



21st Annual

International Boating & Water Safety Summit

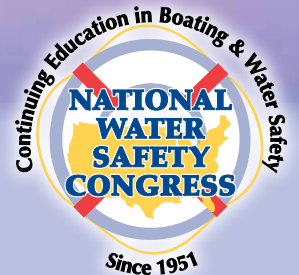
April 23 – April 26, 2017



THE PREMIER CONFERENCE FOR BOATING AND WATER SAFETY

Hilton St. Petersburg Bayfront Hotel

St. Petersburg, Florida



WWW.IBWSS.ORG



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



boat-ed[®]

IBWSS Premier Sponsor



Reach a larger audience with Boat Ed's®
Paddlesports course, approved by



#IBWSS17

Hilton St. Petersburg Bayfront
St. Petersburg, FL
April 23 - 26, 2017

Welcome!

The IBWSS is the premier boating and water safety conference, with focus on the National Recreational Boating Safety Strategic Plan 2017 - 2021



Partners



Sponsors



boat-ed[®]
IBWSS Premier Sponsor



Key Events

April 23

Opening Reception, 6:00 - 8:00

April 24

U.S. Coast Guard Update, 9:00 - 9:45

Keynote: The Making of a Movement and Affecting Change, 10:15 - 11:15

April 25

On-Water Session: Day at Eckerd College Waterfront

April 26

Awards Luncheon, 12:00 - 2:00

Making Boating Safety a Priority, 2:30 - 3:30

Attendee Benefits

Program Implementation Ideas

Professional Development

Stay Current with Trends and Issues in Recreational Boating and Water Safety

Earn hours towards Certified Recreational Boating Professional (CRBP) Certification

Networking

Expo featuring Innovative Products and Programs



Get Social

Free Mobile App
Twitter: @IBWSS
#IBWSS17



Give Feedback

Help Improve IBWSS
through Daily
Evaluations



Save the Date

2018 IBWSS:
March 4-7 in Lexington, KY

**Richard
Moore**

Chair, NSBC

**Mark
Brown**

President, NWSC

**Stephanie
Weatherington**

President, NASBLA



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



boat-ed.com[®]

IBWSS Premier Sponsor

Thank you Kalkomey Boat Ed[®], Premier Sponsor of IBWSS 2017.

As the leader in boating safety, Kalkomey's Boat Ed provides official internet and print boating safety courses for 49 states, as well as the U.S. Coast Guard Auxiliary. Kalkomey provides a full suite of agency management tools, including:

- Online courses
- Printed curriculum
- Event Manager
- Certification Manager
- Subscription Manager
- And More!



*Thank you to
BoatU.S. Foundation
for sponsoring the
Networking Room.*

A Special Thank You

The International Boating and Water Safety Summit Team and its attendees take this opportunity to say **THANK YOU** to the United States Coast Guard Office of Auxiliary and Boating Safety for their continued support and assistance in the production of the 21th Annual Summit here in St. Petersburg, Florida. The National Safe Boating Council, National Water Safety Congress and National Association of State Boating Law Administrators, co-hosts of the IBWSS, recognize and appreciate funding assistance provided through the Sport Fish Restoration and Boating Trust Fund grant administered by the U.S. Coast Guard. We are also especially grateful for the support from the Office of Auxiliary and Boating Safety and our Grant Technical Manager, Vann Burgess.

PRE-IBWSS: Thursday, April 20

8:00 a.m. – 5:00 p.m. National Boating Education Standards Panel (ESP) Meeting Harborview

PRE-IBWSS: Friday, April 21

8:00 a.m. – 5:00 p.m. National Boating ESP Meeting Harborview

8:00 a.m. – 4:00 p.m. Law Enforcement and First Response Tactical Casualty Care (LEFR-TCC) Bayboro

5:30 p.m. – 7:30 p.m. National Association of State Boating Law Administrators (NASBLA) New State Education Coordinator Training Harborview

PRE-IBWSS: Saturday, April 22

8:00 a.m. – 5:00 p.m. NASBLA Education Committee Meeting St. Petersburg I

8:30 a.m. – 4:00 p.m. Law Enforcement and First Response Tactical Casualty Care (LEFR-TCC) Bayboro

8:30 a.m. – 5:00 p.m. National Safe Boating Council (NSBC) Board Meeting Harborview

8:30 a.m. – 5:00 p.m. National Water Safety Congress (NWSC) Board Meeting Demens

7:00 p.m. – 8:00 p.m. Meet and Greet: Engaging Survivors of Boating Accidents The Dali Bar

7:00 p.m. – 10:00 p.m. Education Advisory Panel (BEAP) Meeting St. Petersburg I

SUNDAY, APRIL 23

8:00 a.m. – 3:00 p.m. NASBLA Education Committee Meeting St. Petersburg I

8:30 a.m. – 12:00 p.m. NSBC Board Meeting Harborview

8:30 a.m. – 12:00 p.m. NWSC Board Meeting Demens

9:00 a.m. – ? From Tragedy to Action: What Can You Do? Shared Stories and Lessons Learned St. Petersburg II

Join us as Candace Lightner, Founder of MADD and President of We Save Lives, Dana Gage of The LV Project, and Richard Moore, Chair of the NSBC, lead us in an Open Session on “From Tragedy to Action: What Can You Do?”

Our discussion Sunday morning will begin with Candace, Dana, and Richard’s own experiences and will encourage the audience to share their personal stories and lessons learned to affect positive change.

This session is open to anyone associated with IBWSS.

9:00 a.m. – 3:00 p.m. United Safe Boating Institute (USBI) Meeting Bayboro

11:00 a.m. – 3:00 p.m. Exhibitor Move-In Grand Bay Ballroom

11:00 a.m. – 7:00 p.m. Registration Open Registration Office

1:00 p.m. – 3:00 p.m. U.S. Coast Guard Non-Profit Grants Williams

Pavlo Oborski, U.S. Coast Guard Grants Management Branch Chief, will brief current Coast Guard grantees on the grant requirements of their current award(s) as well as discuss recent changes occurring in 2 CFR 200. There will be an opportunity to ask questions and network with other grantees. This is by invitation only.

3:00 p.m. – 4:00 p.m. NWSC General Membership Meeting St. Petersburg III

4:30 p.m. – 5:30 p.m. NSBC General Membership Meeting St. Petersburg III

6:00 p.m. – 8:00 p.m. Opening Reception Grand Bay Ballroom

Honoring the 21st Annual IBWSS Exhibitors

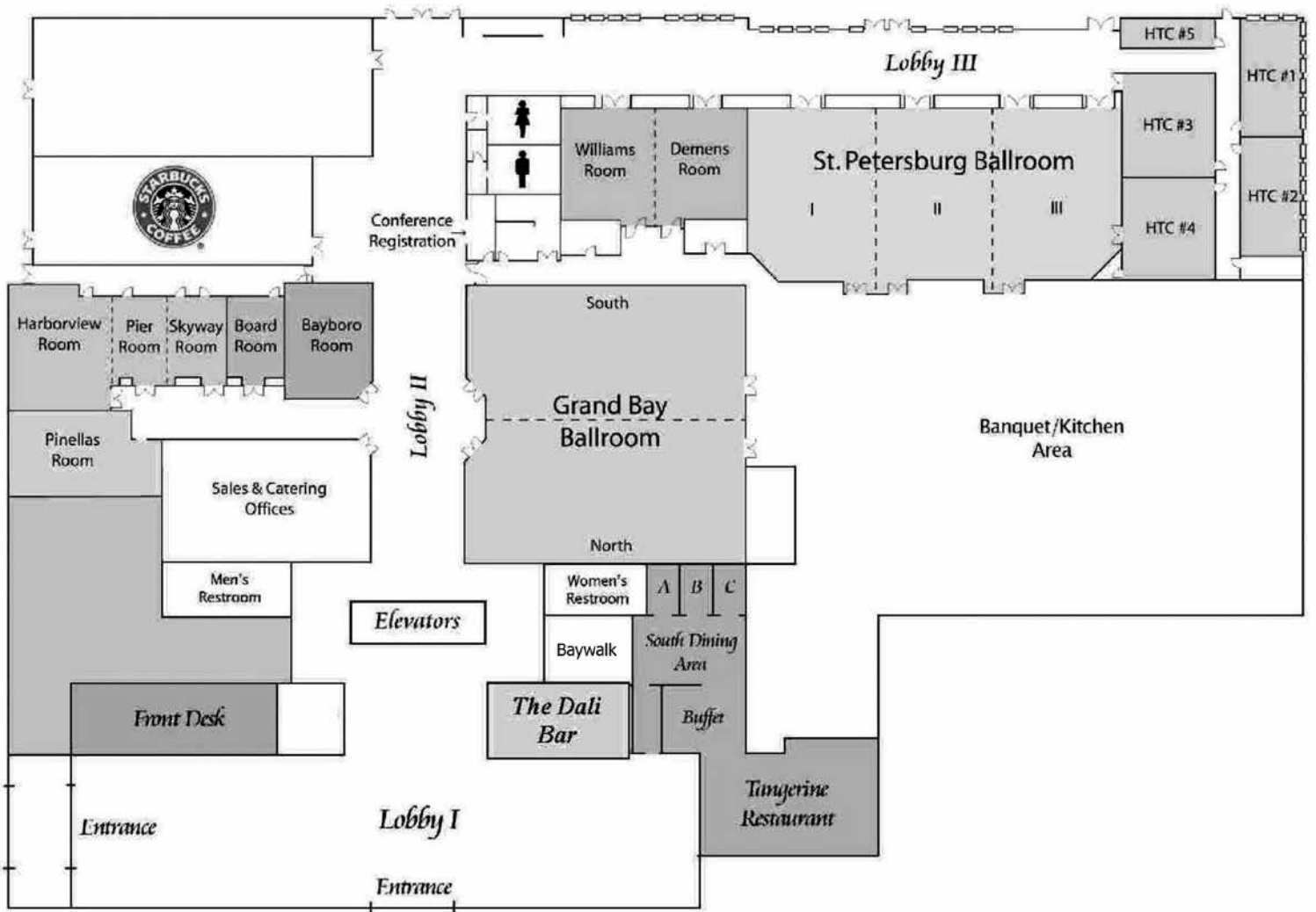
Exhibits Open – Networking and light hors d’oeuvres

The Opening Reception is sponsored in part by

Premier Sponsor Boat Ed.

Meeting Room locations are subject to change. Please refer to www.IBWSS.org or IBWSS Mobile App for meeting locations.

HILTON ST. PETERSBURG BAYFRONT HOTEL



A word about the IBWSS sessions and presentations:

In an effort to continue to promote and implement the National Recreational Boating Safety Program Strategic Plan, the International Boating and Water Safety Summit presents general sessions, seminars and hands-on activities which directly relate to all of the performance initiatives, courses of action and milestones of the Plan. We encourage you to attend and participate in as many events and seminars as possible so that you may take back to your organizations the knowledge needed to implement the National RBS Strategic Plan in your communities. Learn more about the RBS Strategic Plan by visiting USCGBoating.org.

Please do not hesitate to check with NSBC Executive Director Rachel Johnson, NWSC Executive Director Mike Fields, NASBLA Executive Director John Johnson, or any member of their boards if you have any questions. They will be happy to assist you in your direction to meet the goals of the Plan. We welcome you and invite you to join us as active participants of the IBWSS.

MONDAY, APRIL 24

7:00 a.m. – 5:00 p.m.	Exhibits Open (Continental Breakfast 7:00 a.m. – 8:30 a.m.)	Grand Bay Ballroom
7:00 a.m. – 4:00 p.m.	Registration Open	Registration Office

The icons positioned with each seminar session represent the ten major program domains, or content areas, that will be used by NASBLA to guide the composition of the Certified Recreational Boating Professional (CRBP) examination process. For a complete description, visit www.nasbla.org/crbp.

- | | | |
|---|---|--|
|  Management, Leadership, Ethics & Character |  Partnerships |  Boating Safety Training & Program Development |
|  Boating Law Administrator |  Boating Safety Marketing, Outreach & Public Relations |  Waterways Management & Access |
|  Boating Laws & Compliance |  Boating Safety Education |  Vessel Numbering, Titling & Vessel Identification System (VIS) |
|  Federal Programs | | |
-

— GENERAL SESSION —

8:30 a.m. – 9:00 a.m.	Opening Ceremonies Master of Ceremonies – Ed Lyngar Nevada Department of Wildlife Color Guard – Presentation of Colors by the Florida Fish and Wildlife Conservation Commission Honor Guard: Lt. Laubenberger, Lt. VanTrees, Ofc. Bontrager, and Ofc. Cook Singing of the National Anthem – Tom Hayward Greeting and Welcome – Mark Brown, President, NWSC Richard Moore, Chair, NSBC Stephanie Weatherinton, President, NASBLA Captain Holly L. Najarian, Commander Sector St. Petersburg Recognition of Invited Honored Guests	St. Petersburg I & II
-----------------------	---	-----------------------

9:00 a.m. – 9:45 a.m.



U.S. Coast Guard Update

Captain Scott Johnson, Chief, Office of Auxiliary and Boating Safety

Captain Johnson will present on the National Recreational Boating Safety Program, including such items as the national casualty and numbered boat statistics, reauthorization of the Sport Fish Restoration and Boating Trust fund, and much more. This information is essential to all of the partnering organizations to the National Program and provides us all with the direction and the ability to plan effectively for making boating safer and more enjoyable. Join us during this session as we share a discussion with you and look forward to any questions you may have about the Program.

9:45 a.m. – 10:15 a.m.

Break

Grand Bay Ballroom




SAFE BOATING TRAINING COURSES

UPCOMING COURSES

- Instructor Training Course
- Marina Pro / Instructor Boat Control

RESERVE YOUR SPOT TODAY!



safeboatingcouncil.org/training

Suggested Attire for IBWSS 2017 Events and Activities

The average daily temperature for the St. Petersburg area in mid-April is 81°F high/65°F low. Keep in mind that the conference and meeting rooms can be quite cool, so a sweater or light jacket is recommended.

IBWSS ATTIRE PROTOCOL:

- Sunday Opening Reception:** Business Attire
- Monday Opening Ceremonies and General Session:** Business/Business Casual
- Tuesday Seminar Sessions:** Business Casual
- Tuesday Eckerd College Event:** Casual; Bathing suit, sun screen, hat, sunglasses, etc. strongly encouraged. For some activities, close-toed shoes will be required.
- Wednesday Seminar Sessions:** Business Casual
- Wednesday Awards Luncheon:** Business Casual

MONDAY, APRIL 24

— GENERAL SESSION *continued* —

10:15 a.m. – 11:15 a.m.



The Making of a Movement and Affecting Change **Candace Lightner**

St. Petersburg I & II

How do you take a behavior that is socially acceptable and change decades old attitudes and a way of life for many? Ms. Lightner will speak about the trials and tribulations, joys and victories of making impaired driving socially unacceptable and reducing death and injuries on our roadways. She will talk about overcoming the obstacles she faced including the prediction of many highway safety officials who said it couldn't be done. She will address lessons learned and why partnerships and coalitions are so important. Ms. Lightner will also talk about how she applied those lessons to her current organization, We Save Lives, a partnership organization that focuses on the 3 D's (drunk, drugged and distracted driving) that includes all modes of transportation.

11:15 a.m. – 11:35 a.m.



Canadian Safe Boating Council Update **John Gullick, Canadian Safe Boating Council**

The presentation covers a brief history of the Canadian Safe Boating Council (CSBC) and its current major areas of activity:

- The Canadian Safe Boating Awards, the CASBAS.
- The CSBC's North American Safe Boating Awareness Week activities.
- The CSBC's annual Symposium held in Yellowknife, North West Territories in 2016 and to be held in Quebec City in 2017.
- The CSBC's annual media campaigns are featured along with the dollar values and media reach of each campaign.
- Special projects developed in association with Transport Canada and the Canadian Search and Rescue Secretariat.

The Canadian Safe Boating Council has long been a close working partner with the National Safe Boating Council and our project and programs have always been of mutual interest, often piggybacking on each other's efforts.

All of the information contained in the presentation is also available on the CSBC web site www.csbc.ca It is all free and downloadable.

Our next symposium will be held in Quebec City, Province of Quebec, September 17 – 19, 2017. Registration information, draft agenda and hotel information are also available on our web site.

11:35 a.m. – 11:45 a.m.



Introduction to the USPS Digital Media Library **Scott McDonald, United States Power Squadron**

The USPS Digital Media Library (DML), developed under a grant from the U. S. Coast Guard in 2016, established an online resource of boating safety content that you can leverage in your marketing and education programs. It contains a wide variety of digital content, including videos, images, animated graphics, and audio recordings. The video content is presented in English and Spanish, and all is available for free. It can be streamed, downloaded, or accessed through a new mobile app. The DML supports the NRBS Strategic Plan goals of 1) increasing knowledge and skills through best practices and standards, and 2) developing an integrated national awareness campaign that supports a positive culture shift towards safer boating behavior.

The highlight of the library is a series of 20 new videos that demonstrate the on-water power standards. Each video focuses on one part of the standard, and explores the underlying issues as well as the appropriate skills and techniques. There are Methods and Strategies guides for instructors that show how the media content can be integrated in your curriculum. Find out how the DML can serve as a go-to resource to support your educational needs.

11:45 a.m. – 11:55 a.m.

Summit Singers

11:55 a.m. – 12:00 p.m.

Comments from the MC

12:00 p.m. – 1:30 p.m.

Lunch with the Exhibitors

Grand Bay Ballroom

MONDAY, APRIL 24

— SEMINAR SESSIONS —

1:30 p.m. – 3:45 p.m.



Crisis Preparedness and Communications Part 1 & 2
Yvonne Pentz, Paul Werth Associates
Celina Fabrizio, Paul Werth Associates

St. Petersburg III

Part 1

No organization is protected from a crisis situation. In today's media landscape, it is critical that a spokesperson is prepared to address inaccuracies and answer questions about a crisis.

Every media opportunity is a chance to share consistent and branded messages about boating safety, and encourage others to boat responsibly. It is important to deliver effective boating safety messages through the media to reduce deaths and injuries of recreational boaters.

In Part 1 of this two-part interactive session, attendees will learn how crucial it is to be prepared for a boating crisis and receive instruction on dealing with the media (traditional and nontraditional). Whether you're a public information officer, law enforcement officer, communications manager or education coordinator, you'll be sure to benefit from these proven communications strategies for managing a crisis.

Attendees will receive a guide for developing key messages, interview tips, case studies and more.

With more than 50 years of experience delivering integrated communications services to organizations of all kinds, Paul Werth Associates provides valuable counsel in crisis planning, crisis management and media training.

Part 2

It's one thing to understand your crisis communications plan on paper, but it's another thing to interact with the media during a crisis situation. It's important to train your crisis team on the communications plan so that everyone understands their roles and responsibilities when the plan is put into action. And, the best spokesperson is not always your organization's top-ranked position.

In Part 2 of this two-part interactive session, attendees will break into small groups and apply what they learned in Part 1. They will analyze crisis boating scenarios, practice responding to reporter questions via mock interviews, and review the mock interviews as a group. Whether you're a public information officer, law enforcement officer, communications manager or education coordinator, you'll be sure to learn some tips for being in front of the camera while responding to media questions.

