive impact on boaters for generations to come. Veronica, welcome to the Hall of Fame!"



Floyd retired from Brunswick Corporation in 2022 after a 40-year career. As a past chair of the NSBC, she spearheaded the production of the book, *The Modern History of*

Recreational Boating Safety, exploring the development and modern advancements in recreational boating safety.

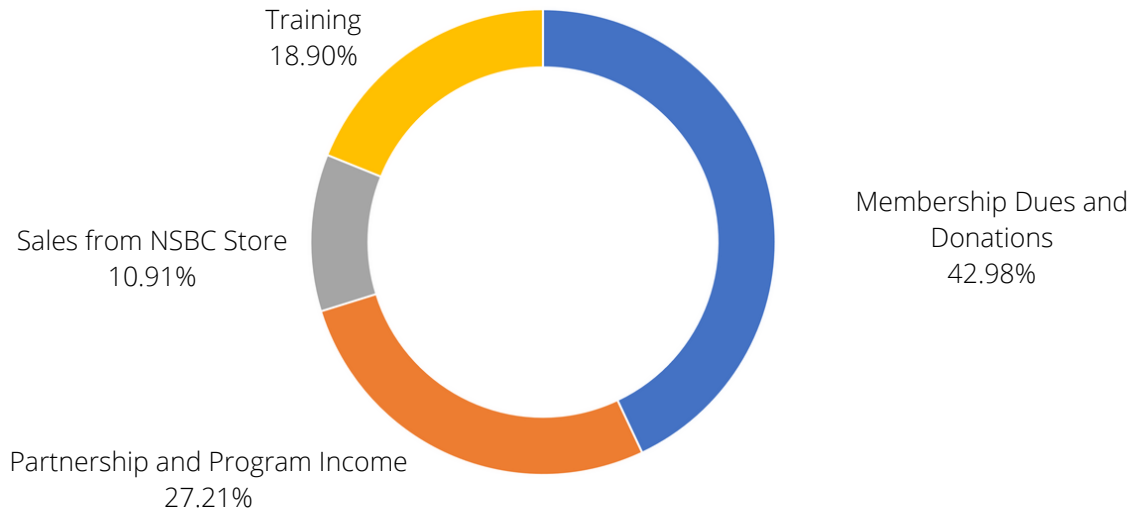
"Veronica exemplifies the passion for boating safety that the National Safe Boating Council looks for in a Boating Safety Hall of Fame inductee," said Peg Phillips, executive director of the National Safe Boating Council. "She has worked tirelessly in the best interests of the recreational boating safety and marine industries."

Floyd was a founding member of the American League of Anglers and Boaters, and she was a leader in the creation and funding of the Wallop/Breaux Trust Fund growing it from \$30 million in 1982 to over \$700 million today. As ALAB chair in 1998, she managed a substantial reauthorization and expansion of the fund.

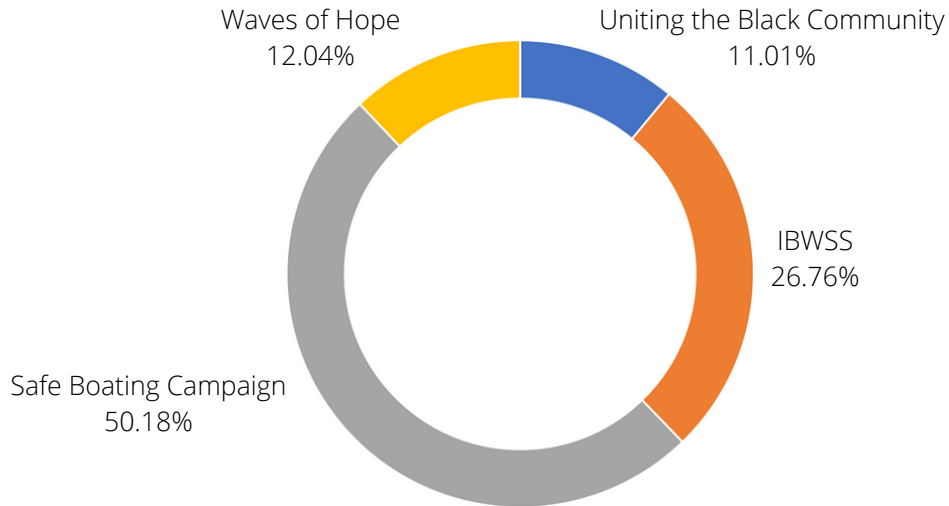
She played a key role in the repeal of the boat luxury and diesel fuel taxes, as well as successful annual efforts to ensure that the federal Research & Development Tax Credit is extended. She successfully worked on getting a five-year net operating loss carryback relief for all companies for tax years 2008 and 2009 that aided OEMs with much needed tax dollars during the last recession.