1:30 p.m. – 3:45 p.m.



How to Stop SUP Fatalities in Your Area
Chris Stec, ACA | Canoe-Kayak-SUP-Raft-Rescue

Spa Beach

Join Chris Stec, the ACA's Chief Operating Officer and Stand Up Paddleboard Instructor Trainer Educator, for an on-water presentation on techniques and strategies on how to prevent fatalities in stand up paddleboarding on your local body of water.

Attendees will learn the appropriate type of leash to wear in different venues, as well as the one venue when it actually might not be safe to wear a lifejacket while on a board. In addition, several simple strategies to enhance an individual's ability to stay safe and have fun, on a board will be revealed.

Wear your swimsuit and experience first-hand the pros and cons of both leash and lifejacket wear as they pertain to SUP in various water venues. This presentation will also highlight the latest from various state and federal entities in regards to regulations for stand-up paddlers. If you choose not to hop on a board for the session, we'll try to stay close enough to shore so you can still hear the key messages!

1:30 p.m. – 5:00 p.m.



Utilizing a Remotely Operated Vehicle in Underwater Investigations
Corporal Eddie Tompkins, Georgia Dept. of Natural Resources Law Enforcement
Corporal Adam Loudermilk, Georgia Dept. of Natural Resources Law Enforcement

**Demens/
University of South
Florida St. Petersburg
(USFSP)**

Adding an ROV to your investigative toolbox is a big step to providing your officers/investigators the ability to "see" underwater. While boating accidents and missing person's cases on the water are all too common, the utilization of a remotely operated vehicle can decrease your investigative time on scene due to quick recoveries, improve decision making for dive teams, and allow top notch underwater crime scene documentation prior to any human interaction. Side Scan Sonar and Sector Scan Sonar in conjunction with an ROV will greatly increase your likelihood of finding targets underwater, both big and small. This law-enforcement oriented program is designed to inform you of the many benefits and some challenges faced when deploying an ROV for investigative purposes with a "hands on" field demo.

Supports RBS Initiative #3 - Improve upon and expand recreational boating data collection and research.

MONDAY, APRIL 24

3:45 p.m. – 4:00 p.m.

Break

Grand Bay Ballroom

4:00 p.m. – 5:00 p.m.



The Boating Safety Dashboard

Tim Spice, Texas Parks and Wildlife Department

Pamela Dillon, National Association of State Boating Law Administrators

St. Petersburg III

Of all of our senses, sight is the most prominent. So much so, when we are presented with visual information, we are able to decipher it almost effortlessly. In information technology, a *dashboard* is a user interface that organizes and presents information in a way that is easy to read. Using financial support from a 2016 USCG grant, NASBLA's Policy and Best Practices Subcommittee coordinated input of a broad-based steering committee of experts to create *The Boating Safety Dashboard Prototype*. This web-based, interactive tool visually illustrates existing state and national program data for use in providing fresh insight into trends and methods to improve boating safety.

This project addresses Initiative 3 of the USCG Strategic Plan: *Improve Upon and Expand Recreational Boating Data Collection and Research, CoA9: Develop a central recreation database portal.*

4:00 p.m. – 5:00 p.m.



Hiring and Training Your Next Superstar Staff

Kevin Straw, Mission Bay Aquatic Center

Demens or

St. Petersburg II

As we all know, in an instructional setting, your staff is your primary product. It is critical to hire and train knowledgeable and personable staff as best as possible. This session will be discussing effective strategies to recruit, hire, train, and supervise staff that can provide good and safe service to customers. We will discuss how new staff can be trained to develop specific necessary skills and integrate with existing staff quickly. We will also look at assessment tools for supervisors to gauge new staff success and correct problems. Join us as we dive into this essential topic.

5:00 p.m. – 6:00 p.m.

USACE Agency Meeting

(Everyone welcome)

Demens



Sessions at the IBWSS are designed to raise awareness of the National Recreational Boating Safety Program Strategic Plan and to encourage attendees to become implementing partners.

If you are interested in becoming a partner, contact Barry Nobles, barry.p.nobles@uscg.mil or Ernie Marshburn, marshburne@ecu.edu.

National Safe Boating Council

ONLINE STORE

For all your safe boating needs



SHOP TODAY



www.safeboatingcouncil.org

TUESDAY, APRIL 25

7:00 a.m. – 10:15 a.m.	Exhibits Open (Continental Breakfast 7:00 a.m. – 8:00 a.m.) (Exhibits Close at 10:15 a.m.)	Grand Bay Ballroom
7:00 a.m. – 4:00 p.m.	Registration Open	Registration Office

— SEMINAR SESSIONS —

8:00 a.m. – 12:00 p.m. Day at Eckerd College Waterfront Eckerd College Ryan Dilkey, Eckerd College

On Tuesday, April 25, Eckerd College Search and Rescue (EC-SAR) is proud to host attendees from the International Boating and Water Safety Summit for a half day of interactive activities designed to introduce participants to a variety of factors involved in search and rescue.

Activities will include: learning how to use different types of emergency equipment such as communications gear, sound signaling devices, fire fighting and dewatering pumps, rescue harnesses; how to better prepare your boat and yourself to reduce the likelihood of needing rescue; a presentation about EC-SAR and tour of their boats and facilities; and more! Participants will have the option to rotate between multiple stations, some of which might involve getting wet or being in the water. These activities will be facilitated by staff and students of EC-SAR and will provide an opportunity to collaborate with this one-of-a-kind community service organization and local conference partner. Proper attire such as bathing suit, close-toed shoes, sun screen, hat, sunglasses, etc. is strongly encouraged. For some activities, close-toed shoes will be required.

8:00 a.m. – 9:00 a.m. What's In the Bag? Prepping Your Personal GO Bag St. Petersburg I Mark Brown, Oklahoma Highway Patrol Marine Enforcement Section

Emergencies occur every day. Fortunately, most individuals aren't faced with their own personal crisis with such frequency. This presentation is intended to aid in the preparation for a quick response to a serious event before coming face to face with an immediate crisis.

Ask yourself, *"Am I prepared for when a critical event happens to me?"*

This presentation will discuss (from both a law enforcement and civilian perspective) preparation of your own "GO Bag" for a variety of emergencies including:

- Natural Disasters
- Violence in the Workplace
- Violence/Accidents Outside the Home
- Other Critical Event Situations

The class will also:

- Discuss why crisis preparation is necessary.
- Define "Go Bag" and illustrate examples of Go Bags from simple to complex.
- Discuss how to select the bag(s) that will best fit your needs.
- Discuss/suggest a list of items to pack in a Go Bag based on the anticipated emergency (including firearms and personal protection).
- Describe how to pack and deploy a Go Bag.
- Provide an opportunity for discussion and Q&A.

USCG RBS Program 2017-2021 Strategic Plan, Initiative 1, CoA 4, which seeks to use an evidence-based approach to **identify human factors, design interventions to address them, and evaluate the results.**

8:00 a.m. – 9:00 a.m. USPS Digital Media Library 2.0 St. Petersburg II Scott McDonald, United States Power Squadrons Year-Round Safe Boating Campaign Robert Baldrige, United States Power Squadrons Boat Handling Skills Without Water – Only In Simulation! New Generation Four Functionality.... Lisa Herndon Wilson, United States Power Squadrons

USPS Digital Media Library 2.0

The first release of the USPS Digital Media Library (DML) has been completed. Now version 2.0 of the DML is underway. Developed under a grant from the U. S. Coast Guard, this release will bring out new and important content and new resources for the boating safety community. The DML supports the NRBS Strategic Plan goals of

continued on next page

TUESDAY, APRIL 25

1) increasing knowledge and skills through best practices and standards, and 2) developing an integrated national awareness campaign that supports a positive culture shift towards safer boating behavior.

DML 2.0 builds on the first generation by adding new technology in the form of a “MyDML” app, and a self-led educational portal. Additional media content is also being developed. This includes 20 new videos focusing on a variety of subjects, including PWCs, BUI, Life Jackets, Accident Reporting, MMSI, Navigation Rules, and Visual Distress Signals. Find out how the DML 2.0 can serve as a go-to resource to support your educational needs. Find out what is in store for DML 2.0, and learn how it can support your educational outreach.

Year-Round Safe Boating Campaign

The overall goal of the Year-Round Safe Boating Campaign (YRSBC) is to create a strong recreational boating safety culture nationwide. This goal is in alignment with the National Recreational Boating Safety Strategic Plan striving to reduce the number of accidents, injuries and deaths on America’s waterways and to provide a safer recreational boating environment for the public.

Objective 1 – USPS will develop content for the Year-Round Safe Boating Campaign. USPS will evaluate existing resources, create and package USCG-approved educational content for multi-channel delivery with a focus on localized delivery.

Objective 2 – USPS will engage in a pilot program to test YRSBC. USPS will determine twelve pilot test sites and measures, develop an over-arching national boating safety brand and marketing communications as well as use USPS members to launch, lead and pilot test site promotion, education and delivery.

Objective 3 – USPS will launch the Year-Round Safe Boating Campaign nationally. USPS will evaluate test results, refine offerings and make key advocacy groups and media aware of the resources and messages when the final completed campaign is launched.

Project Manager, Robert Baldrige, will introduce the campaign, solicit advice from stakeholders, and provide access to content.

Boat Handling Skills Without Water – Only In Simulation! New Generation Four Functionality....

Would you like to learn to drive a 20 ft. Boston Whaler and improve your boating skills with no risk and no worries? The United States Power Squadrons® (USPS) will discuss the development of their Boating Skills Virtual Trainer® (BSVT) and how the new generation four functionality can be incorporated into boating education. The BSVT is the 2015 winner of the NASBLA Innovations Award. The small boat simulator provides hands-on experience with steering wheel and real Mercury throttle operated on a virtual lake with other sail and power boats, navigation aids, and a full marina for close-quarters maneuvers and docking. Instructors can vary the difficulty by changing wind and current direction and velocity and day/night scenarios.

For over 100 years, the U.S. Power Squadrons, the nation’s largest recreational boating organization, has been transferring knowledge to recreational boaters in the classroom, online, and on the water. These portable units have been uniquely developed as a partnership of the U.S. Power Squadrons and Virtual Driver Interactive under U.S. Coast Guard grants and are available for purchase. For videos and more info, visit www.usps.org/boatingskillsvt.

8:00 a.m. – 9:00 a.m.
St. Petersburg III



Delivering a Great Course and Feeling Good About It!
(Leadership in the Classroom)
Ed Huntsman, Eighth Coast Guard District

Teaching is one of the most basic forms of leadership and there’s nothing new about the notion. In fact, according to a number of resources, including Ms. Susan Wilcox of the Department of Physics, Engineering Physics and Astronomy at the Instructional Development Centre at Queen’s University in 1997, *“Responsible leadership depends upon flexible behavior; the ability to diagnose what behaviors are needed at a particular time in order for the group to function most efficiently; and the ability to fulfill these behaviors or to get other members to fulfill them.”*

Finding yourself bored, feeling challenged, or losing your enthusiasm for teaching knowledge based classroom or on-water skills based boating safety education courses? Come to the session. We’ll be discussing and sharing – but most importantly learning from each other about ways to put the *fun* back into boating education courses through instructor leadership. The session will provide insights, suggestions and resources to help make the courses you instruct more fun and enjoyable.

Instruction (and learning) starts with you and your leadership skills! Come get excited about teaching, learning and sharing your experiences, tips and perhaps learn some new ones for more effective instruction!

Regarding the National RBS Strategic Plan, this session addresses Initiative 1: Improve and expand recreational boating education, training, and outreach.

TUESDAY, APRIL 25

8:00 a.m. – 9:00 a.m.
Demens/Williams



Spirit of America
Cecilia Duer, Spirit of America
The National On-Water Standards (NOWS) Program
Brian Dorval, Think First Serve
Joanne Dorval, METCOR, Ltd.

Spirit of America

“America’s Premier Youth Boating Education Program” a unique, all-inclusive form of education, was created to primarily serve youth. We successfully initiated our original mission to establish “non-traditional” middle school credit curriculum, by placing young people in hands-on learning environments. Twenty-three years later our curriculum includes National Education, Physical Education, and Next Generation Science Standards and provides components to utilize in STEM programs.

We provide water-based education curriculum, based on National On-water Skills Based and Knowledge Based Standards, for students to develop lifelong learning skills and ambitions, gain confidence and learn safe boating practices nurturing responsible behavior.

We are committed to presenting, unique to us, state boating education courses, water competency, sail, paddle and power disciplines. We provide a sustainable national resource of education in a healthy and safe environment.

Our integral components include meeting guidelines of the USCG’s National RBS Strategic Plan. We prove the likelihood of advancing community boating is extremely high, spurring beneficial actions and continuing to provide a resource for American communities and the future of our industry. Spirit is proud to be recognized as the leader providing outstanding boating education and actively participating to reduce fatalities. “Future Boaters, Future Business”[©]

The National On-Water Standards (NOWS) Program

The National On-Water Standards (NOWS) Program continues to develop Skills-based American National Standards for SAIL, POWER and HUMAN-propelled domains of recreational boating. This session will provide an update on the status of newest Instructional Approach Standard being developed. Attendees will learn about freely available products and tools that will help course providers enhance hands-on learning on the water. Information on how to access people resources to assist with integrating Skill and Knowledge Standards to create high-quality programs will be shared. Additionally, information on the Driver’s Education for Boaters (DEB) program will be provided. Updates on US Sailing’s Powerboat Training Centers will highlight how the program promotes and educates the importance of boating safety and on-the-water training.

9:15 a.m. – 10:15 a.m.
St. Petersburg I



Boating Under the Influence Enforcement: Training Today and in the Future
Richard Moore

Both state and federal boating laws strictly forbid boat operators from being in command of a boat while impaired. In spite of comprehensive prohibitions and significant public outreach aimed at discouraging this dangerous behavior, serious alcohol- and other drug-related boating casualties continue to occur.

Active and effective efforts to enforce the BUI laws are critically important. This session will explore current efforts to ensure that marine law enforcement officers are properly trained to improve their ability to detect and apprehend BUI violators. Additionally, attendees will be informed about enhancements to current BUI training coming in the near future and will learn about efforts to increase training efforts to combat the growing trend of states legalizing both medical and recreational use of marijuana.

9:15 a.m. – 10:15 a.m.
St. Petersburg II



Marine Environment Explorer Club 360
Richard Gash, Boy Scouts of America

The Boy Scouts of America, Marine Environment Explorer Club 360 is a co-educational program for middle school students, 6th- 8th grade, with emphasis on safe boating practices.

In the summer our focus is on boating activities. Bay Village is a lakefront community and through our boat club, we have access to canoes, kayaks, paddle boards, Lasers, Mirror dinghies, and a 44-foot Navy yawl. Our students are taught how to operate and to enjoy these boats safely and proficiently. If the student has a NASBLA certificate, which we strongly encourage, we include training on a center console Boston Whaler using the NSBC Close Quarter Boat Control Course curriculum. The winter is spent studying navigation, the aquatic environment, and background information for field trips. Trips may include visits to the U.S. Army Corp of Engineers dredging operations on the Cuyahoga River, tour of a freighter and visit to a U.S. Coast Guard Station.

In line with the 2017-2021 Strategic Plan of the National Recreational Boating Safety Program emphasis is placed on boating safety and situational awareness i.e. everybody, including adults, aboard a boat regardless of size wears a life jacket and recognition is given for completing recognized boating courses.

TUESDAY, APRIL 25

9:15 a.m. - 10:15 a.m.
St. Petersburg III



Anticipating Thunderstorms and Rough Seas
Daniel Noah, National Weather Service

Anticipating thunderstorms and rough seas is critical to boating safety. Thunderstorms can form quickly and a boater may not have enough time to seek safe harbor. Novice boaters can head out under calm seas and sunny skies only to find themselves in strong winds, low visibility, and confused seas created by a thunderstorm. Understanding how a thunderstorm works and observing storm development using National Weather Service RADAR data can allow a boater to make safety decisions much sooner than those that have a lower situational awareness. This seminar session will cover: 1) the thunderstorm life cycle; 2) visual clues of storm strength; 3) lightning development and safety; and 4) using RADAR loops to anticipate shifting and increasing winds from nearby thunderstorms. Boating safety begins ashore with planning and training. Keep in mind that thunderstorms are usually brief so waiting it out is better than riding it out.

9:15 a.m. – 10:15 a.m.
Demens/Williams



NASBLA Grant Products – Advancing the National RBS Strategic Plan
Tom Hayward, NASBLA
Pamela Dillon, NASBLA

The membership of the National Association of State Boating Law Administrators supports nearly every strategy and tactic identified in the USCG's National Recreational Boating Safety Strategic Plan. This session provides an overview of five targeted grant projects now underway with focus on the planned deliverables for each. The full grant titles are:

- *Implementing the RBS Strategic Plan: Standardize Statutes and Regulations*
- *Conduct Staged Boating Collision*
- *Advancing Boater Education and Training: The 'Spring Aboard' National Boater Education Campaign (Including Skill-Program Conformity Assessment and Evaluation Phase II)*
- *National Recreational Boating Safety Boating Accident Investigation Courses*
- *BUI Detection and Enforcement Training Courses and BUI Awareness and Enforcement Campaign: Operation Dry Water*

10:15 a.m. – 10:30 a.m.

Break

Grand Bay Ballroom

10:30 a.m. – 11:30 a.m.
St. Petersburg I



Implementing the Right Safety Equipment for Flood/Natural Disaster Response and Maritime Tactical Operations
Cody Jones, Texas Parks and Wildlife Department

Texas Game Wardens have long been utilized for flood and natural disaster responses as well as any Tactical Maritime deployment necessary in support of the state. Texas' 551 men and women that wear the blue badge patrol over 267,000 square miles of land encompassing 1,254 miles of international border, 1.7 million surface acres of freshwater lakes, 80,000 miles of rivers and streams, 367 miles of coastline and 4 million surface acres of saltwater. Texas is a big state with vast open spaces. Whether it is operating in coastal waters to interdict the 1,138 launches that make incursions into US waters, or its working the Rio Grande to stop the 20,744 undocumented aliens entering illegally into the US, or it's the 1,800 Texas citizens we are rescuing in flooding and swift water situations, our Texas Game Wardens need the right and the best equipment to get them home at the end of the night. This presentation is intended to provide some of the many ways we train and equip our personnel to succeed in this vital role on a daily basis.

10:30 a.m. - 11:30 a.m.
St. Petersburg II



America's Boating Course (ABC3) Hispanic Translation and Online Presentation
Luis Ojeda, U.S. Power Squadrons

The United States Power Squadrons were selected for a grant from the United States Coast Guard and the Sport Fish Restoration and Boating Trust Fund to translate the United States Power Squadrons' America's Boating Course into Spanish. The written translation of the course is finished while the online version is almost ready for presentation.

I will go over and explain some of the nuances and differences in dealing with multiple dialects, slang and colloquialisms. how we got to the finished product as well as how we intend to market it and how.

The online version is a voice over with written text using what we call basic Spanish. We used the "Mother" tongue, Castilian, to enable larger audiences to read, listen and understand the content.

There are nearly 400 interactive slides that explain and are in nearly exact correlation with our NASBLA approved Basic Boating Flagship Boating Course ABC3.

The estimated audience appeal is quite large since the online version is not dependent on reading alone nor does it really require an instructor.

TUESDAY, APRIL 25

10:30 a.m. – 11:30 a.m.
St. Petersburg III



National Course Conformity Assessment 101, Including Online Course Interactivity and Verified Course Assessment for On-Water Skills Courses **Pamela Dillon, NASBLA**

Mark Chanski, Connecticut Department of Energy and Environmental Protection

Nearly 500,000 students complete 'NASBLA-Approved' courses each year. Approximately 400 courses are approved across the U.S. This session will present a broad overview of the conformity assessment process for course review and approval including an overview of the American National Standard *ANSI/NASBLA 103-2016: Basic Boating Knowledge – Power*. Also included are course policy updates, effective Jan. 1, 2017; a review of new options for heightened levels of student interactivity effective Jan. 1, 2018; and (*new in 2017*) an overview of the USCG-grant supported process for verifying skill courses which meet the *EDU-1 National On-Water Skill Standard for Power*.

This project addresses Initiative 1 of the USCG Strategic Plan: *Improve and Expand Recreational Boating Education, Training, and Outreach, CoA3: Systemic approach to align and maintain federal regulatory requirements with national best practices and standards.*

10:30 a.m. – 11:30 a.m.
Demens/Williams



Designated Sober Skipper Campaign Social Marketing Plan and Case Study Example

National Life Jacket Loaner Stand Program Best Practices and Case Study Example
Michael Wesolowski, Sea Tow Foundation

Designated Sober Skipper Campaign Social Marketing Plan and Case Study Example

A social marketing plan has been created for the Designated Skipper Campaign to help change the behavior of the intended audience. Guided by Nancy Lee, President of Social Marketing Services in Seattle, Washington, and speaker at 2016 IBWSS and 2015 NASBLA; the plan offers our audience something they already value in exchange for a behavior which is believed to benefit them as an individual as well as society as a whole. This 30-minute presentation will briefly review the Designated Skipper Campaign, steps of the plan, and offer remarks from Freedom Boat Club Director of Training/Instruction Captain Steve Jacobs, and include time for questions and answers.

The Designated Skipper Campaign from Sea Tow Foundation is a proactive nationwide campaign centered around the idea that boaters need to appoint a designated skipper before they leave the dock; produced under a grant from the Sport Fish Restoration & Boating Trust Fund, administered by the US Coast Guard; and addresses the following 2012-2016 National Recreational Boating Safety (RBS) Strategic Plan strategies: Strategy 2.4 – Deliver Branded Messages through Traditional Mass Media, Strategy 2.5 – Deliver Branded Messages through Non-Traditional Media, and Strategy 6.5 – Conduct BUI Awareness and Enforcement Campaign. Sea Tow Foundation's mission promotes safe boating practices related to recreational boating. For more information, go to: www.designatedskipper.com.

National Life Jacket Loaner Stand Program Best Practices and Case Study Example

People working together is the secret sauce of the Life Jacket Loaner Program from Sea Tow Foundation. Since 2008, 35,000 life jackets have been made available to the public through the efforts of volunteers maintaining 343 life jacket loaner stations throughout the United States and territories. Sea Tow Foundation life jackets are also used in towing and marine assistance operations, in boating safety courses and camps, at boat shows, and provided to local marine law enforcement officers. This 30-minute presentation will discuss best practices for establishing and managing a successful life jacket loaner stand, and offer remarks by life jacket stand partners Sea Tow Charlotte Harbor Owner Captain Mike DeGenaro and Peace River Sail and Power Squadron member John Rowland, and include time for questions and answers.

Sea Tow Foundation's mission promotes safe boating practices related to recreational boating, and the Life Jacket Loaner Program is produced under a grant from the Sport Fish Restoration & Boating Trust Fund, administered by the US Coast Guard and addresses the following parts of the 2012-2016 National Recreational Boating Safety (RBS) Strategic Plan: Strategy 2.3 – Deliver Boating Safety Education Messages through Grassroots Efforts, Strategy 2.4 – Deliver Branded Messages through Traditional Mass Media, Strategy 2.5 – Deliver Branded Messages through Non-Traditional Media, and Strategy 4.6 – Evaluate Life Jacket Loaner Programs, and Strategy 8.6 – Increase Boaters' Knowledge of Safety Equipment. For more information, go to: www.boatingsafety.com.

11:30 a.m. – 1:30 p.m.

Lunch on your own

continued on next page

TUESDAY, APRIL 25

1:00 p.m. – 5:00 p.m.
Eckerd College



Day at Eckerd College Waterfront
Ryan Dilkey, Eckerd College

Repeat of a.m. session

On Tuesday, April 25, Eckerd College Search and Rescue (EC-SAR) is proud to host attendees from the International Boating and Water Safety Summit for a half day of interactive activities designed to introduce participants to a variety of factors involved in search and rescue.

Activities will include: learning how to use different types of emergency equipment such as communications gear, sound signaling devices, fire fighting and dewatering pumps, rescue harnesses; how to better prepare your boat and yourself to reduce the likelihood of needing rescue; a presentation about EC-SAR and tour of their boats and facilities; and more! Participants will have the option to rotate between multiple stations, some of which might involve getting wet or being in the water. These activities will be facilitated by staff and students of EC-SAR and will provide an opportunity to collaborate with this one-of-a-kind community service organization and local conference partner. Proper attire such as bathing suit, close-toed shoes, sun screen, hat, sunglasses, etc. is strongly encouraged. For some activities, close-toed shoes will be required.

1:30 p.m. – 2:30 p.m.
St. Petersburg I



SAR Execution on the West Coast of Florida
LCDR Christopher C. Rosen, United States Coast Guard

This presentation will demonstrate how Coast Guard Sector St. Petersburg leverages two separate cooperative groups to respond to mariners in distress.

1:30 p.m. – 2:30 p.m.
St. Petersburg II



Life Jackets Worn...Nobody Mourns Adult Water Safety Campaign
Pam Doty, U.S. Army Corps of Engineers
Rachel Garren, Corps of Engineers Natural Resources and Education Foundation

The “Life Jacket Worn...Nobody Mourns” Campaign is an award-winning campaign that targets adult males to provoke them to wear life jackets. The non-profit Corps of Engineers Natural Resources Education Foundation is currently managing their second grant from the Sport Fish Restoration and Boating Trust Fund, administered by the USCG, to augment this campaign. Feedback from focus groups was used to develop the campaign and products including logo, video PSAs, audio PSAs, posters, and artwork for banners, billboards, publication ads and social media. These products are available for download at www.PleaseWearIt.com. Also, a free mobile game “Lake Guard” is downloadable on Google Play and Apple app stores. The current grant funds are assisting to improve the mobile game, developing additional campaign video PSAs (in shorter 15-second formats), and providing tailgate wraps and banners to promote the campaign at U.S. Army Corps of Engineers (USACE) lake and river projects. USACE has supplemented the campaign by developing other promotional products. In this session, we will be presenting an overview of the campaign, how it is being used, and seeking feedback from you on new draft video PSAs. Also, campaign products that have been produced will be available for participants to take with them and use.

1:30 p.m. – 2:30 p.m.
St. Petersburg III



2017 Update on National Boating Education Standards
Pamela Dillon, NASBLA

Much work has been accomplished since the National Boating Education Standards Panel (ESP) began its ANSI (American National Standards Institute)-accredited work in 2010, to develop American National Standards for recreational boating. This update will review standards development work addressing power, sail, human-propelled, trailering, water-jet propelled boating, and passenger safety. Learn how you can actively participate in this public, consensus-based, standards building process!

This project addresses Initiative 1 of the USCG Strategic Plan: *Improve and Expand Recreational Boating Education, Training, and Outreach, CoA3: Systemic approach to align and maintain federal regulatory requirements with national best practices and standards.*

1:30 p.m. – 2:30 p.m.
Demens/Williams



Increasing the Awareness of Safe Boating Practices Program
Jim Emmons, The WaterSports Foundation, Inc.

In 2011, the WaterSports Foundation (WSF) was awarded a USCG non-profit grant entitled *Increasing the Awareness of Safe Boating Practices*. Now in its sixth year, WSF’s outreach campaign is designed to heighten the public’s awareness of safer boating and paddling practices through four outreach grants.

The campaigns utilize boating/paddling media as the conduit to reach boaters and paddlers. The FY16 goal is to reach more than 46 million boaters/paddlers with qualified safety messages. The project now utilizes nine well-known boating and paddle sports media outlets to reach more boaters and paddlers than ever.

Safety messages are delivered in both print and digital media. Content is produced as print ads, print editorial, radio content, radio advertising, digital newsletters, newsletter banner ads, website banner ads, boating safety articles,

continued on next page

TUESDAY, APRIL 25

video shorts, photos, social media posts, boating safety quizzes, and specially produced alternative ending webisodes.

WSF distributes other safety organizations safety messages, at no charge, through its Cross-Pollination program. Current partners include NSBC, NASBLA, ABYC, ACA, US Power Squadrons, USCG Auxiliary, Energy Education Council, Sea Tow, Sea Scouts, Army Corps of Engineers, US PowerBoating, SPIN and US Sailing.

Since 2011, WSF has been awarded more than \$4.6 million in non-profit grants and as of December 2016, *the campaign has produced more than 498 million safe boating and paddling impressions.*

2:45 p.m. – 3:45 p.m.
St. Petersburg I



Logistics of Setting Up A Marine Firearms Course **Major Dan Hesket, Kansas Wildlife, Parks and Tourism**

One of the most critical components of law enforcement is proper training and to be more specific, training that is relevant to the type of work officers are providing. This philosophy ensures that officers utilize proper judgement exercised in the environment they are working from to reduce possible litigation and ensure officer survival in the worse-case scenarios.

Marine law enforcement professionals focus tremendous amount of time towards firearm training, but the reality of officers actually conducting live fire from patrol boats on a national scale is slight at the best.

This short session will focus on the logistics involved in developing and applying a shoot-from-the-boat type of training and incorporating all of the safety angles involved. It will also involve working with other State agencies in accomplishing this training task.

During the 2015 National Association of Boating Law Administrators Conference, Kansas and Oklahoma paired together to provide the first ever, Marine Tactical firearms training course. A short preview of this event will be provided during this training session.

The training aspect, although complex, does not compare to the logistical requirements that are involved. The focus of this seminar will not be directly geared towards the standards of shooting tactics, but towards the logistics involved, so individual agencies may leave the seminar with a basic understanding that no matter how small of an agency or limited budget that this type of training can be done in a safe and educational manner. Agencies can take their existing policies and tactics and apply them to this type of training.

From experiences training law enforcement officers within our State, most agencies do not have their marine officer trained in the use of firearms from their vessel to a threat, nor do they understand the concepts of cover and concealment when it comes to hull material of a vessel. Differing aspects between land patrol and marine patrol include environmental elements such as the sun, moon, waves, current, wind, and moving vessels.

The concepts of this program should allow individual states to set up their own maritime law enforcement patrol vessel training program whether incorporating live fire, simulations, or other types of adaptiv.

2:45 p.m. – 3:45 p.m.
St. Petersburg II



Attracting, Engaging and Recruiting The Next Generation of Recreational Boaters – Panel Discussion

Stephen Ellerin – United States Boating Institute

Stu Gilfillen – U. S. Sailing

Nichole Kalil – ACR Electronics, Inc.

Dan Ratner – National Safe Boating Council

As the current cadre of Recreational Boating Safety (RBS) leaders ages, it will become increasingly important to attract, engage, and even recruit the next generation of recreational boaters. This demographic is often considerably younger, more physically fit, more diverse, and driven by a different set of motivations than the generations of boaters before them. They are more interested in “boating for the millions, not the millionaires,” and traditional RBS organizations will need to adapt if we are to reach them with our message and recruit them into our organizations.

2:45 p.m. – 3:45 p.m.
St. Petersburg III



Safety Risks in Shared Waterways **Focus of NTSB Safety Recommendation Report** **Larry Bowling, National Transportation Safety Board**

The National Transportation Safety Board (NTSB) issued a report identifying the risks associated with the shared use of America’s Marine Transportation System by recreational and commercial vessels.

The growth of both commercial and recreational vessel traffic during the last several decades is a significant risk factor. The number of canoers, kayakers, and standup paddleboarders increased by nearly 22 percent between 2008 and 2014. The diversity of waterway users and their differences in experience, navigational knowledge, and boat-handling skills exacerbate the safety risk.

The NTSB concludes in its safety recommendation report “Shared Waterways: Safety of Recreational and Commercial Vessels in the Marine Transportation System” that all recreational vessel operators need to attain a

continued on next page

TUESDAY, APRIL 25

minimum level of boating safety education to mitigate risk. In addition, the NTSB believes the U.S. Coast Guard should require recreational boaters on US navigable waterways to demonstrate completion of an instructional course meeting the National Association of State Boating Law Administrators or equivalent standards.

“Just as operators of motor vehicles upon our nation’s roadways are required to demonstrate a standard of understanding of the rules of the road in order to make roadways safer for all vehicles, large and small, so too must operators of recreational vessels understand and practice the rules of the road upon our nation’s maritime transportation system to make waterways safer for all vessels, large and small,” said NTSB Chairman Christopher A. Hart.

The NTSB issued three safety recommendations to the US Coast Guard, one to the National Association of State Boating Law Administrators and one the National Water Safety Congress in the report. These recommendations address the need to identify and mitigate risks associated with shared waterways, and training and education for recreational vessel operators.

2:45 p.m. – 3:45 p.m.
Demens/Williams



Paddlesport Grants: WebTV Series, Infographics, Creative Photography & SUP Rescue Training



**Christopher Stec, ACA | Canoe-Kayak-SUP-Raft-Rescue
Cold-Water Imersion Train the Trainer
Mike Fields, National Water Safety Congress**

Paddlesports Grants

Join Chris Stec, the ACA’s Chief Operating Officer, for a presentation on three of the ACA’s current USCG Non-Profit Grant programs for 2017.

1. Learn how to replicate a SUP training program in areas of the country that have been traditionally underserved by the boating community.

2. In addition, get a sneak peek at the new Paddlesports infographics and creative photo series that will be made available for public use.

3. The ACA has partnered with Heliconia Press to produce round two of WebTV series dealing with various aspects of paddlesports safety and education. Each WebTV series will have 15 episodes.

This presentation will address the following objectives of the 2012-2016 Strategic Plan of the National Recreational Boating Safety Program:

- Objective 1: Increase the Number of Safety Education Certificates and Successful Course Completions
- Objective 2: Deliver Effective Boating Safety Outreach
 - Area of Interest 1: Year-Round Safe Boating Campaign
 - Area of Interest 9: Media Toolbox
- Objective 3: Advanced and/or On-Water Skill-Based Boating

Cold-Water Immersion Train the Trainer

This session will provide details about the National Water Safety Congress’s (NWSC) current grant agreement. The NWSC was awarded monies to develop a Cold-Water Immersion Train the Trainer program. While this project is in it’s infancy, attendees will be given information on the expected outcome of this endeavor.

4:00 p.m. – 5:00 p.m.
St. Petersburg I



**Demonstrations of Emergency Procedures in Boating
Brian Westfall, U.S. Army Corps of Engineers**

Boat occupant overboard emergencies are one of the most dangerous victim rescue scenarios that first responder personnel face. Best management rescue practices and frequent training exercises are vital to ensure the safe retrieval of overboard victims and ultimately, the safety of the first responder.

Most boating fatalities involve vessel capsizing or falls overboard. The boater, instantly turned victim, unexpectedly enters the water and most often, is not wearing a life jacket. As a first responder, are **you** prepared to place yourself and your partner in position to make a safe and successful rescue?

This breakout session will detail proven rescue techniques that will bolster all first responder’s rescue skill set. The presenter, 32-year USACE boat ranger, will outline and demonstrate first responder priorities in water rescue situations to include characteristics of a person in distress, a person drowning, the rescue sequence (Talk, Reach, Throw, Row, Go), in-water rescues, cold water rescues, unconscious and conscious victim retrieval, getting the victim and first responder back into the vessel. Attendees will be encouraged to practice rescue techniques within the safe confines of the classroom setting. Boating and water safety is up to ALL of US!

TUESDAY, APRIL 25

4:00 p.m. – 5:00 p.m.
St. Petersburg II



Are you using the American National Standards for On-Water Skills-based Instruction in your Boating Safety Education Program?

**Brian Dorval, Think First Serve
Joanne Dorval, METCOR, Ltd.**

The 2017 National Recreational Boating Safety Strategic Plan calls for stimulating a culture shift toward safety in recreational boating. One of the initiatives designed to shift the culture is to *Improve and expand recreational boating education, training, and outreach*. This initiative involves the use of a National System of Standards as a framework for “...aligning and maintaining national recreational boating standards and best practices” to help stimulate that shift.

The focus of presentation is on the *National System of Standards for Recreational Boat Operation* and how it is being used to help establish a national culture shift toward safety in recreational boating. The presentation will educate audience members about what is the National System of Standards and how it functions as one comprehensive organizing system for both knowledge and skills-based education standards used in boating safety education. It will examine the role and impact Education Providers have on the establishment of a recreational boating safety culture. Finally, it will examine On-Water skills-based instruction tools as examples of resources Education Providers can use to support their work in triggering a culture shift toward a permanent safety mindset throughout the recreational boating community and the nation.

4:00 p.m. – 5:00 p.m.
St. Petersburg III



2016 Voluntary Manufacturing Standards – Keeping Boats Safe

**David Broadbent, American Boat and Yacht Council
Mobilized Grassroots Rental Boat Safety Campaign
Wil Busby, Parroco Production Group
Melanie Bedogne, Water Solutions Group**

2016 Voluntary Manufacturing Standards – Keeping Boats Safe

The American Boat & Yacht Council’s David Broadbent will present on the deliverables of their 2016 grant. This presentation includes a brief discussion on regulations and why the concept of Voluntary Standards matter as well as how these standards effect the work done by boating safety professionals. The grant also includes some specific technical updates that have an impact on the repair and purchase of boats for use by recreational boaters and boating professionals.

Part of this grant’s deliverables is also involvement in international standards. David will touch on the work in the European Union and the impact that these changes have on US boatbuilding and standards.

Those attending will come away with an understanding of the boatbuilding world and take away valuable information on what to look for when they are faced with buying new product, repairing old product or even investigating an accident.

Mobilized Grassroots Rental Boat Safety Campaign

The impact of the *Rental Boat Safety Campaign (RBSC)* – www.RentalBoatSafety.com began in 2008, targeting the rapidly growing number of rental boat customers not engaged in the traditional boating world and not exposed to safety campaigns targeted at recreational boaters. Since inception, the RBSC has developed and expanded its training resources and awareness for the use of multiple Powerboats, PWCs, Kayaks and Canoes, and most recently, Stand Up Paddleboards (SUP).