Floyd also managed Brunswick Corporation's federal PAC, the Brunswick Good Government Fund, and established Brunswick's Government Affairs website for employees.

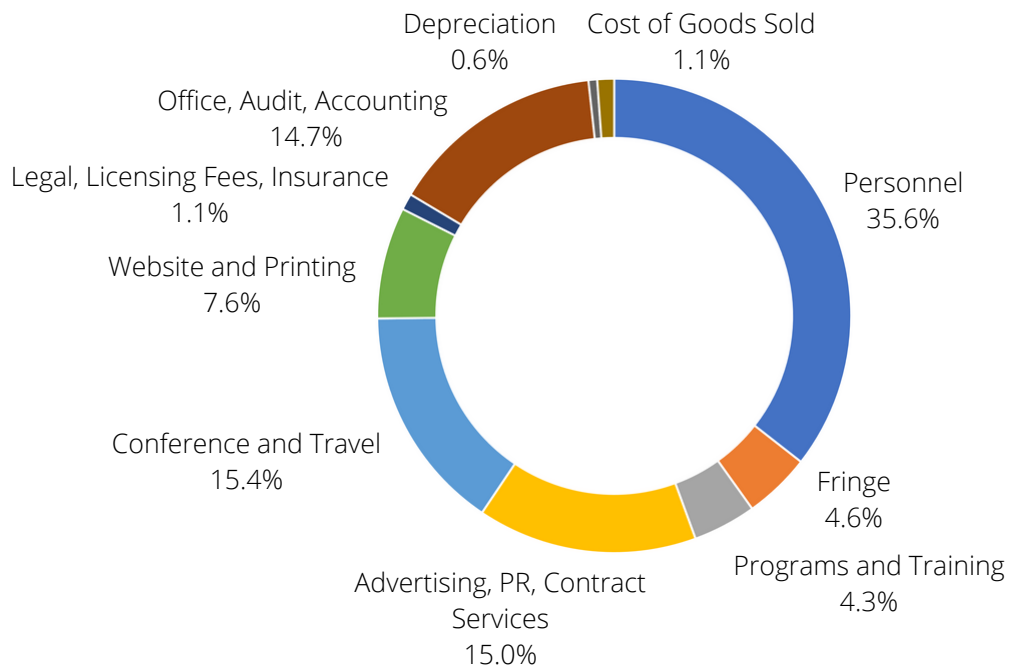
2023 OPERATIONS INCOME



2023 U.S. COAST GUARD GRANT INCOME



2023 EXPENSES



ADMIRAL CLUB MEMBERS



MARINER CLUB MEMBERS

- American Samoa Government
- Brian & Nathan Keese Water Safety Foundation
- Brunswick Boat Group
- Colorado Parks and Wildlife
- Dok Lite
- Kawasaki
- Las Vegas Boat Harbor
- Mercury Marine
- Marine Retailers Association of the Americas
- National On-Water Standards
- Pure South Fishing, LLC
- Safer Boater
- Sensorcon
- Susquehanna Marine Services
- Twiggly the Water Skiing Squirrel

EXECUTIVE BOARD OF DIRECTORS

Chair, Robert Newsome
National Marine Manufacturers Association

Vice Chair, Alan Dennison
BoatU.S. Foundation

Past Chair, Stu Gilfillen
US Sailing

Treasurer, Elena Yearly
EMY Consulting LLC

Secretary, Lisa Dugan
Minnesota Department of Natural Resources

Member at Large, David Broadbent
American Boat and Yacht Council

Member at Large, Grant Brown
Colorado Parks and Wildlife

Member at Large, Stephanie Hussey
Recreational Boating & Fishing Foundation

Member at Large, Scott Johnson
Intelligent Leadership Executive Consulting

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