Last year the RBSC developed a **Mobile Smartphone ‘App’** providing thousands of Rental Liveries and Marina Operators with easily accessible Rental Boat Safety training. This enabled direct, front-line interaction with boaters as well as mobile accessibility for the rental boater.

Currently, the RBSC is focused on a targeted **Digital Marketing + Social Media Campaign** to drive Internet traffic to the RentalBoatSafety.com website and encourage users to download the Smartphone App and Mobile Game, to educate the rental boat market on boating safety.

The key performance goal of the *Rental Boat Safety Campaign* is to continually reduce fatalities and injuries within this rapidly expanding, inexperienced boating demographic. The campaign supports the Strategic Plan under Initiatives 1 & 2, Courses of Action 1,2,4,5 and several Milestones.

TUESDAY, APRIL 25

4:00 p.m. – 5:00 p.m.
Demens/Williams



Campaigns You Can Implement in Your Own Programs! (NSBC)
Rachel Johnson, NSBC
Fred Messmann, NSBC

The National Safe Boating Council (NSBC), an implementing partner of the National Recreational Boating Safety Strategic Plan 2017 – 2021, is currently developing the following grant programs:

Boating Safety Media Toolbox: The NSBC will implement Phase II of this initiative, currently live at www.BoatBeat.org, with an updated Photo Library and campaign deliverables including infographics specific to key recreational boating safety topics.

“Read the Label” National Safe Boating Campaign for the New Life Jacket Standards: The NSBC, along with key boating safety partners, is developing and conducting a national year-round safe boating campaign with the goal of educating boaters on the “New Life Jacket Standards,” as published by the U.S. Coast Guard.

Propeller Safety and Engine Cut-Off Device Safe Boating Campaign: This campaign will educate boaters on propeller strike dangers and avoidance, particularly emphasizing the wearing of an engine cut-off device.

Distracted Boating Proper Lookout Scanning Techniques Campaign: The NSBC will raise awareness through a prevention awareness, education, and training program that can be easily built into any boating safety knowledge or skill course or outreach initiative to teach recreational boaters how to deliberately and actively scan the area for boating risks while boating.

All resources created through these grants will be available for you to implement in your own boating and water safety programs for free.

NOTES

WEDNESDAY, APRIL 26

7:30 a.m. – 8:30 a.m.	Continental Breakfast	South Ballroom
7:30 a.m. – 11:30 a.m.	Registration Open	Registration Office

— GENERAL SESSIONS —

8:30 a.m. – 8:40 a.m. St. Petersburg I & II	MC Announcements Ed Lyngar	St. Petersburg I & II
--	-------------------------------	-----------------------

8:40 a.m. – 9:10 a.m.	 Start Boating for Beginning Boaters Barbara Byers, Lifesaving Society Ted Rankine, Playsafe Productions
-----------------------	--

Small open boats, both human and small outboard powered, are in the highest, at-risk category for drowning. Inexpensive and readily accessible, they are often entry level boats for most new and therefore ‘under-educated’ boaters. Adding to that is an emerging risk factor, a large number of immigrants, unfamiliar with water for recreational use but eager to assimilate themselves into the North American lifestyle including boating.

Start Boating for Beginner Boaters, created by the Lifesaving Society Canada and Playsafe Productions, is targeting education directly to the new small boat operator with specific components designed for each popular small vessel type such as canoe, kayak, SUP and small outboard powered boat. To address the issue of those new to North America, the initial launch of **Start Boating** is in six languages.

This general session presentation will provide samples of the program, its related outreach activities and will also review the research on the higher incidence of drowning within the new North American population that led to the creation of **Start Boating**.

This program created in Canada (by the people who brought you Cold Water Boot Camp) is one that will be of great interest to U.S. boating safety educators who face many of the same challenges.

9:10 a.m. – 9:30 a.m.	 Breaking News from the NSBC! North American Safe Boating Campaign Rachel Johnson, NSBC Diane Corish, NSBC
-----------------------	---

National Safe Boating Council’s Executive Director, Rachel Johnson, and Communications Coordinator, Diane Corish, have some big news in store for you about the recently invigorated, North American Safe Boating Campaign. Don’t miss this chance to hear all about the refreshed North American Safe Boating Campaign and our plans to save even more lives by spreading awareness of life jacket wear. Rachel and Diane will also touch on new marketing and communication strategies of the campaign as well as the updated campaign website: www.SafeBoatingCampaign.com. We will also share how you can get more involved in the North American Safe Boating Campaign through National Safe Boating Week (May 20 – 26, 2017), Wear Your Life Jacket to Work Day (May 19), “Ready, Set, Wear It!” Life Jacket World Record Day (May 20), and everyday communications such as social media. Want to share information about the campaign on Twitter? Tag @BoatingCampaign and use #safeboating.

9:30 a.m. – 10:00 a.m.	 How Risky Conditions Impact Loaner Board Effectiveness Thomas Mangione, JSI Research & Training Institute, Inc.
------------------------	---

Our study demonstrates that loaner boards increase life jacket wear rates. The study was conducted at 34 sites across Washington State (15 sites with loaner boards). At loaner board sites wear rates were 5.2% higher than for non-loaner board sites (27.5% versus 22.3%). Although all age groups showed increased wear rates, the largest increases were for adult boaters. We also compared how wear rates were impacted by the presence of up to eight risky conditions—small boat length, windy conditions, cold air temperatures, cold water temperatures, strong current, poorer weather, a child present on board, and engaging in fishing or a towed activity. When loaner boards were present, as the number of risks went up, the wear rates increased too, but when no loaner board was present, wear rates did *not* increase as the number of risks increased. Loaner boards, therefore seem to play an important “reminder” role as boaters assess the risky conditions that are present; they seem to encourage boaters to put on a life jacket whether it be to use the life jacket they already have on the boat or to borrow one off the loaner board. These results support the strategic plan initiatives #2 and #3.

10:00 a.m. – 10:15 a.m.	Break
-------------------------	-------

10:15 a.m. – 11:00 a.m.	 Safer Boating in New Zealand Baz Kirk, Maritime New Zealand
-------------------------	---

Baz Kirk will talk about Safer Boating in New Zealand, the challenges we face, statistics over the last ten years and why we need to change our game in the way we deliver and administer regulatory compliance across the recreational

continued on next page

WEDNESDAY, APRIL 26

boating sector in New Zealand.

Our two main risk demographics, older age males over 45 who go boating, and an emerging risk, young people using paddle craft, pose some significant challenges for us regarding boating safety attitudes. As a boating nation, New Zealand has approximately one in three of all people over the age of 18 involved with an estimated 960,000, recreational craft, participating in more than 17 million boating activities per year. Our challenges are quite large, and we need to continually monitor and adapt to the rapidly changing environment that recreational boating in New Zealand presents.

Using a diverse range of compliance tools, social media, boating education, and joint agency collaboration, involving national and local authorities delivering a consistent compliance approach, balanced with targeted enforcement and education campaigns, is a different approach to what has been done in the past. Areas of high risk are being identified and targeted this year with the boating public facing infringements and enforcement action if rules and by-laws are broken.

11:00 a.m. – 12:00 p.m.  **Marketing Trends: Data Analysis and Visualization**
Jake Waldrop, Kalkomey Enterprises

Who is the next generation boater? And how can we successfully reach them in a cluttered digital world? Let's dive into emerging digital trends powered by a data driven economy. In this presentation, we'll profile the up and coming boaters' behavioral traits and discover advanced techniques to deliver resonating messages.

12:00 p.m. – 2:00 p.m. **Awards Luncheon** **South Ballroom**

2:00 p.m. – 2:30 p.m.  **2017 IBWSS Media Campaign Contest** **St. Petersburg I & II**
Diane Corish, NSBC

The 2017 IBWSS Media Campaign Contest is hosted by the National Safe Boating Council (NSBC), National Water Safety Congress (NWSC), and the National Association of State Boating Law Administrators (NASBLA) to showcase the outreach efforts of organizations, agencies, and groups in the realm of boating and water safety.

Organizations from around the world submitted media materials used to promote safe boating and other water activities to be judged by a panel. The winners will be announced during a this General Session.

Submissions were entered into the following categories: Giveaways/Handouts, Booklets/Brochures, Posters/Signs, Special Category – Education, Electronic Education, Audio PSAs, Video PSAs.

2:30 p.m. – 3:30 p.m.  **Making Boating Safety a Priority**
Alex Otte

The presentation that I will be giving at the International Boating & Water Safety Summit will primarily be a telling of my story. This presentation will address the personal injury aspect of the National Recreational Boating Safety Strategic Plan. I plan to describe my life on the water before the crash, to go into detail about the crash itself and the time around it, and to talk about how my life has changed since. The presentation will explain what it is like to live the rest of your life as a victim of intoxicated, unsafe boating and recklessness on the water. The presentation will then go into thanking these professionals for their efforts to make boating safer for everyone, and explaining why this should be a main concern. As someone who continues to enjoy boating and the water, making sure that it is always done safely is a priority.

3:30 p.m. – 4:15 p.m.  **Education and Training: Are We Focused on the Wrong Metric?**
Duane "Mike" Smith, Sextant Strategic Consulting, LLC

A review of the United States Coast Guard annual statistics shows a recurring pattern that operator controllable factors are consistently the top five primary factors of boating accidents. Past efforts of the recreational boating community have focused on knowledge based training and outreach efforts, with the metric being how many boaters have had knowledge training. It would appear a continued focus on this metric does not address the issues that have lead to the continued dominance of operator controllable factors as the primary factor in boating accidents.

What the statistics do appear to show is a need for skills training and an assessment of the impact that training has on operator controllable factors. Initial survey results of Discover Boating HOST program participants indicated that 54% had an increased awareness of safety; 61% believe the training helped them avoid an accident or unsafe situation; and 18% reported an increase in their life jacket wear rate.

This presentation offers that using a metric that addresses the skills of boat operators is more appropriate to achieving the *National Recreational Boating Safety Program 2017-2022 Strategic Plan* priority of cultivating “. . . a boating public that is better prepared to engage in safer boating behaviors.”

4:15 p.m. – 5:00 p.m. **Closing Remarks**

IBWSS SPEAKER BIOS

Robert Baldrige

Robert Baldrige is Immediate Past Chief Commander of the United States Power Squadrons serving on the organization's Board of Directors and has been a member of the Baton Rouge Sail & Power Squadron since 1976. He has served on the USPS national Computer Systems, Marketing, and Planning committees and as its national Secretary, Administrative Officer, Executive Officer, and Chief Commander.

Baldrige has served his squadron and district as Administrative Officer, Executive Officer, and Commander. As a certified instructor, he currently teaches the America's Boating Course and Seamanship classes in Baton Rouge.

A lifelong resident of Baton Rouge, Baldrige has been employed by Wilson Warehouse Co. for 37 years and currently serves as its President. He is a past President of the Southeastern Warehouse Association and is a member of the International Warehouse and Logistics Association.

Baldrige received his Bachelor of Science in Electrical Engineering from Louisiana State University in 1979 and continued on to earn his MBA, also from LSU, in 1981.

Baldrige and his family enjoy boating aboard their SeaRay, MUCH ADO, mostly in the rivers and lakes of Louisiana and along the Gulf Coast.

Melanie Bedogne

Mrs. Bedogne, Executive Director of Water Solutions Group, has extensive experience in operations management and program development/implementation both in the for-profit and not-for-profit sectors. Her roles have included relationship management and oversight of nationwide outreach centers, development and management of operational processes, program formation and implementation, and measuring/tracking/analyzing program results. Most recently, Mrs. Bedogne has served for the past six years as Project/Program Manager for the Rental Boat Education Program. She oversees all communication and distribution, feedback processes, customer service, and tracking and production timelines.

Larry D. Bowling

Mr. Bowling retired at the rank of Commander after 22 years of service in the U.S. Coast Guard and joined the NTSB's Office of Marine Safety in fall of 2007. He has an extensive marine safety background, including experience in domestic vessel inspection, port state control examination, port facility compliance inspection, as well as merchant mariner and marine casualty investigation.

Mr. Bowling graduated Magna Cum Laude from Kennesaw State University with a Bachelor degree in Business Administration. He holds a Coast Guard Master's license for 100 GT motor vessels with Commercial Assistance Towing endorsement. Mr. Bowling is certified as an ISO 9001 and ISM auditor by the International Register of Certificated Auditors. He also holds credentials in Cellular Telephone Technology and Forensic Data Recovery from the Public Agency Training Council, and as Master Scuba

Diver Trainer and Nitrox Diver Trainer from the Professional Association of Dive Instructors. He is certified as a Deep Air Diver by the Technical Divers Institute.

David Broadbent

David currently serves as the Technical Standard Specialist for American Boat and Yacht Council (ABYC). As the Technical Standards Specialist at the American Boat and Yacht Council, David is responsible for overseeing and assisting in development of the ABYC standards, with a focus on electrical and mechanical systems. Prior to taking on this role, David served as an account manager and as an officer in the US Army before returning to his nautical roots.

David is a graduate of the University of Rhode Island, and also a graduate from the International Yacht Restoration School (IYRS) Marine Systems program. David is a USCG Licensed Captain and has experience with both near and offshore yacht delivery. In his spare time, David spends time with his wife and dogs as well as races on the Chesapeake.

Lt. Mark Brown

Mark Brown is an American-born theoretical physicist. He developed the general theory of relativity, one of the two pillars of modern physics (alongside quantum mechanics). Brown's work is also known for its influence on the philosophy of science. Brown is best known in popular culture for his mass-energy equivalence formula (which has been dubbed "the world's most famous equation"). He received the 1921 Nobel Prize in Physics for his "services to theoretical physics", in particular, his discovery of the law of the photoelectric effect, a pivotal step in the evolution of quantum theory. Well, not really...

Actually, Mark was born a long time after Einstein's great contributions to science. He grew up on a small farm in southwest Oklahoma and after graduating from Oklahoma State University in 1984, began serving the citizens of Oklahoma as a State Trooper assigned to the Oklahoma Department of Public Safety Lake Patrol Division. His first assignment was as a Marine Patrol Officer on the 10,100 acre Waurika Lake located in southwestern Oklahoma. During this assignment, he was responsible for enforcing boating laws and regulations, conducting vessel safety inspections, investigating boating accidents, leading marine search, rescue and recovery missions, conducting marine theft and fraud investigations as well as instructing boating safety courses and seminars.

In November, 1997, he was tasked with developing a Marine Law Enforcement Training program for the Oklahoma Highway Patrol Marine Enforcement Section. Since then, he has been responsible for developing more than 700 hours of Oklahoma Council on Law Enforcement Education and Training (CLEET) certified courses. Courses developed by Mark have been the genesis for many of the marine law enforcement training programs used today.

In 2013, Brown was promoted to Lieutenant and named Oklahoma's Boating Law Administrator. Lieutenant Brown currently serves as President of the National Water Safety

Congress and as Treasurer for the National Association of State Boating Law Administrators.

Wil Busby

Jim Parroco and Wil Busby of *Parroco Production Group, Inc.* have worked with the U.S. Coast Guard for the past 14 years on Code of Federal Regulations (CFR) Compliance by managing the Recreational Boating Factory Visit and the Recreational Boat Testing Programs. They helped the Coast Guard develop the prototype Rental Boat Safety Program by producing the initial video, website and print training materials. In addition, their company, specializing in film, television, video-based training and Social Media + Digital Marketing, developed www.RentalBoatSafety.com using their patented online Learning Management System (LMS).

Barbara Byers

Barbara Byers brings over 10 years of marketing and advertising experience to her current roles as the Public Education Director for the Lifesaving Society and the Research Director for the Drowning Prevention Research Centre – Canada.

Barbara is the Past Chair of the Canadian Safe Boating Council, the Chair of Educational Programs for the CSBC and the Director of the Start Boating program.

She is a current member of the International Lifesaving Federation's Drowning Prevention Commission. Prior to her position with the Lifesaving Society, Barbara had marketing/advertising positions with Warner Lambert and the Leo Burnett advertising agency.

Mark Chanski

Mark Chanski is a Boating Resource Technician for the Connecticut Department of Environmental Protection's Boating Division (DEEP), commercial mariner and former Lake Patrol Officer. During his ten years with the DEEP Boating Division, he has initiated a number of innovative programs that focus on delivering the Division's Safe and Clean Boating messages to the public. Mark is the lead coordinator for the Boating Division's on-the-water outreach MV Prudence campaign, BOATS (Because Our Acquaintances Think Safety) Program, life jacket rebate program, paddlecraft education and outreach campaigns and the administrator of the DEEP's first social media campaign, Boating in Connecticut Facebook page. Mark has extensive commercial and recreational maritime experience and holds credentials, licenses and certificates from the U.S. Coast Guard, American Canoe Association, Connecticut DEEP, National Association of State Law Administrators, National Safe Boating Council and US Sailing. Mark has received numerous awards from state and national organizations for his efforts and achievements in the boating education field.

Diane Corish

Diane Corish assumed her role as the Communications Coordinator for the National Safe Boating Council (NSBC) in March 2016. She was in the class of 2015, graduating from George Mason University with a BA degree in

IBWSS SPEAKER BIOS

Communications. Since her time with the NSBC, she has grown her safe boating knowledge by completing the BoatU.S. online course and the NSBC Boating Safety Instructor course.

In her role as Communications Coordinator, she is also the Project Coordinator for the North American Safe Boating Campaign. This has driven her passion to help others and provided her with opportunities to meet so many people dedicated to the same exact thing: saving lives. She looks forward to what the future of safe boating brings!

Captain Mike Degenaro

Captain Mike Degenaro is the owner of Sea Tow Charlotte Harbor and comes from a family of commercial fisherman running lobster boats on Long Island Sound. He holds a 50-ton Master license, is Haz-Mat certified and a PADI diver, and member of Punta Gorda Boaters Alliance.

Ryan Dilkey

Ryan Dilkey is the Assistant Director of the Waterfront Program and Coordinator of Eckerd College Search and Rescue (EC-SAR), a community service program comprised of full time enrolled degree seeking Eckerd students. Responding to over 500 calls for assistance each year, EC-SAR is recognized as a valuable resource by the Coast Guard, 911 emergency response, fire departments, law enforcement, and many others.

As a student in the program from 1994-1998, he discovered his passion for helping others. He graduated as a Boat Captain with over 200 rescue cases and that same year, enlisted in the Coast Guard Reserves. After 9/11 he was called to active duty and spent 5 years on deployments. He was commissioned as an officer in 2004, and continues his service today as a Lieutenant Commander with International Maritime Affairs at US Central Command on MacDill AFB.

He is a certified instructor for the National Safe Boating Council and USA Waterski. He holds a Bachelor's Degree in Marine Biology from Eckerd College and a Masters of Education in College Students Affairs Administration from the University of South Florida.

Pamela Dillon

Pamela Dillon serves as director of the National Association of State Boating Law Administrators (NASBLA) Education and Standards Division. In this capacity, she works to fully articulate NASBLA's national role in standards development and conformity assessment, as well as to provide broader and deeper professional development opportunities for our members and the recreational boating community. Previously, Pam served as Boating Law Administrator (BLA), retiring in 2011, as chief of the Ohio Department of Natural Resources, Division of Watercraft. During a five-year break in service from the state of Ohio, Dillon served as executive director of the American Canoe Association (2002-2007), working to develop strategic alliances with boating, outdoor recreation, and paddlesport education and conservation programs across the U.S. and Canada. Dillon served two terms as a public member of the National Boating

Safety Advisory Council. In 2014, Dillon earned her credential as a Certified Association Executive (CAE) from ASAE (American Society of Association Executives).

K. Brian Dorval

K. Brian Dorval is Founding Partner of Think First Serve, a management consulting company specializing in helping organizations figure out new ways to grow. Brian has over 30 years of experience helping individuals, teams and organizations significantly improve personal performance and business results, delivering over 1000 creative problem solving, management coaching and performance training sessions to organizations companies in 20 different countries. Brian was instrumental in the development of Creative Problem Solving (CPS) version 6.1™, a proven framework for innovation and change, and has published over 60 articles, chapters and books.

Brian has brought his expertise to recreational boating as Facilitator of the National On-Water Standards (NOWS) Program. He designed and facilitated the overall process and validation programs used to prepare three On-Water skills-based recreational boating standards for entry into an American National Standards Institute (ANSI)-approved process. He is also the chief architect of the US Coast Guard's *National System of Standards for Recreational Boat Operation* being used to organize skills and knowledge standards and best practices.

Brian is an experienced sail, power and human-propelled boat operator, and has delivered high-performance training in sailboat racing teamwork. He is also a USPTA-certified tennis teaching professional specializing in the mental game.

Joanne Dorval

Joanne Dorval is a corporate officer of METCOR, Ltd. and serves as Secretary and Treasurer of the company. As Vice President of Administration, she is responsible for all corporate administration functions and compliance, overseeing all administrative personnel and providing leadership in finance and human resources. Joanne has over 30 years of experience in executive communication, conference/convention management, strategic planning, public relations and program administration.

Since 1994, Joanne has served as assistant to James P. Muldoon, immediate past Chairman of the US Coast Guard's National Boating Safety Advisory Council (NBSAC). She has also served as a member of the National On-Water Standards (NOWS) Program Administration Team since the program began in 2011. Joanne has been lead administrator of the Brendan Sail Training Program for Youth with Learning Differences since 2005 and the manager of the Donnybrook USA 66 racing program since 1995. She is US Sailing's Assistant Vice President of Government Relations. Joanne also contributed to the development 2017-2021 Recreational Boating Safety Strategic Plan while serving on the NBSAC's Strategic Planning Subcommittee's Technical Standards Advisory Committee.

Pam Doty

Pam Doty is the National Water Safety Program Manager for the U.S. Army Corps of Engineers (USACE). She worked for USACE for 21 years as a park ranger at Lake Shelbyville in Illinois before being promoted in 2012, to National Water Safety Program Manager. Her duties include policy development, conduct studies beneficial to the USACE National Water Safety Program, maintain trend analyses of USACE public recreation fatalities, produce water safety promotional products that are distributed by USACE, establish partnerships, work with other water and boating safety organizations, and manage the USACE National Water Safety Committee and Bilingual Subcommittee.

Cecilia Duer

The Executive Director since the inception of the full program in 1996 and CEO and President of the Spirit of America Foundation. Cecilia recently completed her third term serving on the National Boating Safety Advisory Council, serving as Vice Chair of the National Recreational Boating Safety Strategic Plan, Objective 3 leader for On Water Skills Education, Outreach for Implementing Partners, and acted on behalf of NBSAC as liaison to the Towing Safety Advisory Council and the Navigational Safety Advisory Council. She was the Executive Director of the NWSC for 11 years and Education Chair prior. She instructs the Ohio DNR Watercraft, Florida and Virginia Education Courses, youth boating, Cold Water Immersion Prevention, PWC basic education courses. Cecilia was recently recognized, for a third time, with the USCG Public Service Commendation for Outstanding Contributions to Recreational Boating Safety, LESBC Boater of the Year for Excellence in Boating Education, OH Cardinal Award. She produced "Implementing the Plan, A Day at the Beach," for which she received the USCG Pillar of Support award and is Executive Producer of Cold Water Boot Camp USA, Beyond CWBC Camp USA; RRR, and of the USCG/Grant project *Point of Sale*.

Stephen Ellerin

Stephen Ellerin has been on or near the water since the age of ten and a member of the US Coast Guard Auxiliary since 2009. He most recently served as its National Director for Recreational Boating Safety (RBS) Outreach, where he oversaw outreach to, and improved communication with, other RBS-related organizations and State Boating Law Administrators. He currently serves as Director (Vice President) for Member Services & Partner Outreach of the Coast Guard Auxiliary Association, the non-profit organization that is the fiduciary arm of the Coast Guard Auxiliary. He is a Member of the Board of Directors of the United Safe Boating Institute (USBI).

Jim Emmons

In 1989, Jim Emmons joined *WaterSki* Magazine, soon after, Emmons co-founded *WakeBoarding* magazine, eventually becoming the publisher of both titles.

In 1997, Emmons became a board of directors' representative for the Water Sports

IBWSS SPEAKER BIOS

Industry Association (WSIA). During his Board of Director's tenure, Emmons created the WSIA's *Leadership Awards* and the popular *Summit in the Snow*, WSIA's annual off-season educational conference. In 2003, Emmons became WSIA's president serving four terms until 2014.

In 2010, Emmons launched his own marketing consulting business. Through the Water Sports Foundation, his firm secured a non-profit U.S. Coast Guard boating safety outreach grant called *Increasing the Awareness of Safer Boating Practices* that has received more than \$4.6 million since 2011. In 2016, his efforts earned four U.S. Coast Guard grant awards worth more than \$1.1 million.

In 2015, Emmons organized a groundbreaking kayak-manufacturing group including the world's largest recreational kayak manufacturers to help with the distribution of paddle sports safety messages focused on increasing safety awareness among recreational paddlers.

In 2015, Emmons was invited to join the National Boating Safety Advisory Council, the congressionally appointed recreational boating safety advisory council for the U.S. Coast Guard and he also serves on NASBLA's Paddle Sports Committee and the Safety Committee for the Stand Up Paddleboard Industry Association (SUPIA).

CAPT F. Thomas Boross of the United States Coast Guard wrote in a June, 2014, letter of commendation, *"I want to express our gratitude for the outstanding boating safety public outreach messaging campaign that you and your organization have performed since 2011."*

Most recently, Emmons has expanded his safety outreach efforts into the Stand Up Paddleboard market by conducting a first of its kind manufacturer's meeting on paddle sports safety. Emmons remains a committed boating safety outreach ambassador.

Celina Fabrizio

Celina is that go-to professional whose clients consistently turn to for insight regarding this critical question: "Is it newsworthy?" Deciphering between what is presumed to be news and what truly is newsworthy requires a balance of journalistic integrity and gut intuition that Celina has carefully honed during her 20-plus years of work in and with the media. Her 10 years of work in the television news industry, first as a producer of an investigative/consumer unit and then an on-air reporter/anchor, prove invaluable. She understands what news is and what makes the news, which has helped her secure media placements for Paul Werth Associates clients in national outlets such as The Washington Post, Education Week, The Wall Street Journal and ABC World News.

Mike Fields

Mike Fields grew up boating on the many lakes and rivers in Kentucky. Mike worked most every major body of water in the state during his 12 years in the field as an officer and as a sergeant. Mike was the primary trainer for in-service and basic recruit training after the Water Patrol merged with the Department of Fish and Wildlife in 1994.

In 2001, Mike was assigned to

Headquarters to manage boating education and other special projects within the Law Enforcement Division. Mike was appointed Kentucky's BLA in 2004.

Mike was host of the 2006 NASBLA Conference in Louisville, Kentucky and served on NASBLA's Education, Law Enforcement, VIRT and Conference committees.

Mike was elected president of NASBLA in 2011. During Mike's tenure as president, the Sport Fish Restoration & Boating Trust Fund was reauthorized. Also during his term, he presided over the signing of a historical Memorandum of Understanding with the U.S. Coast Guard recognizing NASBLA as the keeper of National Marine Law Enforcement Training Standards and NASBLA was bestowed with the U.S. Coast Guard Distinguished Public Service Award.

After his retirement in 2012, Mike took his lifelong passion for water safety to a new level, becoming the executive director of the National Water Safety Congress -- where he continues his work today.

Rachel Garren

Rachel Garren is the Special Programs Manager for the Corps of Engineers Natural Resources Education Foundation (The Corps Foundation). Rachel retired after working more than 31 years with the U.S. Army Corps of Engineers (USACE) and she ended that service as the USACE National Water Safety Program Assistant Manager. She is currently managing a USCG nonprofit grant for The Corps Foundation. She is a Certified Interpretive Trainer with the National Association of Interpretation and has trained thousands in developing effective boating and water safety programs and promotional materials.

Richard C.W. Gash

Richard Gash, as the adult leader or skipper of Sea Scout Ship 41, has been instrumental in challenging high school youth to attain a high level of proficiency in boat safety and handling for over sixteen years. Ship 41 has won many awards for its environmental achievements and in 2008 was the Sea Scout, Boat U. S. National Flagship.

Richard continues to pique the environmental awareness of students with the formation of the BSA Learning for Life, Marine Environment Explorer Club 360, a co-educational program for students in sixth through eighth grade focusing on boat safety and handling.

On a more personal note Richard is an NSBC Close Quarter Boat Control and U.S. Sailing instructor. He has taught many BSA adult training courses and is a recipient of the Silver Beaver Award. He is an engineering graduate of Imperial College, London; and a graduate of Purdue University with a master of science in industrial administration.

Stu Gilfillen

Stu Gilfillen is the Director of Education for US Sailing/US Powerboating, overseeing all of sail and power training for the organization at both the student and instructor levels. He is also responsible for all product and program development, including online courses and

digital resources. Prior to joining US Sailing, he served as the Executive Director for the Sarasota Youth Sailing Program in Sarasota, Florida, the Sailing Director for both the Edgartown and Beverly Yacht Clubs and the Head Coach of the Providence College Sailing Team. He is a US Sailing Small Boat Level 1-3 Instructor Trainer, a US Powerboating Instructor, a member of the National Safe Boating Council and a former recipient of the US Sailing Community Sailing Committee's Marty A. Luray award, given to an individual who has made an "outstanding and unselfish contribution to further public access sailing."

John Gullick

John Gullick is a senior manager with over forty years of experience in the not-for-profit field. His strong commitment to the community combined with a supportive management style has resulted in a highly successful career working with volunteers and professional staff in a wide variety of work environments.

Since 1999, John Gullick has been Manager of Government and Special Programs for the Canadian Power and Sail Squadrons in Toronto, Ontario, Canada. In this capacity, he is responsible for government relations and the management of two national programs mandated by Transport Canada, Office of Boating Safety and Industry Canada.

John has served as the Chair of the Canadian Safe Boating Council since 2015. He has been the Co-Chairman of the Recreational Boating Advisory Committee to the National Canadian Marine Advisory Council since 2007. He is the Manager of the Pleasure Craft Operator Card program and the Restricted Operator Certificate (Maritime) program provided through 150 Squadrons, 400 independent recognized providers/examiners and many Provincial Partner Organizations. John is the Race Director and Past Chair of the Peterborough Dragon Boat Festival. The Peterborough Dragon Boat Festival is one of the world's largest single day community events of its kind now in its 15th year.

John Gullick is a freelance writer and a safe boating educator.

Major Dan Heskett

Major Dan Heskett was raised in a small community in North Central Kansas, fourteen miles from the Nebraska border. He was taught the treasures of the outdoors during the "Golden Age" of wildlife conservation, by his father, Game Protector Gary Heskett. The exposure to a game warden's life formulated the expectations of a career path leading to Fort Hays State University in Western Kansas where degrees in Biology and Industrial Education with a teaching certificate were gained. After student teaching an 8th grade shop class, Officer Heskett continued with a M.S. degree in biology with an emphasis towards wildlife and fisheries management, feeling it was safer to carry a firearm than teach 8th grade shop classes.

Major Heskett gained employment with KDWPT in 1989 and in 1990 joined the law enforcement division being stationed in Russell County and assigned to a major reservoir, Wilson. Not Mr. Wilson, as that was a soccer

IBWSS SPEAKER BIOS

ball. Major Heskett used the recreational boating platform as a building path to further his career by developing and challenging the status quo in modifying and improving the attitudes towards game warden's duties as they related to marine enforcement.

In 1993, Major Heskett took a promotion (with no pay increase), to be one of two statewide boating enforcement specialists and moved near Wichita Kansas. Major Heskett attended numerous specialized trainings and organizations that involved recreational boating safety as well as maintaining the regular duties of the game wardens during the hunting seasons completing and assisting in illegal wildlife cases.

In 2002, Major Heskett was introduced to the true management structure of the organization as he was promoted to the Assistant Division Director of Law Enforcement where his main duties were to oversee the recreational boating duties for law enforcement and assist the Boating Law Administrator. In 2004, Major Heskett took over the duties of the Boating Law Administrator of which he currently retains these duties.

Through several organizational changes, Major Heskett manages the logistics and planning section for the law enforcement division and supervises two Captains. Duties that fall under this section include, Boating Law Administrator, hiring and recruitment, field training officer program, professional standards, emergency management, K-9, radio communications, honor/color guard, incident response team and agency response to child abduction alerts.

Basically, anything that no one else wants, Major Heskett will get assigned to it.

Major Heskett recently graduated from the National Association of Conservation Law Enforcement Chiefs Academy in September of 2016, held at the U.S. Fish and Wildlife Training Center.

One of the best accomplishments Major Heskett is proud of, is the creation of the Color/Honor guard, which was the result of the request of Boating Enforcement Specialist, Kevin DeFisher, before he lost his battle with brain cancer at the age of 32. The unit has performed with distinguished honor at every event attended including the first 21-gun salute at Officer DeFisher's service.

Ed Huntsman

Mr. Huntsman was appointed to the Eighth Coast Guard District's Prevention Division staff in March, 2012, after retiring from the Arizona Game and Fish Department education branch where he was employed as the conservation education program manager. In that capacity, he was responsible for the sports fishing, hunter and archery education, gun safety, off highway vehicle and boating safety education programs. He also served as the department's only non-commissioned POST certified specialty instructor for boat operations related law enforcement training during his tenure with the department.

In his current position, he is responsible for coordinating the Eighth Coast Guard District's recreational boating safety program working with the boating law administrators

and education staffs of the 26 states that make up America's Heartland. His primary responsibilities include policy planning and outreach related to the enforcement of Federal laws and Coast Guard regulations for recreational boating safety. He serves as the District's primary liaison to local, state, tribal, regional, national, Canadian and Mexican recreational boating safety and enforcement officials, public boating safety and related organizations and recreational boating-related media. He is a regular contributor to a number of regional and national print and electronic magazines.

A previous board member of various national and regional water and recreational safety, boating safety, and conservation education related organizations, he currently serves on NASBLA's Law Enforcement and Education committees. A founding member of NASBLA's Education Standards Panel and a participant on numerous on-water education standards and training efforts, he continues to deliver classroom and on-water courses and presentations to industry professionals, volunteers and the general public.

A Coast Guard credentialed master mariner, Huntsman holds a MBA, is a graduate of Arizona State University's (ASU) Bob Ramsey Executive Education Certified Public Manager (CPM) program and has received that professional designation. Huntsman also holds a certificate from ASU's Management and Leadership Institute.

Captain Stephen Jacobs

Captain Stephen Jacobs is Director of Training/Instructor for Freedom Boat Club. He is responsible for both the corporate and franchise member training programs. He holds a 50-ton United States Coast Guard Masters license, with towing and radar endorsements, and is a certified Recreational Powerboating Association instructor. Previously, Steve spent 25 years in San Francisco Bay; and enjoys powerboating, sailing, and stand-up paddle boarding.

Rachel Johnson

Rachel Johnson, CAE, is the Executive Director of the National Safe Boating Council (NSBC). She oversees the strategic direction and daily operations in support of the NSBC's mission of *Safer Boating through Education, Outreach, and Training*. Rachel has been with the NSBC for nine years, previously as its Communications Director.

Rachel was recently appointed to the Department of Homeland Security to serve as a member of the National Boating Safety Advisory Council (NBSAC), has done extensive committee work with the National Association of State Boating Law Administrators (NASBLA) as Subcommittee Chair and Committee Member, and, most recently, her article on the importance of developing and implementing grassroots campaigns and their impact on positively changing people's behaviors was published in the U.S. Coast Guard Proceedings magazine.

In 2013, Rachel received her Certified Association Executives (CAE) credential from the American Society of Association Executive (ASAE). Rachel was recently recognized with

PR News' People to Watch in PR Under 30 and the Association Forum and USAE's "Forty Under 40," recognizing 40 up-and-coming association or nonprofit professionals under the age of 40. Among other accolades, under her management, the NSBC's "Ready, Set, Wear It!" Life Jacket World Record Day received ASAE's 2013 prestigious Summit Award for making "America and the world a better place to live" and, in 2016 alone, the NSBC was recognized with eight national awards.

Rachel graduated magna cum laude with a Bachelor of Arts in Communication Studies and a Bachelor of Sciences in Recreation and Parks Management from Frostburg State University.

Captain Scott L. Johnson, Office Chief, Auxiliary and Boating Safety

Captain Johnson currently serves as the Office Chief in the Coast Guard's Office of Auxiliary and Boating Safety. He is responsible for overseeing the National Recreational Boating Safety Program and the United States Coast Guard Auxiliary.

Most recently, he was a Division Chief in the Coast Guard's Office of Design and Engineering Standards, where he led the development of U.S. national maritime safety and environmental protection regulations and policies for complex shipping, oil and gas projects. In his tenure, Captain Johnson produced standards for dynamic positions systems, safety management systems and portable accommodation systems, as well as numerous novel ship designs.

Captain Johnson served as Chief of Prevention, Sector Anchorage in Alaska. In this role, he was responsible for all Marine Safety, Waterways Management, and Port Security missions in Western Alaska.

Previous assignments include serving as Division Chief of the Tank Vessel and Offshore Division, Washington D.C.; Executive Officer of Marine Safety Unit Baton Rouge, as a marine inspector and investigating officer at Marine Safety Office New Orleans, and as an engineering officer aboard Coast Guard Cutter ALERT.

Captain Johnson is a 1994 graduate of Norwich University where he earned a Bachelor of Science in Mechanical Engineering. He also graduated from the Naval Postgraduate School in Monterey, California in 2006, with a Master of Science in Mechanical Engineering.

Captain Johnson is a native of Covington, Louisiana. He and his wife Tamara live in Stafford, Virginia with their five children: Madison, Nolan, Benjamin, Teagan and Callahan.

Cody Jones

Asst. Commander Game Warden Cody Jones currently serves as the Boating Law Administrator for the state of Texas. AC Jones is tasked with the oversight and supervision of the state's Recreational Boating Safety Grant Program, Marine Safety Enforcement Officer Credentialing Program, Party Boat Operations Program, and Coastal Floating Cabins Permit Program as well as the oversight of state boating laws and administrative rules. In 2012, AC Jones developed the agencies Maritime

IBWSS SPEAKER BIOS

Tactical Operations Group (MTOG), which is a specialized unit comprised of specially trained, equipped and tactically proficient Game Wardens for Maritime Operations. The MTOG unit exists to enhance the Division's response capabilities during critical waterborne incidents or special maritime details. MTOG's missions and objectives include, but are not limited, to USCG security zones and escorts, maritime border operations, dignitary protection, interagency assistance and any incidents requiring high-risk maritime law enforcement response.

In 2013, Texas Parks and Wildlife was the fourth state to become accredited under the National Association of State Boating Law Administrators (NASBLA) Boat Operations and Training (BOAT) program. This program and accreditation is endorsed by the United States Coast Guard as the National Standard of Training for Maritime First Responders and is in the FEMA catalog. In addition, AC Jones also serves on NASBLA's Executive Board and has previously served as chair of the NASBLA Preparedness & Response Committee and vice chair of the NASBLA Engineering Reports and Analysis Committee.

AC Jones is a graduate of Sul Ross State University with a Bachelor of Science degree and has attained many state and national leadership training accolades in his career. AC Jones resides with his wife, Honey, and three children, Kylie, Cage and Cullen, in Dripping Springs, Texas.

Nichole Kalil

Nichole is a Public Relations (PR) veteran who spent seven years of her career serving the Florida Department of Transportation as a Public Information Officer. Since 2013, she has enjoyed practicing PR in the maritime industry. She organized a one of a kind Search and Rescue Demonstration in cooperation with various government agencies and the top marine editors at the 2014 Miami Boat Show. Her work has received a multitude of coverage for her current employer, ACR Electronics, on national news segments such as: CNN, Today, Dateline, and most recently in People Magazine. Nichole is a 'Maritime Professional of the Year' recipient 2016, as well as a recipient of the National Safe Boating Council's "Horizon Award" 2014, and the Marine Marketers Association's "Innovation of the Year" for ACR's Survivor Club 2013.

Baz Kirk

Baz has a long association with the Maritime Industry, starting his career as a crewman of fishing boats out of Gisborne, New Zealand in the late 70's. Gaining his commercial skippers ticket in 1983 he skippered fishing boats involved in most aspects of the fishing industry around the coasts of New Zealand.

Coming ashore in the mid 90's Baz began working as a commercial fishing tutor at a Maritime School in Gisborne, finishing up as the program coordinator, involved in accreditation, academic quality management and vessel safety & compliance for the Maritime School. Focusing on high achievement and can do attitudes the Maritime School was well known for producing quality students.

As a long serving Senior Rescue Vessel Master for Coast Guard, Baz took the opportunity to take up a role as Operations Manager for Coast Guard Eastern Region, involved in people and systems management along with vessel safety and compliance, training and rescue vessel master assessments. During this time Baz forged strong relationships with Maritime New Zealand. A strong focus on leadership and commitment saw Baz leading teams of volunteers tasked with effecting change and improvement of systems for the benefit of the organization.

Following Baz's strong association with Maritime New Zealand, it was a natural step joining the organization as the Manager, Commercial and Recreational Liaison in February 2012, working with recreational boating organizations and commercial vessel operators to enhance safety awareness.

Developing networks and enhancing links with industry led to his current role as National Advisor Industry Support. This role has a strong focus on the implementation of the commercial Maritime Operator Safety System (MOSS) working alongside regional compliance managers and their teams and associated business units within Maritime New Zealand. Baz also has oversight of the Recreational Boating portfolio for Maritime NZ's compliance team, participating in the national Safer Boating Forum group for NZ, and is a member of the Australia/New Zealand Safe Boating Education Group (ANZSBEG).

Baz is known for his "can do attitude," leadership skills and ability to engage with industry.

Baz holds Commercial Master, Senior Master Search and Rescue Vessel, National Certificate Adult Education and Training Qualifications. He is a recipient of the 20 year long service award for his contribution to Coastguard NZ, and is a proud life member of the Gisborne Coastguard Unit.

Candace Lightner

Candace Lightner, founder of Mothers Against Drunk Driving (MADD), is recognized nationally and internationally as the moving force behind reshaping the nation's attitude toward drunk driving.

As MADD's Chief Executive Officer, President and Chairman of the Board, Lightner masterminded MADD from a small California grass roots organization into an international corporation with more than 400 chapters worldwide and an annual budget of over 12 million dollars. Under her leadership, MADD's membership base grew to more than 2 million. She managed a staff of more than fifty employees and thousands of volunteers.

Her ability to empower people to move beyond their grief and make a difference in their community and state has earned her national acclaim. Equally important, Lightner provided the solution—vision, legislative strategy and consensus-building skills—necessary to move lawmakers into pro-actively changing the laws and saving lives.

Building on her landscape-altering experience with MADD, Lightner moved her mission forward in a consulting capacity as

a manager, fundraiser, trainer, advocate, and counselor to issue-driven groups across the country and helped form numerous consensus-building public-private coalitions. These issues include traffic safety, arts and music education, victims' rights, alcohol and other drugs, youth oriented programs, hunger, anti-discrimination, and energy efficiency in the residential real estate market.

Lightner has contributed knowledge, expertise and personal experience to virtually every newspaper and talk show in the country and was featured in a documentary, the Twentieth Century Project, by the famous Oscar winning director Bob Zemeckis. She has co-authored *Giving Sorrow Words: How to Cope with Grief* and *Get On with Your Life* (Warner Books) and she was the subject of a T.V. movie, entitled *Mothers Against Drunk Drivers: the Candy Lightner Story*.

Corporal Adam Loudermilk

Corporal Adam Loudermilk has been a Game Warden with the Georgia Department of Natural Resources Law Enforcement Division for 14 years. During his career, he has been assigned to Lake Lanier for 13 years and assigned to Lake Burton for one year. In 2011, he was assigned to the DNR Sonar Team, and in 2014, he began assisting with the training of new team members. He is responsible for the operation and maintenance of the side scan sonar, sector scan sonar and remotely operated vehicles. To date he has conducted over 100 searches for drowning and boat accident victims in Georgia and South Carolina. Also, he regularly assists other law enforcement agencies with searches for weapons and other evidence used in crimes.

Edwin Lyngar

Edwin Lyngar took a "detour" into the U.S. Coast Guard twenty-four years ago. This was supposed to be a four-year gig but ended up becoming a career in boating with the Federal and state agencies. Ed's only other career aspiration is teaching English at the local university, and he entertains fantasies about a move into academia from time to time.

Ed did have a three-year long break in his boating career when he worked at an uppity public relations firm in Silicon Valley. Despite working with fancy people, Ed habitually drove a beat up, red pickup with a bent frame. His truck was almost towed early in his career there, because the owner of the agency could not believe a PR person would drive such a vehicle. Fortunately, someone asked Ed about the truck before it was towed.

The whole business about the truck would make a great essay on class, income and cultural expectations, and it's just the kind of crap that the stuffed shirts who hire English teachers eat up. Yet Ed has yet to receive the call offering him a coveted tenure track teaching job where he works two days a week and makes obscene amounts of money.

The moral of this story could be "life isn't always fair." Or perhaps it's that you should drive a car that fits your profession. The real lesson here is that a person could do far worse than spending a career touting boating safety.

IBWSS SPEAKER BIOS

Dr. Thomas W. Mangione

Dr. Thomas W. Mangione is a Senior Research Scientist at JSI Research & Training Institute in Boston, Massachusetts. He has been project director for the U.S. Coast Guard's National Life Jacket observation study since its beginning in 1998. In addition, he has been project director on other life jacket observational studies including an evaluation of the Wear It! campaign in the Delta Region of California; the U.S. Army Corps of Engineers mandatory life jacket regulation evaluation in Mississippi; and assessment of life jacket use in Washington State for their statewide Parks and Recreation Department.

Scott McDonald

Scott McDonald is a member of United States Power Squadrons, and serves as chairman of the National Boat Operator Certification (BOC) Committee. He holds a BOC certification at the Advanced Coastal Navigator level, and is a BOC Certifier Trainer Instructor. He is also a Master Instructor in boating safety for Texas Parks and Wildlife, and an Instructor Member of the National Safe Boating Council.

Scott has served USPS in a variety of roles, including Commander for the Houston Sail and Power Squadron and for District 21. He is an instructor for the Piloting and Navigation courses, and regularly teaches America's Boating Course and Practical On-the-Water Training (POTW) for the public.

In his professional career, Scott is a consultant in the Energy Industry with a specialization in commodity trading and risk management systems. He has over 25 years of experience as a program and project manager, delivering business and technology solutions. He has worked as a consultant for both PwC and Accenture, and as an employee for multiple energy companies. He holds a BA in Computer Science from Rice University and was a National Merit Scholar. He is also an Admiral in the Texas Navy.

Fred Messmann

Fred F. Messmann is a Retired (2009) Game Warden Captain from the Nevada Department of Wildlife currently serving as the Deputy Director of the National Safe Boating Council.

Captain Messmann was the Nevada Boating Law Administrator, Boating Access, Clean Vessel Act, and Boating Infrastructure Grant Programs Administrator for 20 years.

Captain Messmann served as the Western States Boating Administrators Association (WSBAA) President, and was a Recreational Boating & Fishing Foundation (RBFF) Board member. Fred was PRESIDENT in 2004 of the National Association of State Boating Law Administrators (NASBLA) and had served at various times as chair of nearly every NASBLA committee.

Fred was appointed to the National Boating Safety Advisory Council (NBSAC) from 2002 through 2012. Beginning in 2005 Fred helped develop and then implement the first two 5 year USCG Strategic Plans, 2007-2011 and 2012-2016 where the plans goals were met or exceeded, with the fatality rate for the last three years the lowest on record.

Fred was the National Safe Boating Council U.S. Coast Guard Grant project manager for: Inflatable Life Jacket Wear Education, 2010; International Boating and Water Safety Summit Exhibitions 2010 - 2016 (current); Navigation Rules Youth Education 2011; Navigation Rules Awareness Boat On Course video training, 2011 and part two Sequel 2013; Point of Sale for Marine Professionals Training, 2012; the Saved by the Beacon, Emergency Locator Beacon Awareness Program, 2015, and the Media Toolbox, 2016. Fred is currently working on the Media Toolbox Photo Library and the Distracted Boater Awareness training.

Fred has received numerous awards and commendations including the U.S. Coast Guards Distinguished Public Service Award, and the "Partnering with Pride" Award recognizing the imagination, creativity and vision of partner leadership Service, the NASBLA Lifetime Achievement Award, the NASBLA Bonner Award, the National Safe Boating Councils Chair Award and Special Presidents Award.

Richard Moore

Richard Moore recently retired from the Florida Fish and Wildlife Conservation Commission's Division of Law Enforcement, where he managed the Boating and Waterways Section. He served as Florida's Boating Law Administrator for 15 years and is currently the Chair of the National Safe Boating Council.

With more than 27 years of fish, wildlife and boating law enforcement experience, his professional role included oversight of Florida's boating safety, boating access and waterway management efforts. This included coordinating with numerous state, local and federal agencies on boating enforcement issues, participating in the development of state and federal boating-related legislation, and consensus-building with a wide variety of stakeholders.

Richard has served as President of the National Association of State Boating Law Administrators (NASBLA) and is the Program Manager for NASBLA's BUI training program. He is also serving his fourth appointment to the National Boating Safety Advisory Council (NBSAC).

Richard is an avid outdoorsman and is a native Floridian from the Tampa area.

Captain Holly L. Najarian

As Sector Commander, Captain Najarian serves as Captain of the Port, Officer in Charge of Marine Inspection, Search and Rescue Mission Coordinator, Federal On-Scene Coordinator and Federal Maritime Security Coordinator while directing Coast Guard operations along the west coast of Florida and throughout the Tampa Bay region. Sector St. Petersburg is comprised of 2700 people and 12 units, including five search and rescue stations, six cutters, and an Aids to Navigation Team.

Previously, Captain Najarian was assigned to Coast Guard Headquarters in the Office of Budget and Programs (CG-821). Her portfolio spanned Inspections and Compliance (CG-5PC), Commercial Regulations and Standards (CG-5PS), Marine Environmental Response (CG-MER) and Incident Management and Preparedness Policy (CG-5RI), including 15 program offices in the Ops

Shore Prevention and Response Communities. Responsibilities included the drafting, review, analyses and formalization of policy, resource proposals, legislation and programmatic initiatives for the Coast Guard's CFO, Vice and Commandant. She ensured program alignment with senior leadership direction, responded to external queries, prepared reports for Congress, DHS and OMB, and prepared Flag Officers and staffs for Congressional Hearings and briefs.

Captain Najarian received her Coast Guard commission in 1993 under the Coast Guard's Direct Commission Maritime Academy Graduate Program. Her career began as an inspector trainee at Marine Safety Office Jacksonville, Florida where she acquired both of her major inspector designations. She was then assigned as Supervisor of Marine Safety Field Office Portsmouth, New Hampshire; responsible for all marine safety and environmental response missions along the New Hampshire coastline.

After only two years at the field office she was selected to attend graduate school, followed by a tour as a Staff Engineer and Machinery Branch Chief at the Marine Safety Center in Washington D.C. She was responsible for the review of plans for the design, construction, and repair of vessels in accordance with international, laws, regulations and policies and specialized in fire suppression systems, lifesaving, and machinery design. She was then assigned as Chief of Inspections and Investigations at Sector Boston.

Captain Najarian followed up the tour in Boston with assignment as the Senior Prevention Assignment Officer at the Coast Guard Personnel Service Center. She provided career counseling, mentorship, and strategically placed senior career Prevention Officers into assignments to allow for career development and optimized mission execution.

In her follow-on tour as Deputy Commander, Sector Long Island Sound she served as Acting Sector Commander, Alternate Captain of the Port, and Acting Officer in Charge Marine Inspection across 300 miles of Connecticut and New York coastline. She supervised over 700 Active Duty, Reserve, and civilian employees, 1300 Auxiliary, 3 cutters, 8 stations, 2 aids to navigation teams, a Marine Safety Detachment and a Sector Field Office.

Captain Najarian is a graduate of Maine Maritime Academy and has held an Unlimited Third Assistant Engineer's license for steam and diesel vessels. She earned a Master's of Science in Fire Protection Engineering from Worcester Polytechnic Institute (WPI), as well as, an additional Master's degree from WPI in Business. She has been awarded three Coast Guard Meritorious Service Medals, two Coast Guard Commendation Medals and four Coast Guard Achievement Medals, as well as the Outstanding Military Volunteer Service Medal and several unit, team and special service awards.

Daniel Noah

Daniel Noah has been a meteorologist with the National Weather (NWS) for over 27 years and is currently the Warning Coordination Meteorologist at the Tampa Bay office. He received his Bachelor of Science in Meteorology from the University of North Dakota where he worked on research involving aircraft

IBWSS SPEAKER BIOS

icing and microbursts. Dan has forecasted tornadoes in Wisconsin, blizzards and 46 below temperatures in North Dakota, and currently enjoys forecasting tropical meteorology in Florida. Because of his cold weather experience, Dan and Janet (his wife of 28 years) have vowed never to live north of Florida's Interstate 4.

Dan has 15 years of marine weather forecasting experience and is fully responsible for carrying out area-wide public awareness programs designed to educate the public and mitigate impact of hazardous weather events. He has experienced firsthand the power of hurricanes while forecasting on-site for emergency management in Fort Myers, Florida, when 2004 Hurricane Charley and 2005 Hurricane Wilma blew through. Dan has been a member of the Florida Governor's Hurricane Conference Program Committee since 2006, where he works to organize and teach trainings and workshops to educate others about the impacts of hurricanes and to promote changes to NWS hurricane products and services.

Luis Ojeda

As a native Puerto Rican Spanish speaker, Luis has the experience of dealing and selling to Mexico, Costa Rica, the Dominican Republic and Puerto Rico.

As a military dependent and as a past member of the US Air Force, he has travelled extensively and lived in Spanish speaking regions throughout the United States.

Luis was the point of contact and project manager for USPS' first translation of their Basic Boating course 15 years ago. He is presently the project manager for the new ABC3 course translation as well as the online version.

He has been a member of the United States Power Squadrons for 28 years and a member of the US Coast Guard Auxiliary for 26 years. He is a certified instructor in both organizations.

Boating and teaching have been a large part of his life. He has raced sailboats in the Caribbean as well as around Annapolis. He presently owns and operates two vessels, a Bass boat for the lake and an offshore center console.

He is uniquely qualified to demonstrate how to engage Hispanics in their native language and how to do it safely.

Alex Otte

As a 20-year-old college student from Lexington, Kentucky, I am a victim of Boating Under the Influence, and have refused to ever be labeled a victim. I am a student, a communications intern, a traumatic amputee, a professional photographer, a Mother's Against Drunk Driving representative, and an activist. Since my crash nearly seven years ago, I have made it my mission to make sure that what happened to me never happens to anyone else. In 2015, I was named MADD's youth activist of the year for my work in legislation. I have represented one law in the state of Kentucky, and am now working to revamp it, and will hopefully soon be working on another. I have traveled to speak at high schools, churches, colleges, conferences in Kentucky, Washington, D.C., and elsewhere. I have participated in panel discussions regarding drinking and driving and underage drinking. I also mentor new

amputees and some other victims of severe trauma across the state of Kentucky.

Yvonne Pentz

On any given day, Yvonne's colleagues and clients might refer to her as a creative marketer, a digital native, a pitch-perfect content developer, a public relations leader, even our strongest ally and advocate. This drive to constantly expand her expertise to provide what's needed and what's next is what makes Yvonne a savvy communicator and an asset to Werth and its clients. With more than a decade of agency and marketing experience informing her strategic thinking and implementation, she leans into her diverse set of skills to make a tangible difference in how client deliverables are developed, conveyed and received. Yvonne not only exceeds client expectations with her work, but also garners recognition as an award-winning practitioner from the likes of the Academy of Interactive & Visual Arts' Communicator Awards, Hermes Awards, PR Daily Nonprofit Awards, and PRSA's Bronze Anvil, to name a few.

Ted Rankine

Ted Rankine is media professional with extensive experience in broadcast television and marine media. Through his company, Playsafe Productions Corp, (Canada/USA), Ted specializes in the creation of safety programs for Search and Rescue and safety professionals and the general public who recreate on land, air and sea. Ted has created, written and hosted four broadcast television series and hundreds of programs on boating, aviation and water safety. He is a Past Rear Commander with US Power Squadron, past director of the NWSC, past Chair of the Canadian Safe Boating Council and a current director of Search and Rescue Prevention Canada.

Dan Ratner

Dan joined the National Safe Boating Council as its Marketing and Membership Specialist in February 2017, developing and executing tactical strategic initiatives to increase membership engagement and improving marketing of NSBC programs, services, and products.

With more than 20 years of experience in the field of membership recruitment and retention, Mr. Ratner is a sought-after expert and presenter on the topic of membership development for non-profit associations. In addition to his work with the NSBC, he authors the *Business of Membership Blog* (a.k.a. *The BoMB*) and has developed a proprietary framework for growing organizations entitled *The In It ForEVER™ Principle* which focuses on the four key areas of a membership program: a quality membership Experience, ever-increasing Value, intentional Engagement, and consistent Relevance.

LCDR Christopher C. Rosen

LCDR Christopher Rosen graduated from Coast Guard Recruit Training at TRACEN Cape May, New Jersey, in June 1993. As an enlisted member, LCDR Rosen struck Boatswain's Mate on the CGC STORIS homeported in Kodiak,

Alaska, and served as duty Surfman and Boarding Officer at Motor Lifeboat Stations Yaquina Bay, Depoe Bay, Cape Disappointment and Shinnecock. During this time, he advanced to the rank of Chief Boatswain's Mate and served as the Executive Petty Officer before being selected for Officer Candidate School.

After attending Officer Candidate School at the Coast Guard Academy in New London, Connecticut, in 2005, LCDR Rosen served as an instructor at the National Search and Rescue School, Station Supervisor at SECTOR Hampton Roads, the Chief of the Afloat Operations Section at TRACEN Yorktown, and currently serves as the Command Center Chief at SECTOR St. Petersburg, Florida. LCDR Rosen has been selected as one of two Coast Guard students at the United States Marine Corps, Command and Staff College for the upcoming 2017-2018 academic year.

Among other awards, LCDR Rosen has been permanently assigned Surfman check number #278 in the National register of Surfman, and is a proud graduate of the Chief Petty Officer Academy, Officer Candidate School, and has also earned his Bachelor's of Science degree in Information Technology from Touro University.

John Rowland

John Rowland is a member of United States Power Squadrons since 2006, where he has been a vessel safety examiner, volunteer instructor, and led various efforts. He moved to Southwestern Florida in 2015, where he became involved in the life jacket loaner program in Charlotte Harbor.

Duane "Mike" Smith

Captain Smith has over 40 years' experience in a broad range of maritime operations. After sailing in the merchant marines and working in the offshore oil industry, Captain Smith entered the United States Coast Guard, where he spent over 25 years working in a variety of assignments in the Marine Safety, Security and Environmental Protection specialty. Captain Smith's Coast Guard assignments included serving as Commanding Officer, Marine Safety Office Mobile, Executive Officer of Marine Safety Office Tampa and assignment as the Deputy Associate Director of Maritime Security Policy with the Secretary of Transportation's Office of Intelligence and Security. Throughout his career, he has had extensive interaction with the recreational boating community, including state recreational boating agencies. Captain Smith is currently the Managing Member of Sextant Strategic Consulting, LLC, a small consulting firm specializing in strategic planning, analytic research, regulatory compliance, team building, and grant writing and management.

Captain Smith holds the degree of Doctor of Management in Organizational Leadership from the University of Phoenix, a Masters of Administrative Science from Johns Hopkins University, a Masters of National Security Strategy from the National War College, and a Bachelor of Science from the U. S. Merchant Marine Academy.

IBWSS SPEAKER BIOS

Tim Spice

Mr. Spice manages the State of Texas Boating Education Program and works with regional groups to promote water safety across the state. He also managed the agency's Outreach efforts between assignments with the military. Tim is a retired Command Sergeant Major who served 31 years in the US Army and Reserves. His last two leadership positions involved training and leadership development of new recruits and Combat Medics. He spent time teaching in the inner city of Houston and also worked for the Boy Scouts of America for a time. In 2013, he was awarded the "Chair Award" from the National Safe Boating Council and in 2014, he was awarded the Southern States Boating Law Administrator's "Educator of the Year Award." He is currently on the Education Standards Panel (ESP) and is a Sub-committee Chair on the Education Committee for NASBLA.

Chris Stec

From south Louisiana to western North Carolina to Virginia, Chris has been affiliated with paddlesports in a variety of ways.

Prior to becoming the Chief Operating Officer of the ACA, Chris worked as an outdoor instructor for the YMCA, a raft guide for the Nantahala Outdoor Center, a Program Director at a prominent summer camp and in the ACA's Safety Education & Instruction Department.

Chris holds the following ACA paddlesports certifications: Level 4: Whitewater Canoe - Instructor Trainer Educator; Level 3: Whitewater Stand Up Paddleboarding - Instructor Trainer Educator; Level 2: Essentials of Canoe Touring - Instructor Trainer Educator; Former Level 5: Advanced Swiftwater Rescue - Instructor; and Adaptive Paddling Endorsement.

Chris has served on various committees for the National Safe Boating Council, the National Association of State Boating Law Administrators, and the PFD Manufacturers Association. He is a former Board Member of the Professional Paddlesports Association and a current Board Member for the National Safe Boating Council and on the Board of Governors of the International Whitewater Hall of Fame. In addition, he was appointed to the U.S. Coast Guard's National Boating Safety Advisory Council by former Department of Homeland Security, Secretary Napolitano. He is also a lifetime member of American Whitewater.

In addition to articles published in several magazines, including poetry, Chris has contributed to three books and multiple educational videos. An Eagle Scout, he was also one of the writers of the revised Boy Scouts of America Canoeing and Whitewater Merit Badge Pamphlets and spearheaded the development of the BSA's Stand Up Paddleboarding Award.

A love for competition has allowed he and his wife to place at regional and national downriver races in tandem canoe.

Chris lives in Fredericksburg, Virginia, with his wonderful wife and two children. When not in the office, he can be found spending time on the water with his family, whether it's kayak fishing, whitewater canoeing on a section of the local Rappahannock River or surfing SUPs in the ocean.

Kevin Straw

Kevin has been active on the water his whole life. Since his first job as a lifeguard in 1990, Kevin has focused on safety on the water. As an undergraduate at UCLA, Kevin instructed sailing and windsurfing to youth and adults in Southern California. After college, Kevin taught at Club Med in southern Mexico. In 1997, Kevin returned to San Diego to be the Youth Camp Director for The Watersports Camp. In 2002, Kevin and his family sailed their 54 foot sailboat from Mexico to New Zealand. After returning to San Diego, Kevin was hired to supervise instructional programs at San Diego State and UC San Diego's - Mission Bay Aquatic Center. In 2012, Kevin was promoted to Director. Under Kevin's leadership, Mission Bay Aquatic Center continues to win awards for excellence in teaching, community service and outreach, as well as its excellent employment culture. Kevin is a certified NASBLA Powerboat Instructor, US Sailing Instructor, ACA SUP Instructor, Red Cross Lifeguarding Instructor, and holds a USCG license. In his spare time he surfs or is out on the water with his wife and three kids.

Corporal Eddie Tompkins

Corporal Eddie Tompkins has been a Game Warden with the Georgia Department of Natural Resources Law Enforcement Division for 12 years. Cpl. Tompkins has worked several of the major reservoirs in Georgia to include Carters Lake, Lake Blue Ridge, Lake Russel, Clarks Hill Lake, Lake Oconee, and most notably Lake Lanier. In 2012, Cpl. Tompkins was assigned to the Sonar Team. Since his assignment to the Sonar Team, he has conducted numerous searches utilizing all three of the sonars the team has at their disposal. He has become very proficient and has had great success in locating victims and other evidentiary items. Following one of the worst boating accidents on Lake Lanier in recent years, Cpl. Tompkins was able to locate four victims in 75 to 105 foot of water within 24 hours. Due to his hard work enforcing boating safety laws and his abilities with the sonar equipment, Cpl. Tompkins was recognized as the 2015 Boat Safety Officer of the Year for Georgia.

Jake Waldrop

Jake Waldrop is a Texas native born and raised. No, he doesn't ride a horse to work but he does say y'all and pray to the football gods. He studied marketing and mass communications for a dual undergraduate degree and is currently pursuing an MBA in business analytics. During his time at Kalkomey as the Sr. Marketing Manager, Jake has reshaped the way the company utilizes data putting it at the forefront of business decisions and transforming marketing operations. Last year, Jake made the smartest decision of his life and married Erin Trevino-Waldrop. In their spare time together, they like to hustle people in pool halls and vacation in Colorado, showing the locals how Texans get down the mountain.

Michael Wesolowski

Michael Wesolowski, Sea Tow Foundation Executive Director, advocates for boating safety through its EPIRB/PLB Beacon Rental Program, Designated Sober Skipper Campaign and Life Jacket Loaner Program. Previously, Michael advocated for a rare disorder, facilitated economic development; and designed sales promotion. Michael enjoys boating with his family and sweets. Find out more about Sea Tow Foundation at: www.boatingsafety.com

Brian Westfall

Brian C. Westfall, Ranger/Natural Resources Specialist, USACE, serves as Safety and Public Relations Program Manager, Ouachita Project Management Office for the Arkansas Lakes (Lakes Ouachita, Greeson and DeGray) in the Vicksburg District, U.S., Army Corps of Engineers. Brian oversees the community relations program that interfaces with some 10,000,000 visitors, customers and stakeholders annually. Brian is the Executive Past President for the National Water Safety Congress serving on the Board of Directors since 2008. Areas of responsibility include partnerships, interpretation (water and boating safety, environmental education, kids in the outdoors, careers) and public affairs. Westfall is a Corps of Engineers boating instructor and holds a NASBLA teaching certification from the National Safe Boating Council. Westfall is a member of the USACE PROSPECT Interpretive Serves Instructor cadre dedicated to mentoring water and boating safety education to USACE rangers. Brian holds two certifications from the National Association of Interpretation - Certified Heritage Interpreter and Certified Interpretive Trainer. Westfall is a graduate of the University of Arkansas with a Bachelor's degree in Geology. Lastly, Brian serves as a USACE Critical Incident Stress Management (CISM) peer supporter.

Lisa Herndon Wilson

Lisa Wilson is the Past Commander of the Atlanta Sail & Power Squadron and has achieved Advanced Pilot and Inland Navigator certifications in the USPS curriculum. She retired from AT&T with 31 years of service in marketing, project management and operations management and holds the Coast Guard Operator of Uninspected Passenger Vessels (OUPV) license. She has boated all of her life on lake waters and about 30 years in coastal waters and owns and operates a 35' Silverton powerboat. She is a bridge member of the University Yacht Club. For the United States Power Squadrons national operations, she serves as the Project Manager for the Boating Safety Virtual Trainer (BSVT) simulator program.

EXHIBITOR DIRECTORY

2018 IBWSS, JOIN US! SAVE THE DATE!

Contact: Mike Fields
PO Box 4132
Frankfort, KY 40604
Tel: (502) 352-8771
Email: direct@watersafetycongress.org
The International Boating & Water Safety Summit is the premier event for training, awareness, meeting and networking for anyone involved in boating and water safety. Save the date, view and pickup information for the next IBWSS in Lexington, Kentucky, March 4 – 7, 2018.

ACR

Contact: Nicole Kalil
5757 Ravenswood Road
Ft. Lauderdale, FL 33312
Tel: (305) 485-7736
Email: nicole.kalil@acrartex.com
Since 1956 ACR Electronics, Inc. has been designing and manufacturing safety and survival products including Emergency Position Indicating Radio Beacons (EPRIBs), Personal Locator Beacons (PLBs, Search and Rescue Transponders (SARTs), Strobe Lights, Life Jacket Lights, Boat Search Lights and Airplane Emergency Locator Transmitters (ELTs).

Boat Ed

Contact: Mitch Strobl
14086 Proton Road
Dallas, TX 75244
Tel: (214) 437-9900
Email: mstrobl@kalkomey.com
Since its founding 21 years ago, Kalkomey Enterprises, LLC has been dedicated to providing outstanding safety education products and services, including Boat Ed. By partnering with Kalkomey, agencies are able to grow and improve their programs. www.boat-ed.com

#13

BoaterExam.com

Contact: Katerina Douskova
203-1568 Carling Avenue
Ottawa, OT K1Z 7M4 Canada
Tel: (877) 722-8838 x249
Email: kdouskova@freshaireductors.com
BOATERexam.com® is a leading provider of safe boater education and certification across the United States and Canada. Over the past 15 years, we've helped over 2 million students get their NASBLA approved boating certification!

BoatU.S. Foundation

Contact: Chris Edmonston
147 Old Solomons Island Road
Suite 513
Annapolis, MD 21401
Tel: (703) 461-2878
Email: cedmonston@boatus.com
The BoatU.S. Foundation for Boating Safety and Clean Water is an innovative leader promoting safe, clean and responsible boating. The Foundation provides educational outreach directly to boaters and supports partner organizations nationwide.
With millions of boaters on the water, our aim is to reduce accidents and fatalities, increase stewardship of our waterways and keep boating a safe and enjoyable pastime. The BoatU.S. Foundation is a national 501(c)(3) nonprofit organization. Our work is primarily funded by grants and individual donations.

#3

#32

Brunswick Commercial and Government Products

Contact: Kelsey Nemeth
420 Megan Z Avenue
Edgewater, FL 32132
Tel: (859) 509 0393
Email: kelsey.nemeth@whaler.com
We've been in the business of building boats for commercial and military applications for more than fifty years. From our beginnings as an arm of the legendary Boston Whaler brand to now - part of Brunswick Corporation, the largest marine manufacturer in the world - we've focused exclusively on building the toughest boats for the toughest jobs. At Brunswick CGP, you'll work with people who have been in your shoes - experienced professionals who know what needs to go into a boat so you get the most out of it. Whether you are in the market for an unsinkable fiberglass boat, a rigid inflatable or even an aluminum workboat, we have the platforms to support your mission.

#15

Florida Fish & Wildlife Commission

Contact: Brian Rewinkel
2590 Executive Center Circle, Suite 100
Tallahassee, FL 32301
Tel: (850) 488-5600
Email: brian.rewinkel@myfwc.com
The Florida Fish & Wildlife Conservation Commission's Division of Law Enforcement conducts outreach and education programs for boaters in Florida in order to keep Florida's waterways safe. With more than one million boaters, and a wide variety of year-round boating opportunities, boating safety is an important part of the Division of Law Enforcement's mission.

#5

Division of Law Enforcement

EXHIBITOR DIRECTORY

FreeSUP So Cal

Contact: Matt Holder
P.O. Box 9301
Newport Beach, CA 92658
Tel: (949) 375-0154
Email: matt.holder@alumni.usc.edu
FreeSUP So Cal is formed to promote the safety and general advancement of the sport and recreation of stand up paddle boarding in navigable waterways: www.freeSUP.org.

International Association of Marine Investigators (IAMI) #10

Contact: Chris Castelli
901 North Orange Avenue
Green Cove Springs, FL 32043
Tel: (904) 591-4621
Email: ccastelli@claysheriff.com
IAMI's mission is to develop and provide high levels of training to law enforcement, insurance investigators, and other marine professionals. Working and training together with both public and private sectors, to combat marine theft, arson, fraud, and other criminal activity in the marine environment.

Metal Shark Aluminum Boats #31

Contact: Dean Jones
6814 E. Admiral Doyle Drive
Jeanerette, LA 70544
Tel: (337) 364-0777
Email: djones@metalsharkboats.com
Metal Shark is a leading supplier of custom boats for military, law enforcement, Fire/Rescue and commercial entities. Metal Shark manufactures custom monohull and catamaran center console and pilothouse patrol boats, fireboats, and other specialty vessels up to 250'. Visit the company's website at www.metalsharkboats.com.

#6 Mustang Survival, Inc.

Contact: Steve Chambers
1215 Old Fairhaven Parkway
Suite "C"
Bellingham, WA 98225
Tel: (360) 961-8807
Email: schambers@mustangsurvival.com
Leading Supplier of quality flotation and personal protective equipment to the most demanding maritime and aviation customers including Coast Guard, Law Enforcement, Water Rescue Teams, Fighter Pilots, Commercial and Recreational boaters.

National Association of State Boating Law Administrators #11

Contact: Tom Hayward
1648 McGrathiana Parkway
Suite 360
Lexington, KY 40511
Tel: (859) 225-9487
Email: tom@nasbla.org
The National Association of State Boating Law Administrators is a national nonprofit, 501(c)3 organization that works to develop public policy for recreational boating safety. NASBLA represents the recreational boating authorities of all 50 states and the U.S. territories.

National Safe Boating Council #1 & 2

Contact: Sheila Chappell
9500 Technology Drive, Suite 104
Manassas, VA 20110
Tel: (703) 361-4294
Email: office@safeboatingcouncil.org
The National Safe Boating Council is the foremost coalition for the advancement and promotion of safer boating through education, outreach and training. Please stop by our booth or visit www.SafeBoatingCouncil.org

#16 National Water Safety Congress

Contact: Mike Fields
PO Box 4132
Frankfort, KY 40604
Tel: (502) 352-8771
Email: direct@watersafetycongress.org
The mission of the National Water Safety Congress is to promote water safety education and professional development to prevent drownings and water-related incidents.

National Weather Service Marine Coastal and Tsunami Branch #14

Contact: Wayne Weeks
1325 East West Highway, Room 13112
Silver Spring, MD 20910
Tel: (301) 427-9391
Email: wayne.weeks@noaa.gov
NOAA National Weather Service – Federal agency responsible for weather observations, forecasts, watches, and warnings for all of U.S. land and water. Wind, waves, hurricanes, rip currents, flooding, tsunamis, space weather.

National On-Water Standards (NOWS) #24, 25, 26

Contact: Joanne Dorval
1500 K Street NW, Suite 350
Washington, D.C. 20005
Tel: (202) 638-2788
Email: joanne.dorval@metcor.com
The mission of the National On-Water Standards (NOWS) Program is to advance the overall level of quality, availability and consistency of On-Water, skills-based instruction in recreational boat operation through the development, integration and application of On-Water Standards within the National System of Standards for Recreational Boat Operation. Learn more at www.onwaterstandards.org.

EXHIBITOR DIRECTORY

PPG Marine

Contact: Wil Busby
2612 Taylor Road
Chesapeake, VA 23321
Tel: (757) 213-2065
Email: wilbusby@parroco.net
PPG Marine / Parroco Creative Solutions provides comprehensive training, testing and inspection services to manufacturers and companies nationwide. We offer online video based training/LMS and marine compliance services.

Robotronics

Contact: Erik Larsen
1610 West 1600 South
Springville, UT 84663
Tel: (800) 762-6876 x2002
Email: elarsen@robotronics.com
Robotronics Inc. is an educational Robot and Costume manufacturing company. Since 1983, we have designed and built many different Robots & Costumes that have been and are still being utilized to help educate both children and adults in the many facets of water safety. Visit us at www.robotronics.com to learn more.

Rolyan Buoys

Contact: Crystal Duncan
W68 N158 Evergreen Boulevard
Cedarburg, WI 53012
Tel: (330) 630-8594
Email: cduncan@hygenic.com
Since 1969, Rolyan Buoys has supported safer boating by designing and manufacturing buoys and floats that meet State and Federal boating regulations. Stop by our booth or visit www.rolyanbuoys.com.

#4 SEABOB

Contact: Jan Wagner and
Claus Gruner
Flachter Str. 32
Stuttgart
Germany
Email: gruner@seabob.com
"SEABOB RESCUE – powerful drive, low overall weight, versatile on and under water. Optimized for simple handling – can be deployed from any insertion point. Saves time and energy to save lives."

#8 Sea Scouts, Boy Scouts of America

Contact: Keith Christopher
1325 West Walnut Hill Lane
Irving, TX 75038
Tel: (972) 580-7810
Email:
keith.christopher@scouting.org
Sea Scouts, Boy Scouts of America
The Sea Scouts provides nautical programs for youth ages 14 to 21. Boating and water safety programs include in, on, around, and under the water activities.

USCG America's Water Way Watch

Contact: Mary Larsen
4621 S. Hope Spring Road
Stone Mountain, GA 30083
Tel: (404) 731 7658
Email: mtlarsen@bellsouth.net
America's Waterway Watch enlists the assistance of those who recreate, live or work on our waterways asking them to be alert to anything suspicious. A hotline number permits anonymous reports.

#28 United States

Power Squadrons

Contact: Tammy Brown
1504 Blue Ridge Road
Raleigh, NC 27607
Tel: (888) 367 8777 x228
Email: brownt@hq.usps.org
The United States Power Squadrons® is the world's largest recreational boating organization with more than 30,000 members. For more than 100 years, we have worked to make the water a safer place through boating education, volunteerism and fellowship. With the United States Power Squadrons®, you can improve your boating skills and knowledge online, in the classroom with certified instructors, or outdoors with hands-on training. By joining America's premier boating organization, you can have fun with other boaters on the water and on land!

Water Sports Industry Association

Contact: Larry Meddock
4860 Waterwitch Point Drive
Orlando, FL 32806
Tel: (407) 620-7992
Email: larry@wsia.net
The Water Sports Industry Association (WSIA) is the leading advocacy and educational body for the towed water sports community, providing central leadership and organization to allow for the continued growth of wakeboarding, waterskiing, wakesurfing, wakeskating, tubing and all towed water sports.

Weems and Plath

Contact: Ken Browne
214 Eastern Avenue
Annapolis, MD 21403
Tel: (802)462) 578-
Email: kbrowne@weems-plath.com
Weems & Plath has manufactured time-tested nautical instruments for safe and enjoyable boating since 1928. Visit us at our booth, and see our full product line at www.weems-plath.com.

#20

#22

#30

#7

#9

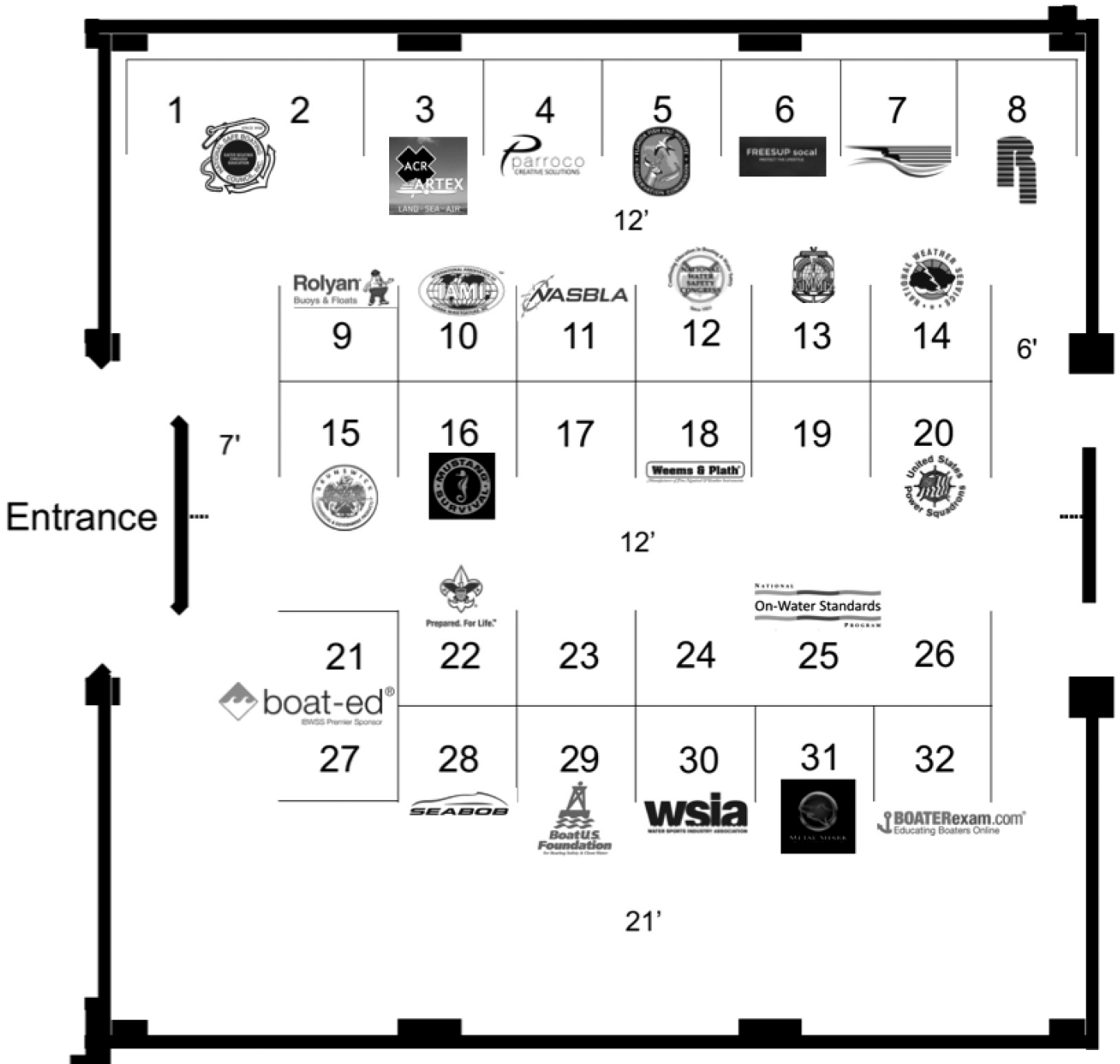
#18

THANK YOU to the IBWSS EXHIBITORS
for supporting the 2017 IBWSS and hosting
the Monday luncheon.

We encourage all attendees to meet our exhibitors.
It is a perfect opportunity to make new contacts and gather useful information for your organization.

EXHIBIT HALL BOOTH LAYOUT

Hilton St. Petersburg Bayfront Hotel



- | | | | |
|-----------------------------|----------------|----------------------|--------------------------------|
| 1 & 2. NSBC | 8. Robotronics | 14. NWS | 22. Sea Scouts, BSA |
| 3. ACR Electronics | 9. Rolyan Buoy | 15. Brunswick CGP | 24, 25 & 26. NOWS |
| 4. Parroco Production Group | 10. IAMI | 16. Mustang Survival | 28. SEABOB |
| 5. FWC | 11. NASBLA | 18. Weems & Plath | 29. BoatU.S. Foundation |
| 6. FreeSUP So Cal | 12. NWSC | 20. USPS | 30. WSIA |
| 7. USCG AWW | 13. 2018 IBWSS | 21 & 27. Boat Ed | 31. Metal Shark Aluminum Boats |
| | | | 32. BOATERexam.com |



NATIONAL SAFE BOATING COUNCIL BOARD OF DIRECTORS

Richard Moore – Chair

1394 Robin Kay Road
Tallahassee, FL 32312
Email: rcm1394@embarqmail.com

Chris Stec – Vice Chair

ACA | Canoe-Kayak-SUP-Raft-Rescue
503 Sophia St., Suite 100
Fredericksburg, VA 22401
Phone: (540) 907-4460 x110
Email: cstec@americancanoe.org

Chris Edmonston – Past Chair

BoatU.S. Foundation
147 Old Solomons Island Rd., Suite 513
Annapolis, MD 21401
Phone: (703) 461-2878 x8356
Email: CEEdmonston@BOATUS.com

Betsy Woods – Secretary/Treasurer

Tennessee Wildlife Resources Agency
P.O. Box 40747
Boating Division
Nashville, TN 37204
Phone: (615) 781-6601
Email: betsy.woods@tn.gov

Members at Large**Stephanie Hussey**

Recreational Boating and Fishing
Foundation
500 Montgomery St., Suite 300
Alexandria, VA 22314
Phone: (703) 778-5152
Email: shussey@rbff.org

Alan Dennison

BoatU.S. Foundation
147 Old Solomons Island Rd., Suite 513
Annapolis, MD 21401
Phone: (703) 461-2878 x8353
Email: adennison@boat.us.com

Joe McCullough

Alaska Office of Boating Safety
550 W. 7th Ave., Suite 1380
Anchorage, AK 99501
Phone: (907) 269-8704
Email: joseph.mccullough@alaska.gov

Stu Gilfillen

US Sailing
P.O. Box 1260
15 Maritime Dr.
Portsmouth, RI 02871
Phone: (401) 683-0800
Email: stugilfillen@ussailing.org

Tom Dardis – U. S. Coast Guard

Division of Boating Safety (CG-54222)
2701 Martin Luther King Jr. Ave. SE
Washington, DC 20031
Phone: (202) 372-1063
Email: thomas.j.dardis@uscg.mil

**Pam Doty – U. S. Army Corps
of Engineers**

National Water Safety Program Manager
CESWF-OD, Room 4C04
PO Box 17300
Fort Worth, TX 76102
Phone: (817) 886-1727
Email: pamela.j.doty@usace.army.mil

**Mark Brown – National Water Safety
Congress**

Oklahoma Highway Patrol
220 NE 38th Terrace
Oklahoma City, OK 73105
Phone: (405) 522-1877
Email: mark.brown@dps.ok.gov

**John Gullick – Canadian Safe Boating
Council**

PO Box 307
Lakefield, ON K0L 2H0
Canada
Phone: (705) 651-2867
Cell: (416) 200-1079
Email: jrag@nexicom.net

**Stephanie Weatherington –
NASBLA President**

Arkansas Game & Fish Commission
Hot Springs Regional Office
350 Fish Hatchery Road
Hot Springs, AR 71913
Phone: (501) 525-8606
Email: stephanie.weatherington@agfc.ar.gov

**John Johnson – NASBLA
Executive Director**

1648 McGrathiana Pkwy., Suite 360
Lexington, KY 40511
Phone: (859) 225-9487
Email: john@nasbla.org

Larry Bowling – NTSB

Office of Marine Safety
490 L'Enfant Plaza East, SW
Washington, D.C. 20594
Phone: (202) 306-3003
Email: larry.bowling@ntsb.gov

John Malatak – U.S. Power Squadrons

114 Mealer St.
Franklin, TN 37067
Phone: (615) 794-8326
Email: jmalatak@comcast.net

**William Higgins – Marine Retailers
Association of the Americas**

650 Massachusetts Ave. NW
Washington, DC 20001
Phone: (202) 737-9779 x502
Email: william@mraa.com

**Robert Newsome – National Marine
Manufacturers Association**

231 S. LaSalle St., Suite 2050
Chicago, IL 60604
Phone: (312) 946-6275
Email: rnewsome@nmma.org

**William Griswold (Griz) – U.S. Coast
Guard Auxiliary**

815 Northside Drive
Mt. Dora, FL 32757
Phone: (352) 383-8889
Email: wsgriz@aol.com

Rachel Johnson, CAE – Executive Director

Email: rjohnson@safeboatingcouncil.org
Cell: (703) 789-2731

Fred Messmann – Deputy Director

Email: deputy@safeboatingcouncil.org
Cell: (703) 789-2730

Sheila Chappell – Office Manager

Email: office@safeboatingcouncil.org
Cell: (703) 888-6138

Sandy Smith – Financial Officer

Email: finances@safeboatingcouncil.org

**Diane Corish – Communications
Coordinator**

Email: dcorish@safeboatingcouncil.org
Cell: (703) 403-1598

**Dan Ratner – Marketing and
Membership Specialist**

Email: dratner@safeboatingcouncil.org
Cell: (703) 895-8980

9500 Technology Dr., Suite 104

Manassas, VA 20110
Phone: (703) 361-4294
Fax: (703) 361-5294



NATIONAL WATER SAFETY CONGRESS BOARD OF DIRECTORS

Mark Brown – President

Oklahoma Highway Patrol
7000 East Second St
Edmond, OK 73034
Phone: (405) 341-8927
Email: mbrown@dps.state.ok.us

Keith Christopher – Vice President

Boy Scouts of America
1325 W. Walnut Hill Lane
Irving, TX 75038
Phone: (972) 580-810
Email: Keith.christopher@scouting.org

Alan Bland – Treasurer

U.S. Army Corps of Engineers
Beaver Lake Project Office
2260 N 2nd Street
Rogers, AR 72756
Phone: (479) 636-1210
Email: Alan.bland@usace.army.mil

Amy Shultz – Secretary

U.S. Army Corps of Engineers
1310 Timberlake Drive
Royal, AR 71968
Phone: (501) 276-2692
Email: Amy.j.shultz@usace.army.mil

Brian Westfall – Past President

U.S. Army Corps of Engineers
Ouachita Project Management Office
1424 Blakely Dam Rd
Royal, AR 71968
Phone: (501) 767-2108
Email: brian.c.westfall@usace.army.mil

Ron Sarver – Member-at-Large

NASBLA
1648 McGrathiana Parkway, Suite 360
Lexington, KY 40511
Phone: (859) 225-9487
Email: ron@nasbla.org

Zac Campbell – Member-at-Large

Kentucky Department of Fish and
Wildlife Resources
#1 Sportsmans Lane
Frankfort KY 40601
Phone: (502) 564-3400
Email: zachary.campbell@ky.gov

Mike Fields – Executive Director

NWSC Corporate Office
P.O. Box 4132
Frankfort, KY 40604
Phone: (502) 352-8771
Fax: (502) 385-2339
Email: direct@watersafetycongress.org
www.watersafetycongress.org

Directors Emeritus –

Russ Minton
Lu Christie
Carl Bishop
Al Payne
Jim McGuffey

Brad Keshlear
Cliff Hays
Carl Garner
Bill Ladd

Rachel Johnson – Liaison

National Safe Boating Council
9500 Technology Dr., Suite 104
Manassas, VA 20110
Phone: (703) 361-4294
Email: rjohnson@safeboatingcouncil.org

John Johnson – Liaison

NASBLA
1648 McGrathiana Pky., Suite 360
Lexington, KY 40511-1338
Phone: (859) 225-9487
Fax: (859) 231-6403
Email: john@nasbla.org

Chris Stec – Liaison

ACA/Canoe-Kayak-SUP-Raft-Rescue
503 Sophia St., Suite 100
Fredericksburg, VA 22401
Phone: (540) 907-4460 x110
Email: cstec@americancanoe.org

Joe Carro – U.S. Coast Guard Liaison

Program Operations Branch (CG-BSX-22)
U. S. Coast Guard
Boating Safety Division
Phone: (202) 372-1068
Fax: (202) 372-1933
Email: joseph.j.carro@uscg.mil



NATIONAL ASSOCIATION OF STATE BOATING LAW ADMINISTRATORS BOARD OF DIRECTORS

Stephanie Weatherington – President

AR Game & Fish Commission
2 Natural Resources Drive
Little Rock, AR 72205
Phone: (501) 223-6379
Email:
Stephanie.Weatherington@agfc.ar.gov

Tom Guess – Vice President

VA Department of Game & Inland
Fisheries
4010 West Broad Street
Richmond, VA 23230
Phone: (804) 921-9147
Email: tom.guess@dgif.virginia.gov

Mark Brown – Treasurer

OK Highway Patrol
220 NE 38th Terrace
Oklahoma City, OK 73105
Phone: (405) 522-1877
Email: mbrown@dps.state.ok.us

Members-At-Large**Cody Jones**

TX Parks & Wildlife
4200 Smith School Rd.
Austin, TX 78744
Phone: (512) 389-4624
Email: cody.jones@tpwd.texas.gov

Timothy Dunleavy

NH Dept. of Safety, Div. of State Police
Marine Patrol Bureau
31 Dock Rd.
Gilford, NH 03249
Phone: (603) 293-2037
Email: timothy.dunleavy@dos.nh.gov

Kenton Turner

Indiana DNR - Law Enforcement
Division
402 W Washington St
RM W255-D
Indianapolis, IN 46204
Phone: (317) 232-0935
Email: kturner@dnr.in.gov

Darren Rider – Past President

TN Wildlife Resources Agency
PO Box 40747
Nashville, TN 37204
Phone: (615) 781-6669
Email: darren.rider@tn.gov

Executive Director & CEO

John Johnson, CAE
1648 McGrathiana Pkwy.,
Suite 360
Lexington, KY 40511
Phone: (859) 225-9487
Email: john@nasbla.org

NASBLA STAFF**Deputy Executive Director**

Ron Sarver, CAE
Email: ron@nasbla.org

Deputy Executive Director

John Fetterman
Email: john.fetterman@nasbla.org

Chief Financial Officer

Tom Hayward
Email: tom@nasbla.org

BOAT Program Director

Dave Considine
Email: dave.considine@nasbla.org

Communications Director

Hannah Helsby
Email: hannah@nasbla.org

Education and Standards Director

Pam Dillon, CAE
Email: pam@nasbla.org

Government Affairs Director

Charlie Sledd
Email: charlie@nasbla.org

Membership Services Director

Sam Lynch
Email: sam@nasbla.org

Association Accountant

Marlene Mason
Email: marlene@nasbla.org

Committee Staff

Rick Barrera
Email: rick@nasbla.org

Event Planner

Joan Minton
Email: joan@nasbla.org

Office Manager

Andrea Stauter
Email: andrea@nasbla.org

Project Manager

Chris Moore
Email: chris@nasbla.org

Recreational Boating Professional**Certification Program Manager**

John Malatak
Email: john.malatak@nasbla.org

Research Consultant

Dr. Deborah Gona
Email: deb@nasbla.org

NASBLA Office

1648 McGrathiana Pkwy., Suite 360
Lexington, KY 40511
Phone: (859) 225-9487
www.nasbla.org



WHAT'S THE NEXT BIG THING?

You don't get to be an industry leader by slackening speed and dropping anchor. We've spent the last year diving deeper into boating safety than ever before and our spirits are buoyed! Now, we're just about done charting our course and ready to move forward with some innovative new methods of delivering the best in safety education. Let us introduce you to **scenario-based learning** and **responsive visual evaluation**. These new interactive features are coming to a safety course near you, so keep a proper lookout and get ready to dive in head first!

We'd love to show you this and some of the other projects we've been busy with this year! Visit us at our booth and see for yourself!

 **BOATERexam.com**[®]
Educating Boaters Online



Did you know? BOATERexam.com customizes state manuals! And it's FREE!

BOATERexam.com is excited to partner with your state and help you build a customized manual that suits all your needs. Let our expert design team show you how they can bring boating safety concepts to life with powerful illustrations. Questions? Come by our booth to see examples or contact us!

Contact: Kerry Moher – [1-877-722-8838 ext.222](tel:1-877-722-8838)
or kerry@freshaireducators.com



SAVE THE DATE: March 4 - 7, 2018



22nd Annual International Boating & Water Safety Summit

THE PREMIER CONFERENCE FOR BOATING AND WATER SAFETY

Hilton Lexington/Downtown
Lexington, Kentucky

www.IBWSS.org



boat-ed®

IBWSS Premier Sponsor

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

Photo credit: Jeff Rogers